Checklist 6: Investing In The Right Business Tools

Project Name: _____ Date: _____

		Yes	No
	Investing in the right tools when starting a digital agency comes in handy especially in terms of building links and generating brand awareness. The right business tools are essential in automating your business and subsequently creating efficiency for instance in accounting, creating reports, and by optimizing campaigns. When investing in business tools, it is important to determine which tools are crucial to your agency to avoid selecting tools that would be redundant in your operations. This checklist highlights the necessary tools to invest in for your agency.		
1	Consider investing in digital marketing platforms (options in the market include Ahrefs, Hubspot, SEMRUSH).	☐	☐
2	Invest in agency website tools such as plugins and web hosting.	☐	☐
3	Consider management tools for your clients' websites.	☐	☐
4	Invest in software for keyword search and analysis.	☐	☐
5	Consider investing in lead generation software (such as Optinmonster, Nimble, Sharpspring, Keap).	☐	☐
6	Invest in SEO tools to drive traffic such as Google Analytics, Ubersuggest, Clickflow, Mozbar).	☐	☐
7	Consider investing in software such as Canva to enhance graphics .	☐	☐
8	Invest in task management software.	☐	☐
9	Consider software for customer service for your website.	☐	☐
10	Tools that offer email marketing solutions such as MailChimp, Klayvio, Drip.	☐	☐

Notes

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11	Invest in copy and grammar analyzer tools such as Grammarly, CopyScape.	☐	☐
12	Software for book keeping and managing finances.	☐	☐
13	Tools for contract and invoice generation.	☐	☐
14	Invest in design tools for social media graphics or ebooks.	☐	☐
15	Consider scheduling software such as Calendly to schedule important calls or tasks.	☐	☐
16	Invest in link generating tools.	☐	☐
17	Consider tools that build your brand awareness.	☐	☐
18	Invest in conferencing or screen-sharing tools.	☐	☐

Note

While investing in software and tools may seem expensive for a startup, there are myriad free tools in the market such as Google Analytics that perform similar functions. Also, some of the tools such as Calendly have the free and premium options. You can also buy widgets and plugins that contain tools that are relatively cheaper from platforms such as CodeCanyon.

Notes

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