

Tools That Help Us Work Virtually

In a pickle



Here at In a Pickle HQ, we love and fully embrace technology because it helps us do our job better. And therefore, it helps our clients too.

Here are just a few of our favorite online tools that help us provide this seamless service to our clients:

Dropbox - www.dropbox.com

This is an online tool for file storage and sharing. The interface makes it easy to use. There's a desktop application that allows you to simply drag files onto and they are automatically stored online. Folders can be shared individually so client documents are secure. When files are uploaded to the desktop, they can be seen on the recipient's desktop too.

Kashflow - www.kashflow.co.uk

This is a great online accounting package which automatically saves your regular client's details and creates sequentially numbered invoices. You can brand the invoices with your own logo and the system allows you to print it, save it as a pdf and email it to your client direct. There is the facility to raise quotes and purchase orders too if that's what you need! At last, an accounts package which is user friendly and intuitive!

Google - www.google.com

Our new best friend – we use many of the features Google has to offer, such as Googledocs, Google Calendars (to sync with clients Outlook calendars), Surveys and Forms, Sharing documents and presentations – it's a great tool which we could do without!

Event Elephant - www.eventelephant.com

We have been using Event Elephant to manage registration and payment for our Social Media workshops. The template is customized so it looks like an extension of our website, delegates can then read more about the workshops and pay online using all major credit cards and PayPal. It has saved us loads of time and looks great too. Easy to set up and easy for the 3rd party to use – all safe and secure!

Constant Contact - www.constantcontact.com

We love using Constant Contact to keep in touch with our clients and contacts. Mainly used as our Email Marketing Campaign platform and also acts as our 'live' contact database. We can even run events through it and it also links up to our Social Media. It's easy to use once you have your

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templates set up, interactive and has great image hosting so your e-newsletters can look great too! We have tried lots of other email marketing tools but this one always win's in our eyes!

Skype - www.skype.com

Skype is a software application that allows you to make free phone calls over the internet. Calls to other users of the service are free, while calls to other landlines and mobile phones can be made for a small fee. If we are calling a client who uses Skype and has a web-cam, we can have a face-to-face chat via video. There's also an instant messaging service available so we can keep you updated on progress and answer ad-hoc questions. My Skype name is lisa.chaffey1 – why not get in touch?

We are always looking for new tools to help us improve our productivity, so keep an eye on our blog for more posts.

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