



100 Marketing tools

KEYS TO PRODUCTIVITY OF
THE MARKETING DEPARTMENT.

Index

SEO

20 online content analysis and
SEO report apps **p.4**

Photography

20 marketing & catalog photography
and retouching apps **p.10**

Social Media

20 audience management
strategy apps **p.16**

Writing

20 writing, editing and layout apps
for texts and documents **p.22**

Organization

20 team administration
improvement apps **p.28**

“The most regretful people on earth
are those who felt the call to creative
work, who felt their own creative
power restive and uprising, and gave
to it neither power nor time.”

Mary Oliver

SEO

You are tossing and turning during your dreams. Oh no, it's a nightmare! You have left your bedroom window open and bats are coming and fluttering around your head: target keywords, text to code ratio, flash, internal page, header, frames... Even the king of vampires gets in showing his IP canonicalization medallion!

Fortunately, you wake up and discover that the only thing that you had left open is your website's SEO and online campaigns analysis window. If every night (and every day) you struggle to understand this essential language in digital businesses, with these 20 applications and extensions for smartphone, tablet and computer you will be able to master a little more of the SEO world.





Google Analytics

Google Analytics offers you access to your performance metrics in its extensive digital empire. Using its application you can obtain analytical reports for periods of time, monitor in real time, with specific figures, approximate roundings and development and category distribution graphs. You only need a Google account and to link it to your web page. Its design is quite simple and bare, maybe not very intuitive for beginners, but enough to start to study basic metrics.



Analytics Pro 2 leaves no region unexplored: audiences (customer analysis by language, geographical area, enquiry device, web explorer, network, age range, sex and even their screen resolution), traffic and social networks (from where they redirect their users to and where you are mentioned), content, mobile applications (with error reports) and for e-commerce, daily activity reports, transactions and orders, product stock, categories, SKUs and profit metrics, taxes, deliveries and sales conversions.

Buzzsumo

BuzzSumo is free and efficient: a quick way of having a look through the competition's peephole and see what content and influencers have the greatest success according to themes or on specific web pages. Yes, this enables you to spy on your opponents, from the trends of the last 24 hours to a period within the last 5 years. What's more, you can filter by country, language and type of content, to distinguish pictures, infographs, graphs, background articles and interviews.



Moz offers specific software for your SEO, both for web page and business positioning. It enables several business locations to be managed at the same time and to segment the keywords you want, preparing rankings by search engines, country, city and even neighbourhood, and comparing it with your competitor's activity and results. It also includes click by link metrics, SERP analysis, spam and errors, and performance comparisons between visits made on the computer or mobile.



With **Woorank** you can obtain fast, clear and intuitively presented SEO reports. Explore your web page users (traffic, AdWords campaigns and a basic segmentation of visitors), the impact of your publications on Twitter and LinkedIn, optimization of your mobile application, and analyse your backlinks, keywords, rankings and competition on Google, and all the SEO content and web links.



mAnalytics brings together for you the Google Analytics interface and it shows it to you on a more manageable application, especially designed for Android devices. You can connect several different accounts and it will show you the results of all your analytics in lists, columns and graphs. The free version includes advertising, and to remove it and access other functions you will have to get the Pro version.



Hubspot includes a good SEO optimization. It calculates for you the potential traffic volume for each keyword and how you can include them in your content plan, by means of clear and intuitive tables and recommendations in real time during editing. What's more, it compares the results of each keyword with your activity and that of your competitors.



DeepCrawl gets into the cracks on your web page to analyse your organization and, therefore, the performance and optimization arising from it. Your service works as a doctor and personal auditor for your web: it performs periodical or one-off examinations, supervises web migrations and launches versions in other languages, it detects duplicates, error pages, slow loading and non-functioning backlinks, it improves or removes your content marked as low quality and, of course, meanwhile it studies your competition.



SEO Spyglass positions itself as a reference agency with its software tools to study specific web pages, links, backlinks, keywords and the competition. Its handling requires more skill and it is mainly aimed at professional analysts or companies that have their own teams focussing on SEO.



TrendSpotttr enables you to try to predict the virality of content, trends that will arise in the near future, the leading influencers, and even threats that may affect your business' reputation. They are also aimed at B2B and, as it is usual to be sceptical about diviners of what is viral, you can test the waters with the free 7-day trial.



Unmetric is an algorithm-based system capable of processing millions of interactions from hundreds and thousands of brands and types of content in the last 5 years. This information is applicable to the analysis of the actions of the competition and the search for new ideas for your content. Searches by keyword, hashtag or event can be classified by social network, country, period of time and type of content, such that with a single glance you know where, how and when mentions of specific topics and concepts have appeared.



Inkybee is a hard-working and precise tool in the huge hive of analytics. You can assess each customer's sector with it, the most interesting influencers and bloggers, the scope of blogs and the result of the marketing campaigns. Afterwards, with these data it suggests strategies for growing your contact lists, create new professional relationships and analyse keywords, traffic and real involvement level of your audience. It saves all your history and allows you to download and print reports, which is very useful for meetings and presentations.



CrowdBooster mainly focuses on measuring your activity on Twitter and Facebook in real time, and the development of strategies and actions that multiply your audience. It lets you download reports in CSV format and not only gives you raw data, but suggests possible interesting followers and content improvements.



Social Mention is a web browser into which you enter any keyword to see its ranking strength and number of searches, hashtags and related words that users have used, on blogs, microblogs, queries, pictures and videos. Because sometimes we only need a simple, rapid and efficient resource. And, of course, free of charge.



Simply Measured

Simply Measured services are divided into three areas: tools for social marketers, content marketers and digital agencies. From this, it includes all the typical functions you can choose as you like for study, from activity on social networks to trawling sales conversations. Before taking out a plan, you have to request a demo, because it is quite a sought-after service.



Falcon acts like a bird of prey, observing the users behind the data with a telescopic gaze. It listens in to topics which audiences really talk about, it recommends ways of approaching them, it studies user experiences to improve them and it plans content marketing suitable for you. They work with top class brands and access to its services is a little exclusive... But it does not cost anything to give it a go and, at least, try out its free demo.



Socialbakers bakes the complete strategy for social networks, marketing and positioning: a little analysis of content and the competition, a handful of advert evaluations and payment campaigns, a pinch of predictions and, voilà!, they obtain a soufflé on a single modular query site.



Localytics focuses on apps performance analysis. Localytics studies your ROI, messages and notifications that the app sends or shows your users (and performs A/B tests on them), and users' activity and behaviour when they are on your application.



SpyFu is the Robin Hood of SEO: it steals from your competitors the keywords that they have bought on AdWords, so you can apply them to your strategy and follow the evolution and positioning of your opponents. Is it a crime? Luckily, spying on the competition and taking keywords is not yet seen as malpractice in legal circles and all marketing professionals do it. There is a basic query on its web browser, but to obtain complete reports you will have to subscribe to one of its plans.



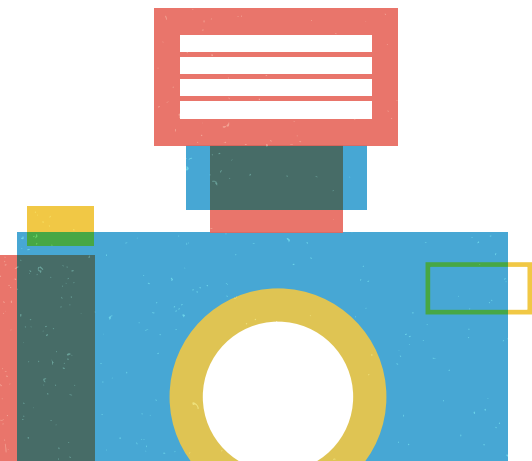
Clicky breaks down the actions of individual users of your website, and performs heatmaps to highlight the areas of the page on which most interaction has been carried out per visit or type of user. Clicky offers an interesting own-brand service, so that another domain can sell its analytics in real time as its own, in exchange for a monthly quota. The standard price is \$2.5 dollars per website analysed, with the requisite of a maximum of one million visits per day.

Photography

Which application is most suitable for obtaining perfect pictures for your social networks, blog, web page or even online shop, without leaving your computer or mobile phone?

It goes without saying, you must solve the question of storage first. Options such as Google Photos, with infinite high-quality storage, are a good alternative to external hard drives or the limited capacity on other pay platforms, such as Dropbox.

Most of the following applications can be used on both iOS and Android, on mobile devices or computers. Some are designed for use directly from a telephone camera, and others only as a program for post-editing. We give you all the details so that no creative idea is without its most suitable tool.

A stylized, colorful illustration of a camera. The main body is blue with a large yellow circle for the lens. Above the lens is a red rectangular viewfinder with four horizontal white lines. To the left of the lens is a green rectangular flash. The camera is set against a background of various colored rectangles: yellow, green, and red.

one, two,
three... pose!



Camera+ enables you to control before shooting functions such as ISO, focus, exposure, the colour palette, stability, shutter speed and white balance. It includes a 30-second timer, very useful to avoid the rushing that default timers impose. Once the snapshot has been taken, the application carries on letting you make improvements via filters (a limited offer which can be extended by paying extra) and layer effect design.



Cortex Camera, the specific tool for successfully tackling night-time photographs without a tripod or complex DSLR equipment. Its operation enables you to capture pictures, mainly outside, in the least favourable light conditions, thanks to the combination of several shots on a single take and their electronic stabilization. For mobiles with cameras with more than 13 megapixels, it also supports RAW and video work, although it only exports to JPG and TIFF.



Camera51 is the alternative for Android. Its operation allows you to design the framing, composition and light levels of the camera, even using deviation alerts during use. It contains specific options for portraits, groups or individuals, and guarantees that selfies and snapshots of objects have a professional look compared to the saturation of mobile photographs on social networks.



Pixlr, the specific tool for successfully tackling night-time photographs without a tripod or complex DSLR equipment. Its operation enables you to capture pictures, mainly outside, in the least favourable light conditions, thanks to the combination of several shots on a single take and their electronic stabilization. For mobiles with cameras with more than 13 megapixels, it also supports RAW and video work, although it only exports to JPG and TIFF.



VSCO stands out because of its more professional and artistic tone. Together with the traditional touch-up options, it includes a package of aesthetic filters similar to those popularized by Instagram, and which allow for customization. Apart from the default filters, the user can purchase more varied packages and, from time to time, free sponsored filters are offered.



Snapseed has 26 basic tools, it is just as good the panels of its subscription competitors, and its versatility is enormous. Automatic improvements using algorithms immediately find defects in the whole picture, and the manual control endows complete freedom over photograph features, improvements in localized areas and artistic effects, such as clones, removal of elements and filters (a little heavy, but adjustable).



All **Photoshop** applications for mobile are free, but require the creation of an Adobe-linked account. Photoshop Express is ideal for mobile shots and quick touch-ups, Lightroom for a professional photographic work in RAW format, Photoshop Fix for in-depth touch-ups, Photoshop Mix to combine and clip photos in layers, and other complements such as Adobe Capture CC allow graphic elements to be created from user pictures.



Aviary, apart from basic touch-up features, focuses on the use of filters and the combination of photography and illustration, including collections of decorative elements created by artists. Its community dynamics includes an educational advantage: in the photo gallery chosen by the platform team, you can observe the editing process for each picture step by step and discover what tools and effects have been used. Besides, they offer tutorials and a technical query service.



Canva has become a design and photograph referent because it allows it to be applied both to digital media and prints in physical format. Its database has more than a million graphic resources (including pictures, illustrations, icons and vectors) and typographies, with pre-defined filters and templates that can be modified in thousands of combinations.



Facetune saves the cost of a professional photo session and time invested in touching up the defects encountered in a portrait (and which can be stretched infinitely) has a quick remedy: an application that enables tactile lifting. In Facetune the user can make corrections to face and skin, whiten teeth, modify eye brightness and shade, hair erasures and additions, and even add digital makeup.



SKRWT saves the cost of a professional photo session and time invested in touching up the defects encountered in a portrait (and which can be stretched infinitely) has a quick remedy: an application that enables tactile lifting. In Facetune the user can make corrections to face and skin, whiten teeth, modify eye brightness and shade, hair erasures and additions, and even add digital makeup.



AfterFocus achieves that perfect out-of-focus background effect, without the blurring that many applications with this option have. Users select the area in which they want to apply the lack of focus and AfterFocus applies it automatically, from the camera or during post-editing. The type and intensity of the lack of focus is adjustable, and serves both to give less prominence to backgrounds and specific areas and to generate the feeling of elements in movement.



TouchRetouch is aimed at correcting and removing specific parts of a picture. With just a single touch on the screen, it recognizes the pixels of the area selected and erases or clones them, saving the tedious chore in product photography for e-commerce, which needs to touch up objects and intrusive soiling, such as threads, cables or stains.



LensDistorsions adds lens flare effects, mist, glass and a whole host of sunglare. The disadvantage is that the basic effects are free, but to access really advanced results you will have to make an extra payment.



Superimpose combines naturally two or more pictures into a single one, by selecting a photograph as a background and the other as the foreground before proceeding to erase the unwanted parts. Later, the application merges both mask layers to achieve a more or less realistic or fantastic result, with smooth edges and 18 optional modes. If the job on the screen becomes too tedious, there is the option of the Magic Wand for automatically detecting shapes and areas of colour that you would like to remove from the picture.



In **Path On**, using pre-defined fonts the user can place words and phrases freely, adapting them to shapes and spaces on the photograph with striking and creative results. Perfect for getting out of a predicament, composing a picture with a slogan at great speed, advertisement or inspirational catchphrase for social networks, or the provisional banner for an article or section of a web page. Its developer, Peta Vision, offers a wide range of alternatives for photography, music and video.



Mextures raises the art of adding textures to a subtler and more elaborate category. Using colour, grain, emulsion, dust and light treatments, the user has full control over the mixes, while most photographic applications only allow you to regulate the intensity of filter applied. Mextures works like a little visual laboratory: the formulas and combinations obtained after mixing all the elements can be saved in a personal library and be applied on future edits.



Enlight enables you to stand out from the rest and be a step ahead in photographic design. The effects presented in these more artistic alternatives require a little more effort and patience, although the results will increase their attractiveness: collage-type cutting, hand-drawn styles, dozens of vignetting effects, lighting, frames, colour gradients, miniature faking and the strong point of Enlight and trends, and double exposure.



Clone Camera Pro clone an element within a picture, without having to have recourse to the dreaded cloning stamp and never-ending hours only to get tired old results. Using its interface, it is possible to combine different pictures of a single person, duplicating them in space, putting together elements from several photographs, making them levitate, twist them into impossible poses and obtain staggering special effects results that will look mesmerizing on social networks.



Retromatic makes it easy to search for effects thanks to its pre-defined catalogue. It achieves the appearance of a vintage photograph, press cutting or a 50s advertising poster without the need for losing count of the time spent messing with a host of tabs. No expert in photography or marketing would recommend you abusing filters, but it is useful when creating pictures to match a specific campaign style or parody these trends.

Social media

The difficulty of setting up a tent is only surpassed by social network campaigns. At the faintest breath of wind, the structure collapses and it turns out that currents have changed direction and it is time to readjust.

If you have a social media manager for these things, we imagine that they'll know how to get by. But if you or your marketing team are going to do it on your own, then what better than some tricks to avoid trauma and time wasting.

With these online applications and services, you'll feel a little bit like launching into the air one of those tents that fall to the ground ready assembled (although we don't recommend you throw your phone or laptop into the air). From finding interesting content to share to spying on your followers, welcome to the selection of the best apps and services for your business' social networks.

An abstract graphic in the bottom left corner featuring a large blue circle, a yellow circle, and a red line segment connecting them, with a smaller blue line segment extending from the yellow circle.

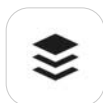
Hey,
do you
like us?



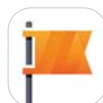
From **Hootsuite** you can publish, program and control conversations and mentions on Twitter, Facebook, Instagram, YouTube... and more than 35 networks, each one from its own tab. It allows you to monitor hashtags, select which users you want to keep up to date, respond to mentions without having to trawl through the history and obtain measurements on real time performance.



The aim of **Buffer** is not to manage your networks, but to program your publications and retweets in advance, on the dates and at the times you prefer (or letting the Buffer algorithm suggest the most suitable ones for your audience and traffic). For this reason the analytics for each application will also be different: Hootsuite tells you how your networks are working and Buffer how your publications are working.



TweetBot, as its name indicates, looks after synchronizing your Twitter account on all your devices, customizing your profile and updates, silencing followers, hashtags and keywords, and providing you with popularity and follower statistics. For those who never rest, they now also offer integration with Apple Watch and a night-time read mode.



Facebook Pages is the basic application if your business has a profile on Facebook and you prefer direct control on the same platform. It enables you to manage and program publications, organize notifications and private messages, monitor statistics on new followers, impact and visits, although it is aimed at convincing you to invest in promotion with paid adverts.



On **Everypost** you can collect all the interesting materials you find, such as videos, photographs or articles, and decide how to share them in a customized way on the networks you use (Facebook, Twitter, Google+, LinkedIn, Pinterest and Tumblr). This ensures you that your strategy does not seem lazy and copied on all platforms, since Everypost allows you to adapt the same content to the language of each social network (for example, different types of hashtags as it appears on Facebook or Twitter).



ContentGems locates the keywords you indicate out of hundreds of information sources, so as to find articles or materials which suit your editorial line. You can also add your favourite sources and consult in real time every day what new suggestions could save you for effectively and rapidly programming your publications. In free mode you can consult a single content interest.

Olapic

Olapic looks after selecting picture and video content relevant to users all over the world, and suggesting to them that they share the brands on their platforms. They employ an algorithm that recognizes the exact elements on each picture, they ask users for permission to share their publications and work specifically for e-commerce channels, following the editorial line or style you set.



Flipagram lets you create and find pictures and mini videos from a multitude of suggestions for popular hashtags or your own customized searches. It allows you to send publications to Instagram, Facebook, Twitter, Tumblr and Pinterest, and it is especially useful if you want to construct an informal picture and take advantage of successes and current trends, such as fashionable songs which give you free access.



Brand24 offers complete trawling of your activity on networks. Its analytical aim focuses not so much on knowing your audience than in discovering your own image: what are you saying about your brand and what mentions about you appear on networks. Brand24 automatically classifies the positive, negative and neutral mentions, and builds evolution graphs of your reputation over time. Besides, it identifies influencers with high rating if you want to cultivate relationships with relevant people for your company.



Mulpix lets you input various hashtags at the same time and obtain more precise related publications. You can activate the geolocator so that suggestions are based on your surroundings and makes searches for creators in specific countries.



As an official extension to Pinterest, **Tailwind** makes it easy to create panels, upload large volumes of pictures and programme publications. But it also works with Instagram and it is a good control centre if your strategy on social networks is predominantly visual and you employ at least one of those two channels. Tailwind analyses when it is most effective to upload a picture, depending on the activity of your audience, and offers a package for agencies that need to handle several accounts at the same time, with impact analytics.



Into puts businesses and brands in contact with agencies that represent real influencers: bloggers, vloggers, instagramers, Twitter stars and even celebrities and models. Other applications such as Iconosquare also offers an identification service for the best influencers for your business, under different payment plans.



Oktopost is the platform which neglects the ordinary user to concentrate on professionals who most interest you, and performs searches for interesting leads for your company, whether your e-commerce sales are aimed at other businesses or whether you want to continue cultivating relationships and partnerships with other companies.



Edgar recycles your old posts and social network states and allows you to recover content that is not giving you any results through neglect, not because you are no longer good or efficient. We know that memory on the Internet is short term, so you do not need to be continually accumulating material.



Bitly directly shortens any link that you provide it with. Management platforms have their own formula (Hootsuit uses ow.ly and Buffer uses buff.ly), but Bitly is useful if you don't want your readers to know what manager you use or you want a short link for some specific publication.



Daycap lets you generate brief and attractive audiovisual materials, which assembles in GIF format from photographs you have taken with your mobile throughout the day or at specific events. This publication strategy is more informal and close, useful if you want to give public coverage to events that your company or team is attending. You can share it on the social networks you want, without having to create a specific profile on typical mini-video networks like Snapchat.



SpredFast guarantees that not only will you have nice follower figures but that these will give rise to faithful and trusting purchasers, so that your investment in social media have a real economic impact. As this is not simple, they specialize in omnichannel companies, monitor user responses on social networks and follow trends in real time and your competitors' results.



Sprout Social is based on cultivating a relationship with your customer. They know that many first buyers access a brand via some social networks instead of via the main website, so they value the importance of responding directly to user doubts and participating in debates and conversations that affect you on social networks. Besides, they offer a calendar for your whole team to take part, manage your marketing campaigns to adjust your image on all the platforms on which you are present.

#tagboard



Tagboard looks after analysing the ROI of your campaigns on social networks, creating surveys and attracting customers and followers (including Snapchat, which is not usually covered by platform managers).

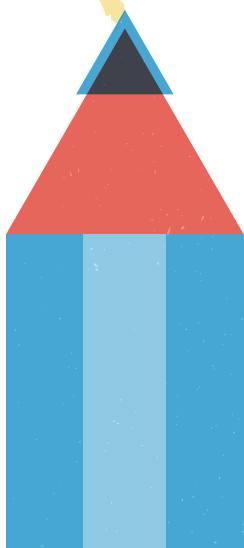
Statusbrew allows you to find out about the state and activity of your followers, remove bots and fake or inactive followers, and to attract new ones, among them the audiences of your direct competition. They cover Twitter, Instagram Facebook, LinkedIn and Google+.

Writing

Decades ago, inspiration wasn't portable. Each typewriter had its own case with a handle to take it where one wanted to write, but the weight made this option to be really uncomfortable. Nowadays, there's no excuse for not finding inspiration anywhere. Writing is within the reach of all devices, even the light smartphone.

Stop running away: the muse doesn't exist, it will be wherever you decide to sit and write.

Now you don't even need Word, Pages or any other powerful word processor linked to a computer and the idea of an office. We invite you to try 20 applications that speed up the creative process stages (taking notes, writing, correcting, editing and publishing), so that you can share your work between devices and that hypothetical muse will never catch you unawares.



Sharpen
your
pencil!



Ulysses is the great alternative to classic processors (hence its high price), and it offers you the star functions in this sector: writing without distractions, automatic synchronization with Dropbox and iCloud, and direct publication in Wordpress and Medium. If you like challenges, it lets you set objectives per number of words written, and you'll never lose any document (including sheet and sets of sheets) thanks to its file library.



With such an obvious name, **Write** is what it seems: a simple and functional application. Ideal for taking notes and writing, adapting to light conditions, withdrawing the entire screen while you write, and paying attention to detail, like a select group of beautiful fonts. It also includes synchronization on iCloud, Dropbox, Drive, Box and Skydrive, exportation of texts to CSS and HTML, and sending to Airdrop, Messages, Twitter and Facebook. Its application includes a menu bar for quick handling if you move between different programs.



Myscriptnebo allows you to take notes with a ballpoint pen on any tactile screen, and later you can turn them into plain exportable text to PDF, Word and HTML. Similarly, you can add by hand mathematical formulas, graphics, diagrams and drawings, so it is a very intuitive and natural tool for devising and putting individual thoughts in order. It can recognize up to 59 languages while you write.



It is crucial that your mind is in order to show a clear head when organizing your work. **Day One** is the only really useful and functional application to take to your digital diary. No free or even paid alternatives are designed and handle as well as Day One, which is truly worthy of the outlay. Furthermore, while you jot down your thoughts you can continue to keep an eye on the other areas of your life with notifications for your calendar and timelines.



Grammarly checks on the spot if what you are writing is effective, correct and legible, it detects typos and grammatical errors and suggests clearer synonyms for the reader. It doesn't just automatically apply these corrections, but first shows you in a tab what the error is, why it is and what are the correct alternatives. It is a teacher: it acts as a learning device. Grammarly can be applied to everything: texts, apps, blogs, emails and social networks.



iA Writer includes all the essential functions for writing online, with direct export to Wordpress, synchronization across devices and a mode that, to help you to concentrate, blurs everything except the phrase you are currently working on. Another interesting alternative application to classic processors, and more affordable than other big ones on the market.



With an interface and text design which are very reminiscent of native Apple applications, **Bear** claims to be the most beautiful and crisp notetaking tool on the market. It has three concentration modes: black, pure white and cream, and makes it easy to customize the format and structure of text while you write. Its export options are very exhaustive, among them the typical HTML, PDF, DOCX, MD and JPG, and it always keeps your notes in plain text so that they are legible on any device.



Typewriters are efficient, beautiful and the sound of their keys relaxes lots of people when working. **OmmWriter** includes key sounds for the nostalgic, besides background music and colours which match the environment you prefer. And all of this in a simple and elegant application design, completely free except whatever you would like to give as a donation.



Simplenote adds everything you miss on your iOS devices and can be used on any operating system, synchronizing notes, lists and ideas across terminals. It lets you do internal searches, add labels and pins, place notes in different orders from the creation date, format text, add pictures and reminders, and choose between different colour modes for display. Being easier than Evernote, it loads quicker and runs faster, albeit it requires you to create an account.



WhiteSmoke starts from the same concept as Grammarly, but also offers a mobile app for Android and includes a translator into 55 languages. Otherwise, it is an application that will help you to correct grammar, style, spelling and punctuation, both on social networks and blogs as well in business and academic texts. It makes price reductions for annual and 3 year contracts.



Scrivener is a powerful and expensive application which covers the whole creation process, notes, writing and editing, and brings everything which is good from project organization apps and equipment with the features of a text processor to work on individually. Its handling is a little more complicated, having more functionalities, and the design may be less attractive if, when it comes to working, you take into account the appearance of the screen where you are writing.



Byword functions on plain text, at the same time maintaining an elegant yet minimalist design with a similar texture to paper, both in black and white mode. And it doesn't keep quiet: it also points out problems with syntax. You can synchronize from Byword with other devices, Dropbox and iCloud, it enables you to preview texts for app, export in HTML, ODF and rich text, and publish directly in WordPress, Medium, Tumblr and Blogger.



Post-It offers the most complete application compared to other more poorly designed free attempts. With these digital post-its you can place them on a grid, edit them without crossing with a felt-tip pen, create idea panels and share them with other users or a team of people, and export to PowerPoint, Excel, Dropbox, PDF. Paying extra they include some decorative functions, such as more note colours and an erase tool.



FocusWriter is the star free writing application, but its bare design may demotivate those who need a little more visual encouragement. However, its features are very well packed: it supports TXT, RTF and ODT, it includes statistical options, spell checking, number of words target with a timer and an alarm, and some customizable complements and sound of old-fashioned keys. Available in more than 20 languages.



Zoho Writer has an interface very similar to classic word processors, with a large writing central writing sheet and the tool menu on the side. For quick jobs or users who do not want to waste time formatting, they include pre-designed templates and you can import your own images and Word, HTML and ODT files. It has a collaborative editing mode so that several users can work on the same document, with a changes log.



ProWritingAid revises a text you input grammatically and stylistically and offers you suggestions, no automatic changes. List of problems, redundancies, repetitions, readability, typos and excesses of adverbs, and marks if you have properly met each of the objectives and what revisions you must launch.

Fargo!

Fargo avoids chaos in your notes, and with it you can make bullet points, to-do lists, project and idea schemes, applying the hierarchy you want, to develop later on another processor or application. It works using a connection to your Dropbox account, where you can save directly, but its developers assure that they have no access to your data.



Scribus acts for those who are beginning in the world of publications for eCommerce and business, and are intimidated by the famous InDesign, both because of its handling and its price. Scribus lets you design without InDesign ebooks and magazines, provided that they are not very long (it will be no use for large product catalogues).



LibreOffice offers the big advantage and attraction of being an open code tool, as an alternative to Microsoft Office achieved thanks to donations. It comprises a complete package of tools from which you can choose which services are right for you. It isn't limited to text and also includes spreadsheet, mathematical formula and drawing options.



AP Stylebook is the English grammar guide par excellence. Its content is subjected to constant revisions by the editors of the publication, making it a rigorous and up-to-date source of style reference. It admits questions to the editors and access to a very extensive database with other queries and examples. The iOS application is free, but to use the service you must have a paid subscription, at variable prices depending on the number of users and the contract period.

Organization

How to keep order and monitor all the tasks and people in a company? It seems that electronic devices have divided and added many more activities to the process, and that it is impossible to watch what is being fulfilled every day and who is watching alpaca videos on YouTube.

With the aim of work in the company being based on meeting targets before accumulating a certain number of hours every day, we bring together the best web and mobile applications for you to incorporate into your business strategy and free your team from wasting time on chaos and repetitions. Time which now could be saved and invested in seeing alpaca videos.



Order in court!



Evernote is suggested by default on many devices because nobody now forgets how important it is to save all your documents, quick notes, drafts, proposals, lists and sketches in clear folders. And the best thing is that they don't take up too much space on any hard drive. It synchronizes across several devices and lets you attach other types of files and write using a touch screen.



Dropbox requires no presentation, given its ease of use and the versatility that it offers in free mode for storing and sharing files and folders. If your business is beginning to handle larger volumes, a payment plan which offers generous amounts of space will be essential. As a complement, you could use Google Drive for text documents, in particular if they are drafted by several people at the same time and you want to make changes or comments, with a tracking history.



Mailchimp lets you manage your company emails and communications. It includes templates for creating your emails from scratch if you don't want to complicate life with design features. It organizes newsletters, regular e-mails and reminders, with different types of customization and demographic and geographic variables, enabling large volumes of addressees, measuring your audience growth and performing efficient tracking of your campaigns with your statistical reports.



Accompany trawls your calendar of events and tasks for the whole team and prepares specific briefings for each member, with news, updates from social networks and important information. It also summarizes basic profiles on people at a meeting, offers activity reports and results about other companies, and automates notifications.



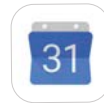
Nimble offers a similar service, focusing on activity in sales administration and relations with customers. It gathers information about relations with your contacts via several channels, showing common elements, bringing together mentions about you on social networks, it trawls leads, suggests business opportunities and customizes your actions on social sales through any tool you use, like Hootsuite or Mailchimp.



Trello maintains a responsibility sheet and uniform goals, where everyone knows what they have to do and what everyone else is responsible for. Trello enables tabs to be divided into first drafts, the ideas in progress, lists of those pending, tasks at the creation stage and those already completed. A history gathers what each member of the team does, adds, removes or completes, and enables files to be attached from other platforms.



Notion brings together in a single place the branches of the team which are normally disconnected from each other or scarcely have anything to do with each other: designers, programmers and writers can share many files using Notion (text documents, videos, pictures, codes...), publications on blog platforms and lists of tasks divided by team member. The design is clear and intuitive, and allows connection to other applications and services, among these Trello and Basecamp.



Google Calendar keeps a clear calendar in the background, so essential for companies nowadays like buying a paper desk calendar decades ago. The key is sharing reminders with other people and establishing regular notifications about different tasks, because it is very valuable that our calendar should be flexible and coordinates with other applications.



Todoist has a more attractive design than typical bullet points, and lets you reorganize task priorities using colours and subgroups and allocate them deadlines.



Mindnode brings together the fashion for mind maps and allows you to join texts, pictures, arrows and symbols for quick overview in meetings and brainstorming sessions. Mindnode makes it easy to send these maps in PDF, PNG or text format to Dropbox to make them available at all times and avoid them from expiring as these types of discussions and encounters usually do.



RescueTime performs tracking of time devoted to each program on one or several devices. Each day it summarizes the activity of the previous one, showing on a graph how many minutes were invested in real work tasks and how many being distracted, and each week it highlights the most productive periods. A paid version also enables the option of blocking applications, programs and web pages for a set time, with the option of blocking being permanent or may be interrupted by an emergency.



Forest completely blocks mobile phones. From the moment a Forest cycle begins, a digital tree starts to grow on the users screen, so that interrupting it and reactivating the mobile causes the little tree to die. We know that for many fierce employees and office bosses a digital tree, or even a real one, is of little concern to them compared to their important responsibilities; but Forest is good training for resisting temptation and focussing on tasks that have no link to the phone.



Freckle automatically analyses the time available in your team, how it is being invested and what tasks can be viably added to your calendar. Besides, it extends tracking of the time and work completed by each member of the team to your budget studies.



IFTTT resolves the typical connections across more than 300 programs, allowing links to be made between one action and another. Combinations are free; you can request IFTTT to upload to Dropbox every saved picture, or to publish on an application targets achieved on an other one, or that your Hue lights are switched on in the office depending on dawn and dusk forecasts...

[PERSADO]



Persado attempts to resolve the subjectivity of content and grammar doubts by offering a service which measures the exactness of words, pictures and texts used in an email or on Facebook. They offer analysis plans for retailers and eCommerce, using what they call cognitive content, based on data and the need to cultivate an emotional connection with customers.

Filtr performs a priority order for your messages according to the importance of your contacts, marking for you which emails require more urgent attention and which can be left to the end. Besides, you can program emails according to sender, for example placing all invoice notifications for the end of the month.



RealTime estudies the variables that affect reading emails, such as geolocation, weather and local temperature or the device on which users open their mail. Can you choose whether your email reaches your customer with an offer of warm clothing when snow is forecast? Guaranteed, even if not a single snowflake falls.



Swrve is already thinking about a generation of native technological users and enables campaigns to be automated and conducts real monitoring of receivers' interactions. It designs automatic messages, emails, SMS, chats with customers on your own application, pop-ups for surveys and assessments of your service, reminders, special offers and permission requests. It also lets you customize your actions using a data profile and user demography, and it offers tracking in real time of users' interaction on your mobile application.



LastPass remembers your passwords for you, controlled by means of a master password (and which is the only one you mustn't forget). Besides, it also keeps other kinds of private information and documents, such as banking and health, and guarantees extreme and secure encryption.



Xero makes it easy to send and pay invoices, check third party payments, monitor bank transactions, create and send purchase receipts, perform monitoring of your inventory... And all with 24/7 technical support. A software tool that permits efficient tracking is a good way of having direct control over accounts that normally would be done by a processing agency or finance department.

