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## How Can Software Improve the Running of Your Business?

Our Friends · Tuesday, May 5th, 2020

Technology has been a double-edged sword when it comes to boosting businesses. While on one hand, you can effectively run a business from just a laptop – the best way to run a business effectively is to harness the latest IT software. Tech solutions have streamlined many processes in business – from accounting software to project management – and enables businesses to focus on what they do best. But how can internal and external software help your business run more smoothly?

Internal processes often take the most amount of time away from businesses succeeding. These include internal comms, payroll, HR issues, data security, performance evaluation, and quality control. People HR, Kronos, and Ciphre are useful for day-to-day employee management, [which can be a fulltime job](#). Accounting software such as QuickBooks, Xero, and Sage enable invoices to be raised and finances to be tracked a lot easier than the traditional cash basis accounting by hand.

For those doing in-house marketing, PR software such as Cision and CoverageBook help track successful PR campaigns – and give insights into how to reach wider audiences and create more engagement. Marketing software, such as Moz SEO helps ensure your website is getting hits and that your marketing is working to get you seen on Google.

Moreover, project management software such as Trello and Monday can help ensure every campaign, project, or launch is on schedule and going to plan and that everyone involved knows what they should be doing. Microsoft Teams goes further and allows video chat and the sharing of work to enable remote working practices.

A business is a well-oiled machine. If one small part isn't included, the entire system can collapse. So, it's important that, while considering the latest software to help you track the best time to post on social media, you also have the basics covered. For instance, by ensuring you have [workers comp insurance for small business](#), you can give yourself peace of mind that employees are protected and your business is protected should anything happen.

External software can be beneficial for businesses in order to improve how clients and customers are dealt with. CRM (customer relationship management) software is critical for ensuring you have successful interactions with both existing and potential customers, and that you are able to track and analyze throughout all levels of the sales funnel.

Email marketing software such as Mailchimp or Constant Contact can be useful [for sending out information or updates](#) to those who have given consent to storing their emails and data. While

database software can help monitor the people behind these email addresses to target the right people with the right marketing communications.

While most of the above could be done by paper and pen or on a Word document, using such software can make life easier. Not only does it allow you to free up time for other things, but it also means that you can do more with the resources you have. Software analytics often help you spot patterns and simpler ways of doing things. Whether this is with employee behaviour, how projects are managed, or how marketing campaigns are run. Software not only saves you time but gives you insight into how to better manage your business.

*Photo: Pixabay.*

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