Online Tools for Small Business

The internet provides an information highway for communication and research and is now also a virtual toolbox for the small business owner, with free options for such essential services as marketing, promotion, project management, data acquisition, document review, graphic design, and sales transactions.

This one-day Online Tools for Small Business course will give an overview of some popular options and provide basic instruction in their functions and use. This will enable you to select options appropriate for your business and get you or your team started in using them for your business.

Course Outline

About This Course

Course Prerequisites

Course Overview

Course Objectives

How to Use This Book

Pre-Course Assessment

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Online Document Creation

Setting Up an Account

Basic Features

Test Drive

Further Study

Lesson Two: Canva

Online Graphics Creation

Setting Up an Account

Basic Features

Test Drive

Further Study

Lesson Three: Trello

Online Project Management

Setting Up an Account

Basic Features

Test Drive

Further Study

Lesson Four: Survey Monkey

Online Data Acquisition

Setting Up an Account

Basic Features

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Lesson Five: MailChimp

Email Marketing

Setting Up an Account

Basic Features

Test Drive

Further Study

Course Wrap-Up

Post-Course Assessment

Course Summary