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7 APPS THAT CAN CHANGE THE WAY YOU DO BUSINESS //DUCT TAPE MARKETING

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PRODUCTIVITY

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HANDBOOK

7 APPS THAT CAN CHANGE THE WAY YOU DO BUSINESS //DUCT TAPE MARKETING



HubSpot

It used to be that you'd need a slew of disconnected services to manage your marketing. One service for blogging, another for analytics, and yet another for lead nurturing and email. Not anymore. HubSpot has taken all of the best inbound marketing methods and consolidated them into one integrated software package.

why

[HubSpot](#) is an all-in-one marketing software that brings your whole marketing world together in one, powerful, integrated system. It includes tools to create content, convert traffic into leads and analyze your marketing performance.

- ✓ Get Found: Help prospects find you online
- ✓ Convert: Nurture your leads and drive conversions
- ✓ Analyze: Measure and improve your marketing
- ✓ Plus more apps and integrations

[Request A Demo](#)

[Video Overview](#)



how

HubSpot's secret sauce lies in its ability to combine powerful marketing tools in one place, so you don't have to waste time visiting different sites to coordinate your marketing campaigns. Here are the tools HubSpot's inbound marketing software includes:



Welcome to the productivity handbook

My use of desktop and search-engine technology is slowly being replaced by the use of apps that provide me with information, storage, and answers relevant to my personal needs. My guess is that while you may not have taken note, you're using more apps to do more online and increase your productivity.

Apps inside social networks provide answers. Apps inside social-bookmark sites serve up interesting reading. Apps in content-curation tools like Storify provide relevant context for content. Apps on mobile devices, such as Yelp's, help you find bars and restaurants. Apps using QR readers give you deeper information on companies and products. Apps are delivering sports scores, movie times, videos and images.

In this guide I'll give you the why and how on a handful of apps that I use every single day to increase my personal productivity and run my business.

Sincerely,



John Jantsch, founder of Duct Tape Marketing



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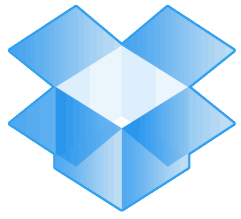
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Dropbox

Dropbox isn't the new kid on the block and lots of folks speak lovingly about this online file storage service. There's a free version that may be robust and large enough for most, but I've chosen the full meal deal because I use Dropbox so completely. There are other tools that can do all of what I'm going to describe, but from a file-handling standpoint, ease of use, and set-up the way I work, Dropbox is killer.

why

- I have a small staff and Dropbox is our internal server. We store everything and collaborate on files just like you would in any server environment. The main difference is that our Dropbox server is in the cloud and we can easily access all files when I travel or someone works from home.
 - If you elect to Kick Out a team member they will no longer have access to the folders and the files will be permanently deleted from their hard drives.
- Dropbox uses a technology that only needs to upload changes so you can make a tiny edit to a huge file and it syncs in seconds.
- I have business partners in other countries and I can share and collaborate on specific files and folders and know that we are all working from and using the right document.
- I speak to groups in seminars and workshops almost weekly at and Dropbox allows me to work on a PPT presentation, save it, and then share public branded link with groups that need to approve my presentations. It's also a way for me to share my slides without having to transfer or upload anything, I just save the file as I work and then share the public link on my last slide. (I wrote about [setting up my own branded link shortener here](#) and I love to create custom links to my presentations like ducttape.me/sxsw for example)
- All of our files are automatically backed up and synced in multiple places at all times.
- Dropbox has iPhone and iPad apps that allow me to access all files on these devices as well. I've made more than one presentation on my iPad and I love the remarkable intimacy of that tool.



how

There are free and low cost options that most people can use and get tremendous value. Because I depend on this tool so much I've opted for the [Team Version](#) and we pay an annual fee that may seem pretty steep, but the no hassle factor is worth it.

- With Team we get to share the giant storage quota, rewind to any version of a file, and encrypted transfer and storage.
- We create and organize folders just like you would on any server for all of our most important work categories and then everyone works from those folders and saves the work directly to them. Dropbox makes this work so well because their app loads directly on our staff's hard drives and then all files show up directly on their computer. There's no need to go to the web, the files are just there.
- We create personal folders for each team member to act like their My Documents folder for work in progress.
- I backup my websites and blog databases routinely to Dropbox.
- I store a portable version of Firefox on Dropbox so that if I get stuck and need to use a loner computer I have all my extensions and bookmarks.
- I back up my entire music library to Dropbox and can access it from any computer.

get more from Dropbox with add-ons

[AirDropper](#) allows you to create a file-sharing page with your own branding. Send or receive a file with a unique URL and all files are transferred to your Dropbox.

[DropPages](#) uses little more than saved text files to create, edit and manage an entire website and even use your own domain to do it.

[MailDrop](#) allows you to create a folder in your email program that automatically saves email attachments to Dropbox. This is a great storage, backup and collaboration tool for documents that come to you from other people.

[SideCloudLoad](#) allows you to send any file on the web directly to a Dropbox folder without downloading it to your computer first.





This is my brainstorming, idea clipping, bookmark storing powerhouse. [Evernote](#) syncs beautifully across all devices and allows me to outline my life without having to commit anything to memory.

why

- I have adopted some principles of David Allen's [Getting Things Done](#), but greatly simplified them and that simplification is where Evernote really shines. Evernote has grown from humble roots of a stripped down note-taking tool to powerhouse suite of software services and applications that can be used to run entire organizations, but the simple roots remain.
- Evernote is my giant file cabinet for anything I want to capture. It is simple yet brilliant and most importantly, perhaps, is that all my activity in Evernote syncs over the air to every device I use. This allows me to work on my laptop, iPad, iPhone or any computer I happen to stumble upon and know that the data is the same everywhere.
- In simplest terms what I do for a living is consume, write and share information, so my system is built largely around making it easy for me to discover, retrieve, produce and distribute information.
- The function that makes Evernote so easy to adopt for this purpose is the ability to add and capture information in numerous ways.
 - I can send Evernote an email with content and files attachments.
 - I can upload text, voice messages and images.
 - I can drag files from my computer to Evernote on my desktop.
 - I can save a file to Evernote from the print dialog command.
 - I can clip any web page or web content directly to Evernote while I surf.
 - I can write text notes directly to Evernote.
 - I can add photos directly from a camera.
 - I can add scans with ability to search them.



how

- I create separate folders (for blog post ideas, research for my books, etc.) and then clip, take notes and email ideas as I visit my RSS reader, read my email, meet with clients and surf throughout the day so I know everything gets captured.
- I use Evernote as a tickler file by creating folders for each month of the year and adding reminders of future actions into each. When I need to file some quarterly report I find a reminder when I review that month and add it to the to do list. (We've all been asked to follow up with someone in three weeks and this keeps it and the email exchange in the system)
- Because I can get information into Evernote in so many forms I also create and maintain lists of unrelated work things I want to track and find later. This can look like gift ideas, books to read, vacation ideas, wines and music. If I have a great wine I snap a photo of the label and shove it into that list.
- I have folders for random thoughts and when I hear, see or read anything that I want to capture I use my iPhone or a service called [Jott](#) to quickly record a voice message that's transcribed and added to Evernote.

Evernote has become the central nerve center of my work and its usefulness has spilled over into every facet of day-to-day life. I check in every morning to create a list of action steps and to dos and then routinely add content throughout the day. The secret (once more for emphasis) is that it's so integrated into every tool I use so it is easy to create a routine to use it.

don't use Evernote for...

I fire up Evernote in the morning and draw up my to do list from a combination of appointment commitments, project commitments and information from inside Evernote folders and then I record them in ink in a Moleskin notebook.

I've intentionally kept this step analog as I feel a very strong pull to keep some aspects of my work and life rooted in things that are non-digital and offline. While it is easy to get sucked completely into the appeal of an entirely digital world, I can honestly say that I can't be as creative or inspired unless I employ all of my senses.

I work through my to do list each day and fuse my actions and sparks of brilliance into Evernote in real time and as they enter my thoughts. The more I put into Evernote the more I focus on being creative, knowing that I come there and find everything that I want to keep.





Thankfully most small businesses now realize that using hotmail or yahoo as their business email address probably doesn't send the right message. Using an email address that matches the domain for your business website is absolutely a must.

why

Some ISP hosted email can be a bit limited and running all your email through a desktop client like Outlook has its own set of limitations – most notably when it comes to the need to share with a team.

Google Apps for Business has, in my view, become a very nice option for collaboration as well as email hosting. In addition to the mail, task and calendar sharing, you'll also have Google Docs and Spreadsheet sharing capability.

Customer Relations Management systems are great and powerful marketing work-horses capable of funneling leads into campaigns, automating nurturing routines, tracking conversion metrics and interfacing with ordering and accounting systems to create a complete sales machine, but sometimes you just need to keep track of who you contacted and when.

Using Google's free suite of tools you can create a nice lightweight CRM system with just a few tweaks along the way. Email has become one of the primary forms of contact and, particularly if you're already using Gmail, exploring options that allow you to expand on the tool you use the most might be the fastest route to creating a useable CRM option.



how

Set up your domain to be hosted by Google

Get a [Google Apps](#) for business account and move the MX records for your domain to Google's servers. This way you can use Gmail but have all your mail come from john@yourdomain.com. You can also create custom emails for your entire staff.

Use the labels feature

You can create all the labels you want (think folders) in Gmail to move and store all that email that comes in that you need to refer to. You can also use Google labs to tuck sub topics underneath a parent. To create these sub labels you simply use the parent label connected to the sub label ie: clients/nameofclient

Create a feature rich signature

I use a Firefox add-on called [Wisestamp](#) because it offers more than the Gmail signature can and lets you create multiple signatures so you can have work and personal signature for example.

Set-up the offline feature

Gmail allows you to access a synced copy of your inbox when you're offline so you can manage your mail while on an airplane for example. [Download Google Gears.](#)

Use the canned responses feature

Google labs offers a host of options that enhance Gmail's functionality. One that I like is called canned responses. The name is a bit harsh but what it allows you to store email copy that you frequently use and then insert it with one touch. I try to make my canned responses sound very human, but I do use this frequently.

Explore the App Marketplace

Third party providers are busy creating apps built specifically to work with Google Apps. In many cases you'll find tools in the [Google Apps Marketplace](#) that are new to you and versions of old friends you might want to migrate to Google Apps.

3rd party plugins

[Rapportive](#) is a tool that adds social media data to your contact records, you automatically see LinkedIn or Facebook information on your contacts or anyone that sends you an email. You can also follow and connect with contacts on Twitter or LinkedIn directly from the Gmail interface. This is a great way to get a bigger picture of what your contacts are doing and have instant information on people that send you emails.

[Boomerang](#) is a handy plugin that gives your emails some smarts. When you send an email, for example, you set it to remind you if you don't hear back from the recipient in a set number of days. Or you set an email in your inbox to go away and put itself back in on a certain day.





StumbleUpon

Maybe the term [StumbleUpon](#) is new to you, maybe you find it fascinating, or maybe you realize what an important traffic tool it is, either way, it's time to dig in and learn a little more.

why

StumbleUpon is a bit of an oddity in the world of online marketing, used by some to discover new things and by others to generate traffic. I use it for both and find that with a systematic approach it can become an important source of traffic.

Now, traffic for traffic sake isn't always the best pursuit. Quality traffic, the kind that is interested in what you sell, wants to contribute to your community and subscribe to your newsletter, is the real goal of online traffic generation, and StumbleUpon traffic is generally a mixed bag in that regard, but with very little effort you may find some of that ideal traffic coming by way of a StumbleUpon strategy.

There are many ways to network and use StumbleUpon in a social manner and connecting with people who share your interests is a good idea. You may also want to add your contacts or connect via Facebook to see if any of your current contacts and friends are using StumbleUpon.

The first rule of StumbleUpon is to give – share and review other's people content and you may find the same happening to your content.



how

Install the Toolbar

The first step of course is to create a StumbleUpon account, but to really use the tool I suggest you install the StumbleUpon browser toolbar to make it easier to find, share and communicate.

Connect Around Interests

If you want to use this tool to discover Web content to share for business purposes take care when selecting your interests. If you can build a following and then encourage your following to like each other's relevant content you will get more from your efforts.

Install the Stumble Button

Just as many have installed the Facebook Like, LinkedIn Share and Google+ buttons to their content pages, [StumbleUpon has a button](#) that makes one click sharing of your content on StumbleUpon a snap.

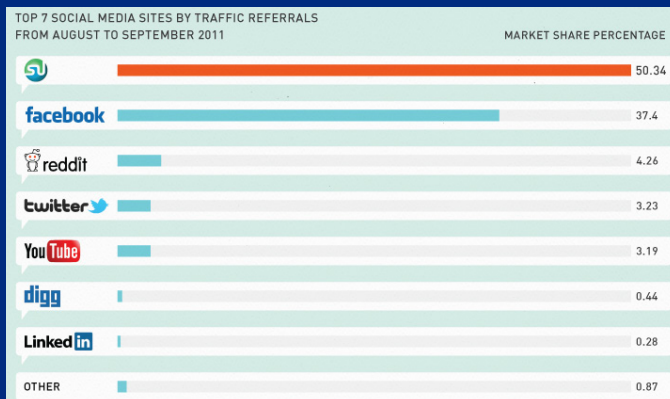
Use su.pr

StumbleUpon has its own link shortener called [su.pr](#). This tool makes it very easy to submit your content to StumbleUpon at the same time you submit it to Twitter and/or Facebook. You will also get some nice tracking stats from using the tool.

Explore Stumble Paid Discovery

StumbleUpon [sells traffic](#) and while the quality tends to suffer, it can be a low cost way to send a surge of traffic to a specific blog post or campaign. You have the ability to target the traffic by interest as well.

stumbleUpon drives over 50% of social media traffic



SOURCES: STATCOUNTER // NIELSEN WIRE // FAST COMPANY // BITLY
STUMBLEUPON INTERNAL DATA

CREATED BY

COLUMN FIVE





Instagram

Fast beautiful photo sharing for your iPhone.

Marketing is about telling stories and few things tell a story faster than a picture. In fact, images are growing faster than any other form of shared content online due, in large part, to the tremendous growth of camera equipped smart phones.

why

[Instagram](#) is a photo-sharing site that's a bit of a Flickr meets Twitter. iPhone users download the Instagram app and then share images after applying a range of effects and filters. Other Instagramers can "like" and comment on images and follow users to view their images in their own feed. Users can also easily post the images they upload to Instagram on Twitter, Facebook and Flickr if they choose.

As with many social networks, personal use has spawned most of the growth. With heavy adoption however, businesses are now starting to take note of ways to use the Instagram tools and network to promote their business.

Naturally, image heavy businesses such as hair salons, graphic designers and remodelers have obvious uses for the photo sharing site. But any business can find ways to use the network, and the growing set of tools supporting it, to supplement their marketing efforts.



how

[iDarkroom](#) isn't really an Instagram related tool, but it's a great tool to use to enhance your images before you upload them to Instagram.

[Webstagram](#) helps you search, sort, tag, follow and comment on photos shared by other users. One of the ways to make Instagram pay off is to build a following and part of that is done by finding and following relevant users and adding your comments to their images.

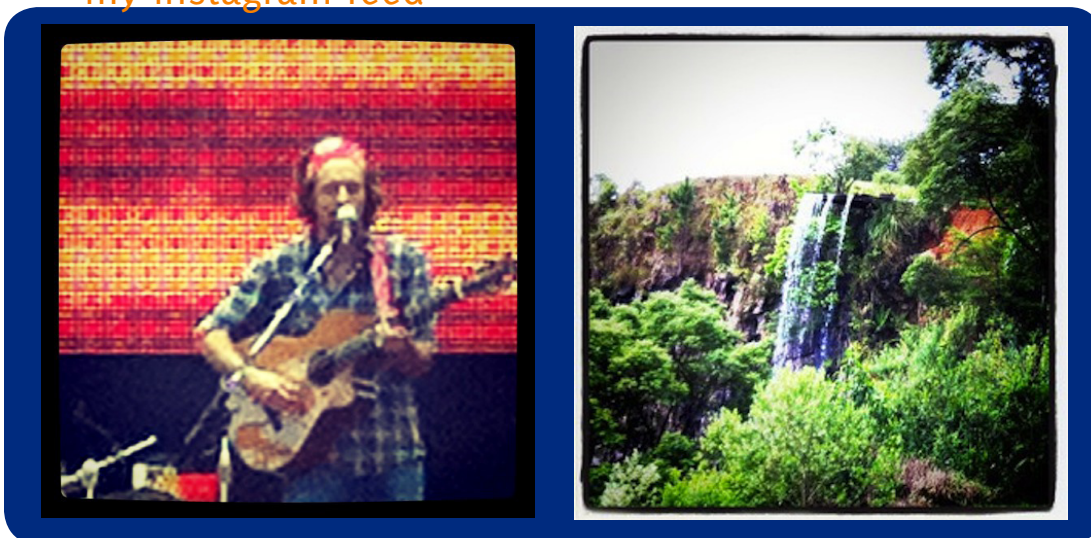
[Postagram](#) allows you to turn any Instagram image into a postcard with the push of a button. Then Postagram sends your postcard for less than dollar. Think about how you could send product images to customers or showcase a project you're working.

[Printstagram](#) takes your Instagram images and allows you to turn them into posters, mini prints, and mini books. I'm thinking of some pretty cool ways to create project and client story books and present them as visual reminders of the relationship.

[StickyGram](#) takes your custom Instagram shots and turns them into magnets. It's like having your own little promotional products creator right in your phone, but potentially much cooler. Think about the artistic and relevant community shots, event shots, and product shots you could turn into a library of giveaways.

[Canvas Pop](#), if you want to take it up a notch, will take your Instagram images and print them on canvas frames.

my instagram feed



Pinterest

[Pinterest](#) is a social bookmarking site that focuses on images. So, it's a bit of a mashup of sorts between Delicious and Flickr. There's something very compelling about the visual aspect of the presentation that has turned Pinterest surfing into somewhat of an addiction for brides, designers, foodies, students, fashionistas and those in search of the latest trends.

why

Pinterest engages users. Unlike many social sites, where the game is to get followers, Pinterest users seem very content to simply find stuff and share it with small groups. Pinterest users are keenly interested in what's hot and what's cool – a behavior that translates well into the kind of influencer marketers desire to attract.

Pinterest has turned into a bit of a style beacon and is a great way to keep tabs on what's about to get hot. It's a great source for real time trending. Anyone designing anything would be wise to dig in and search Pinterest for related tips and cues.

Links built through images are some of the best links you can acquire when it comes to actual engagement. Pinterest images automatically link back to the page of the originating site so they create visual links.

Pinterest is a great way to say your brand has style, class, hipness, hotness or whatever the personality trait that suits. Having your products raved about and pinned by the community says a lot about your brand at the moment.

Local links, the kind that say Fargo SD bridal store, are pure gold for local businesses and smart marketers are embedding these kinds of local links in their descriptions and comments.



how

Create

Start by pinning some things you like. Be strategic about creating boards that make some sense to your business. For example, if you are a local business create a board of “Kansas City stuff I love.” One word of warning: as in most all social sites, don’t simply pin your products and start trolling around for ways to self promote. This is about building some credibility first through pinning, commenting and sharing.

Search

Just like Twitter in the early days, Pinterest gets a lot more interesting when you start to focus on the stuff that matters to you and your professional interests. Create you own categories and search and create your own boards.

Pin

Pinterest will pay off for most only after you invest some time in pinning. I would suggest that you add the [Pinterest bookmarklet](#) to your browser so that you can easily just click Pin It to add something you’ve found.

You’ll start to develop followers based on your body of pinning work – those that see you discover stuff they are interested in as well. Very product heavy businesses should consider adding the Pin this button to their product pages making it easier for surfers to share – much like the Facebook Like button.

Invite

Once you become a member, make sure you invite as many people in your address book as you can. This is how you start developing a following the quickest. Focus on inviting your customers too as many of them love your products already and might be a great way to introduce your products to other Pinterest users.

Engage

Search and find products you love and make comments. Pin items and comment back when others make comments. Follow people that are active in areas that interest you and make comments on their pins. If you find things you like that are linked to a blog post, but not the original company, add a comment that points to the original – Pinterest users love this kind of behavior.

Remember, you can point to your products and even add links in your comments when and only when it makes sense. Now, that doesn’t mean you can’t encourage your many raving fans to pin your products.





delicious

why

I still use [Delicious](#) every day to bookmark and automatically publish content to the web via RSS and I think you should too.

At the root, Delicious is a social bookmarking site, which means you can use it to find and bookmark and tag stuff all over the web.

I use it to create collections that I then post in my [Saturday Weekly Favs](#) post.

I use it to curate collections of things related to marketing topics.

I use it for research and I use it to publish filtered content to a number of pages.

Delicious, paired with RSS is a powerful way to create content on the fly while cataloging and categorizing the kind of stuff that helps you learn, teach and be a filter for your clients.



how

Basic bookmarking

Bookmarking is a pretty basic skill these days as you must be able to find and aggregate large amounts of information or risk drowning in the virtual sea of stuff related to your chosen field. Even the simple act of blogging requires the ability to find and sort various sources and few things are handier than a site like Delicious that is both discovery engine and reservoir of other people's discoveries. I use the Firefox addon that allows me to right click and add any page to Delicious, but you can [find bookmarklets and other browser tools here](#).

Content discovery

Use Delicious as a content inspiration source. I find that the users of Delicious are some of the old Internet souls that know quality from viral and I can count on a romp through my favorite tags to produce ideas for my own content production.

Auto publishing

One of the most underutilized features of the Delicious technology in my opinion is the ability to grab tag specific RSS feeds. Any tag you create produces a unique RSS feed. What this means is that you publish a dynamic feed of content related to a subject by simply publishing the RSS feed to any page.

Custom filtering

Use Delicious to help you create custom content feeds for things like product mentions, news stories and even social media mentions. Let's say I want to track and publish mention of my book Duct Tape Marketing. All I do is set up a [Google Alerts](#) for the term Duct Tape Marketing and have it sent to my email inbox.

delicious history

I know, I know, what, del.icio.us is so old school. And didn't they get bought and killed off by Yahoo? Well, actually all Yahoo really did was make it Delicious.com, but fortunately they sold the technology to [AVOS](#), a company founded by YouTube founders [Chad Hurley](#) and [Steve Chen](#).



About the Author

John Jantsch is a marketing consultant, award-winning social media publisher and author of two best-selling books, **Duct Tape Marketing** and **The Referral Engine**.



He is the creator of the Duct Tape Marketing System and Duct Tape Marketing Consultant Network that trains and licenses small business marketing consultants around the world.

His blog was chosen as a Forbes favorite for marketing and small business, and his podcast, a top ten marketing show on iTunes was called a “must listen” by Fast Company magazine.

He is the featured marketing contributor for American Express OPENForum and is a popular presenter of workshop and webinars such as American Express, Intuit, Verizon, HP and Citrix.

His practical take on small business is often cited as a resource in publications such as *Wall Street Journal*, *New York Times*, and *CNNMoney*.

What Others Are Saying About John Jantsch

John Jantsch is the Peter Drucker of small business marketing tactics.
--Seth Godin, author of *Linchpin*

John Jantsch has a real knack for boiling marketing for the small business down to simple but highly practical action steps. His presentations are inspirational, motivational and always full of real-world information.

--Ken Yancey, CEO SCORE

Kansas City based marketing consultant and entrepreneur John Jantsch has created a large following among small business owners with his Duct Tape Marketing website, where he dispenses tips, strategies and tactics to help entrepreneurs expand their business.

--Business Week



Hire a Duct Tape Marketing Consultant

Hire a marketing consultant to help you complete the ultimate marketing plan. You'll receive one-on-one attention from a marketing pro that can help you craft a powerful marketing plan, hold you accountable for completing each step, and then show you how to implement the plan to grow your business.

[Find a consultant in your area.](#)

Become a Duct Tape Marketing Consultant

Thanks for taking a look at the Duct Tape Marketing System. If you find yourself wondering what it might take to become a [Duct Tape Marketing Consultant](#), please read the Duct Tape Marketing Consultant 5 reasons why. We think it makes sense for an independent marketing consultant to consider a network like ours versus going at it alone.

If you read anything that strikes a chord in terms of your goals and experience, please take 15 minutes and view our [Overview Movie](#). Then, take the next step in the process of getting to know us.

