

# PRODUCTIVITY ENHANCERS FOR FASHION START-UPS

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## Project Management

**Asana** and **Trello** are both online and mobile platforms that help teams organize, manage, and track long-term projects.

**Google Docs** is Google's version of Microsoft Word. Docs are stored in a shared drive that your entire team can access from anywhere.

**Google Spreadsheets** is similar to Google Docs, just the Excel version! Great for storing editorial calendars, budgets, expense reports and more!

## Email Marketing

**MailChimp** is free if you have an email list under 2,000 recipients. It also has great integration with social media sites as well as unlimited free storage of photos.

**Constant Contact** is another email marketing site. It allows you to do a free 60-day trial to see if it works for you and your business. The site has easy to use templates but is a bit more expensive than MailChimp.

## Outsourcing

**Fiverr** is a great tool for all sorts of business needs. The site allows you to pay someone to complete a multitude of tasks from graphic design to video editing.

**Upwork** connects you with freelancers for graphic design, copywriting, coding, web design and so much more. Each freelancer has a profile and hourly wage so you can choose the best designer for you.

## Social Media Tools

**Hootsuite** is a great way to manage all of your social media accounts. This site lets you schedule posts to all your accounts so you can spend your time on other important things.

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**UNUM** or **Preview** are both Instagram feed planners where you can to layout/ schedule your daily posts in advance. Enhance your visual storytelling- you can write out captions and hashtags as well!

### Content Creation

**Canva** is a user-friendly graphic design website where you can make custom graphics for social media, your website, or event pages. Great tool for those with no Adobe or graphic design experience!

**Boomerang** is a free, easy to use app for fun, animated Instagram posts.

Transcription Service – **Rev.com** is great tool to convert your audio/video to text for only \$1 a minute!

### Payment Processing

**Square** – This is great if you want to take credit card payments in person. Perfect for pop-up shops and events. The card reader itself is free, but there are payment processing fees.

**Paypal for Business** – Great for accepting payments, but there are payment processing fees.

### Expense Tracking

**Concur** is a business expense tracking tool where you can upload your receipts and input all monthly expenses by category. No need to keep up with all of those paper receipts anymore!

### Miscellaneous Tools

**1Password** helps you store all of your passwords in one place!. Super handy for any business owner!