

Make your business successful with the right apps

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Millions of people are taking advantage of the internet to create a business. The internet has made it easier than ever before to tap into markets around the world. Businesses no longer need buildings and offices to generate revenue. Instead, they can rely on the internet to provide them with everything they need to create a successful business.



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It may be easy to create an online business, but it is not as easy to be successful. It requires more than just a good idea. It requires marketing that idea and marketing the business. It often requires a team of people working the business to help it grow.

A successful business has to grow. If the business stops growing it can contract and die. A small business has to figure out is how to facilitate that growth. For businesses that are working online, getting the tools that allow the business to grow are a key part of their success. When searching for the best tools it is a good idea to break down the different things that a business needs.

Launching the business

Every successful business has to begin somewhere. A successful business starts out with an idea for something that people think others need. It also needs some type of platform to begin on. These tools can help a business do those things.

- [Mention](#) - This is an app that helps with market research. It gathers information from different arenas that include social networks, forums and other information on the internet to help a person figure out where there is a need that the business can fill. It is very useful in helping a person find a niche that is open and will let them know if the idea they have is something that others will want. It can also prevent a person from entering a market that is oversaturated.
- [GitHub](#) - If a business wants to have an online presence they have to find a hosting service. GitHub does more than just publish a website on the internet. They have a wide variety of tools that allow a business to do things such as collaborate their efforts with others, manage their projects and many other things. The result is having a hosting service that grows with the business.

Managing the business

As a business grows, more people will be working together to generate more success. Keeping everyone working together can be difficult to achieve, especially when they are spread around the world. The right tools can make it easier for this to happen.

- [Switch](#) - An amazing business phone system, Switch can ring your computer, mobile phone and desk phone all at once. With this tool, you can easily answer calls and switch between systems anytime, anywhere. You can also use your personal device with a business phone number so that you are always reachable and never miss any urgent call. In

addition, this tool is acknowledged for its features like call screening, call transfer, instant messaging and do not disturb to name a few.

- [Wrike](#) - This is a project management tool that is essential for businesses that have employees working together. It allows for tasks to be shared among everyone while still controlling the work that is being done. The result is being able to complete the projects that are needed for growth in a timely fashion.
- [Evernote](#) - When people are trying to work on projects, they are creating documents, files, videos and much more. In a traditional office, this type of collaboration is easy. In the online world, an app like Evernote is essential to getting all the work that is needed done.
- [WeVideo](#) - When people are working next to each other they can watch what the other person is doing. The need for visual cues in business is difficult to duplicate unless an app like WeVideo is used. This app makes it easy to create videos to demonstrate what is needed to be done to help a business grow.

Running and assessing the business

There are also apps that make it easier to run a business and to access what is working and what is not.

- [Invoice2Go](#) - If a business cannot create invoices for the work they do for others, they will not get paid. Having this app makes it easy to send, manage and keep track of all of the invoices that are needed.
- [PocketAnalytics](#) - This app allows a business to see what their business is doing. Through graphs and charts, a business can see what is working and what is not. It easily shows the impact a business is having with Google Analytics and other business measurements.

Every business needs the right tools to grow. To a big businesses, the most important tools are the employees they hire. Online businesses have options that allow them to operate like a much bigger businesses. When the correct tools are used, it may not be long until they are that big business. Do you have a tool that should have made out list?

ABOUT THE AUTHOR

A veteran strategist of projects related to business and technology. Since 2009, she has been advising highly innovative ways of intelligent use of technology that enhance business efficiency and productivity, which ultimately leads to the greater profitability of businesses. A technophile, she always strives to provide helpful tips and valuable resources to the small businesses. You can follow Sheza Gary on Twitter at @shezagary.