

Save a fortune and run a great business

Cost effective and often free, here's a list of great digital tools to help run your business.

Most small businesses don't have the money to run their own IT department or a digital marketing division. If you are starting, running or growing a small business, you can still run the important 'back end' stuff for next to nothing. It just takes a little know how.

1: First step, buy a smartphone. It may seem obvious but this will be an essential business tool.

2: If you need a website, install [WordPress](#). If you don't want to do it yourself, don't spend too much on a site. You can get a [very good company website](#) for less than you think.

3: If you want to [sell online](#) use services like [Trafficatic](#) or [Shopify](#).

4: You don't need a bulky email server cluttering up your office. Use Gmail from Google. Also, make sure your office accesses the Internet via Wi-Fi (using a password), it'll be less hassle in the long run. Also, less nasty wires.

5: Why buy brand new computers when there are many high quality used laptops for sale? They will work very well, just make sure they are Wi-Fi enabled.

6: If you don't want to pay for lots of software try [Jolicloud OS](#). It's an operating system that connects low cost computers to the cloud.

7: You can save a small fortune by using free online invoicing and free online accounting software from a great Irish company like [Bullet](#).



8: You don't need to buy hard disks to store your company data, just go online and into the cloud with [Dropbox](#). Here you can store everything at an affordable price.

9: If you don't want to pay Microsoft for its software you can use [Google Docs](#) or, for spread sheets, [OpenOffice](#).

10: If you need a great project management tool, why not try [Slack](#)? It's an easy-to-use messaging app for teams and works well as a collaboration tool for company teams.

11: If you want to accept payments by credit card, you can use affordable apps and systems like [Payleven.ie](#) or iZettle.

12: Make sure you [bank online](#) and look for bank supports if you are a new company. There are [supports available](#) online in terms of banking and credit.

13: Set up a PayPal account so you can receive payments via PayPal and buy from suppliers in other countries.

14: If you need to run a large email list, use [Mailgun](#). It's a pleasure to use and free. Or else, try MailChimp.

15: Buy an all-in-one wireless printer (don't opt for color, unless you really need it).

16: If you want help with branding, digital marketing, web design or most IT issues go to [Fiverr](#) and find people who can help you with practically any issue for a very reasonable price.

17: Finally, if you need to develop new business skills there are many top class online services like [Alison](#) and Lynda.

READ: [Build your business brain - 12 great websites.](#)

TOP TIPS: [Do you qualify for business supports or grant money? Find out now.](#)

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