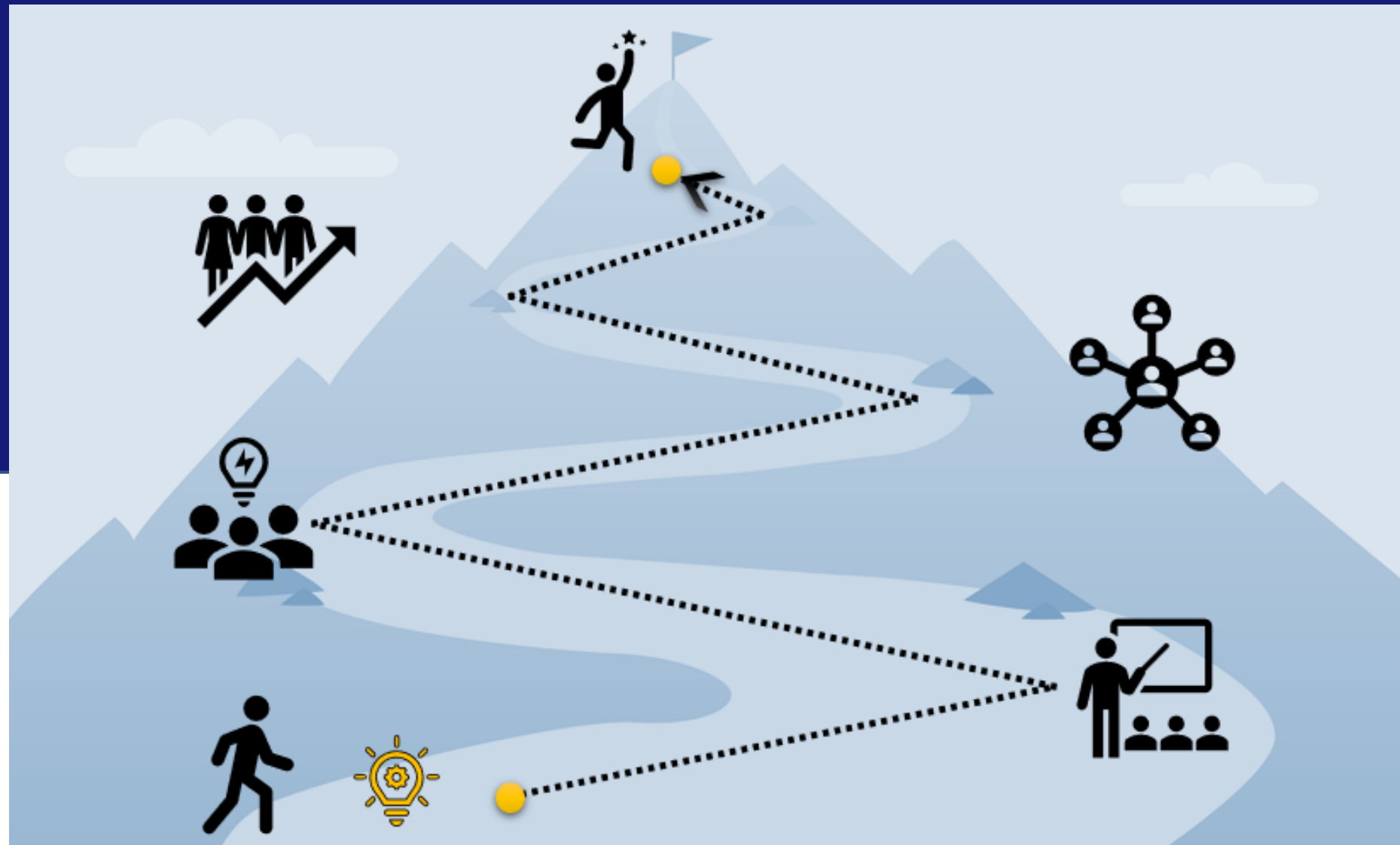




University Spin-offs Alliance:  
From the idea to the market through mentoring and transnational entrepreneurial teams

International event  
Digital Tools for entrepreneurs

Basic tools for your business  
to born digital

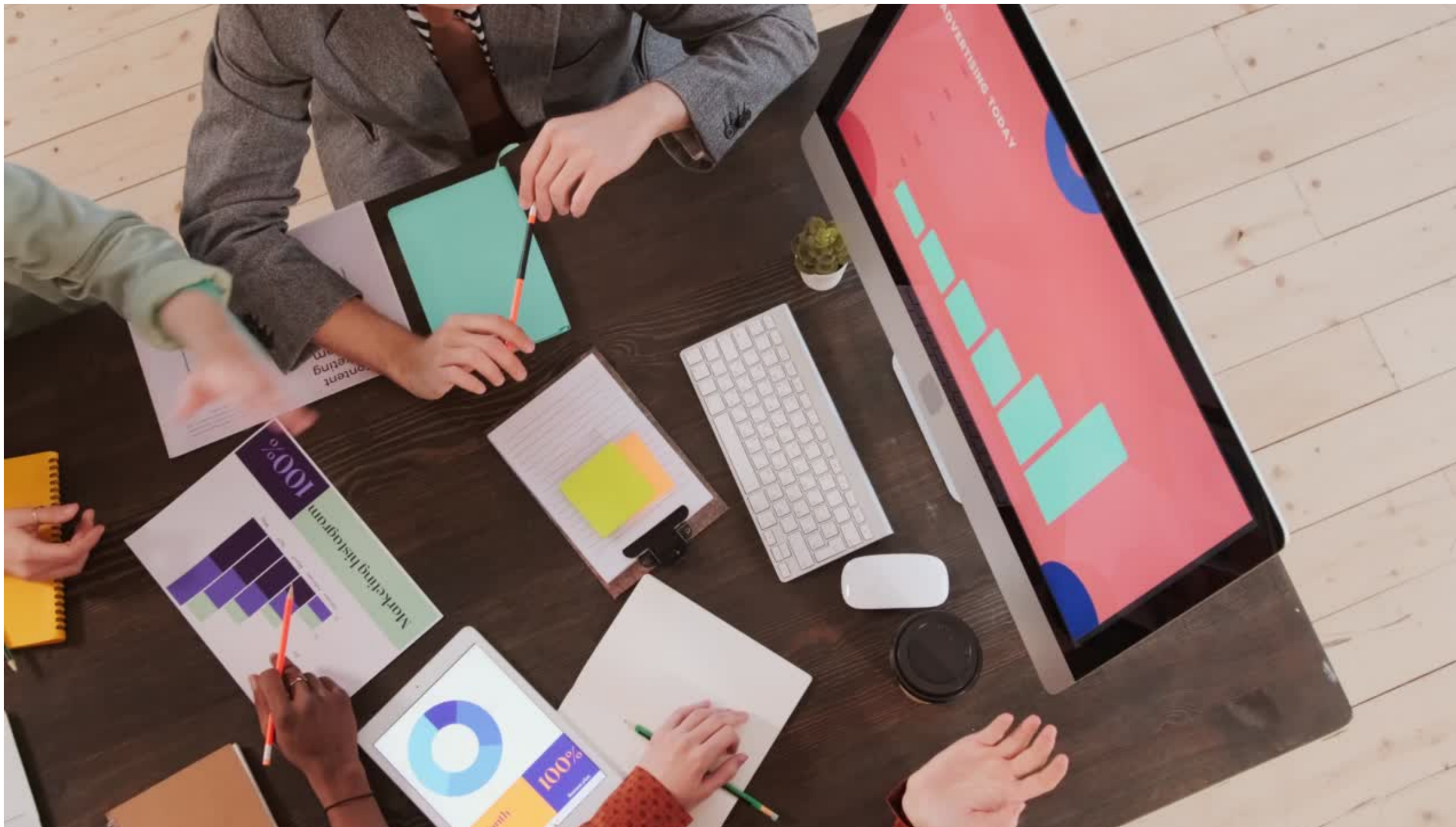


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# Basic tools for your business to born digital



In today's digital age, it is **essential for businesses to have an online presence and use digital tools to improve efficiency and reach more customers.**

In this presentation, **we will introduce you to some of the basic tools and topics you need to get your business started in the digital world.** From website creation platforms to cloud computing and CRM tools, discover the essential tools to take your business to the next level in the digital era.



# Web creation platforms

The first tool you need is a web creation platform, such as WordPress, Drupal, Prestashop or Magento. These platforms allow you to create an attractive and functional website.



In addition to the website creation platforms mentioned above, there are other tools that can be useful, such as:

- WordPress plugins like **WooCommerce for e-commerce**
- **Google Search Console** to monitor your website's **SEO**, and
- **Google Tag Manager** to manage tracking codes on your website.



# Digital marketing tools

Email remains one of the most effective ways to reach your target audience. Some popular email marketing tools include Mailchimp, Constant Contact and Campaign Monitor. **These types of tools allow us to send key messages to our customers at key times.**





# Social media

Social media is a great way to connect with customers and promote your business. Some popular platforms include Facebook, Instagram, Twitter, TikTok, LinkedIn and others.



The most important thing is to **select the social network** where the target audience is located and **focus all efforts on attracting customers** through the communities we create.



# Cloud computing

Cloud computing is a technology that **allows you to access computing resources, such as servers, storage and software, over the Internet**. Some of the most popular cloud computing tools include Amazon Web Services, Microsoft Azure and Google Cloud Platform.



# CRM

A **Customer Relationship Management (CRM)** system is a tool that **helps you manage your customer relationships, automate your sales and improve the efficiency of your business**. Popular options include Salesforce, Zoho CRM and HubSpot CRM.





# Omnichannel tools

Omni-channel refers to **the ability of customers to interact with your company through multiple channels**, such as website, mobile app, social media, email and phone. To deliver a successful omnichannel experience, you'll need tools to help you manage and coordinate these different channels. Some useful tools include Zendesk, Intercom and Freshdesk.



 **zendesk**

 **INTERCOM**

 **freshdesk**



# Data analytics tools

Data analytics tools are increasingly accessible and easy to use, which means that any business, regardless of its size or sector, can benefit from them. Some of the most popular tools include Power BI, Tableau, and Google Analytics.



# What about AI?





# Where to start?





# SPiNteams

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