

MODULE 2: DIGITAL TOOLS

In today's world, technology and the internet play a vital role in the success of any business. Digital tools are resources that we use online to facilitate and improve different aspects of our business activities. These tools can help us save time, increase efficiency, and reach a broader audience.

What are digital tools?

Digital tools are applications, programs or platforms based on digital technology that allow us to perform various tasks, from business management to the promotion of our products and services. These tools are designed to be used on computers, tablets or mobile devices connected to the internet.

What are digital tools for?

Digital tools offer a wide range of functions and advantages for entrepreneurs. Some of the main areas where they can be useful include:

Management and organisation: There are tools that facilitate the administration of tasks, projects, inventories, finances and human resources. These tools can help you keep more effective control of your business and save time in daily management.

Online presence: Digital tools allow you to create and maintain an internet presence, such as websites, blogs or profiles on social networks. This helps entrepreneurs become known, attract customers, and build an online reputation.

Marketing and advertising: There are tools to design digital marketing campaigns, carry out market analysis, implement SEO (search engine optimization) strategies, send newsletters and carry out online advertising, among others.

Sales and e-commerce: Digital tools make it easier to sell products and services online, allowing entrepreneurs to reach a global audience and transact safely and efficiently.

Communication and collaboration : With messaging applications, video conferencing and online collaboration tools, entrepreneurs can stay connected with their work team and clients, even if they are geographically distant.

Analysis and monitoring : Digital tools offer data and analysis on business performance, allowing you to make informed decisions and adjust strategies to improve results.

In short, digital tools are an essential part of the growth and development of any business in today's world. In this workshop, we will explore some of the most useful and accessible tools to help them boost their ventures and overcome barriers of social exclusion. Let's do it!



NO CODE Tools

"No-Code" tools are applications and platforms that allow people without programming knowledge to create applications and websites easily and without having to write code. These

tools are designed so that anyone, even without technical experience, can bring their digital ideas and projects to life quickly and affordably.

A. Do you want a LOGO?

There are several digital tools so you can make your logo, in this section we will detail those that we consider to adapt to our needs as beginners. And for a better visualisation we will compare them, then it will be YOU who will decide which one to use:

Many entrepreneurs use **Adobe Illustrator** when designing their logo, which is why we will expand the implementation of this tool. Remember that in classes the teacher details each one, although not

-For more information, watch the following ADOBE ILLUSTRATOR videos which explain the step by step process to create the LOGO you want:

<https://helpx.adobe.com/es/illustrator/how-to/logo-design.html>

IMPORTANT: The videos are in English, but you can add subtitles by pressing the key. DC:



B. Do you want a WEB?

A website, short for "website", is a collection of online pages that contain information, images, videos and other content, and that are publicly available on the Internet. Websites are a fundamental tool for entrepreneurs, allowing them to establish an online presence, promote their products or services, and reach a broader audience.



What do you need?

- Domain (www.midominio.com) €1.50
- Hosting €7/month
- Free SSL Certificate
- Web editor (Wordpress, Webflow, Prestashop, Carrd, Wix...)

What else should you take into account?

- Load fast
- Look good on mobile
- Let people know what you offer in 2 seconds
- Make it secure (SSL - https://)

Now, once you have it, we leave you a video so that you can take into account TIPS for online sales through your website or online store.

A. Do you want a presentation and Infographic?

A presentation and an infographic are two different types of visual content that can be created using "No-Code" tools. These tools allow users to design and create graphic content without the need for programming or advanced design knowledge. Below, I briefly explain what each one is:

Presentation:

A presentation is a way of communicating information, ideas or data in a visual and structured way. It is made up of slides that can contain text, images, graphics, videos or other multimedia elements. Presentations are widely used in educational and business contexts and at events to show and explain concepts in a clear and attractive way.

In No-Code tools, you can use predefined templates or custom layouts to create slides with relevant content. You can add transitions and animations to make the presentation more dynamic and visually attractive. Some popular tools for creating presentations without code are “**Google Slides**” and “**Canva**”.

Infographic:

An infographic is a visual representation of complex information or data that makes it easy to understand quickly and clearly. Combine text, graphics and visual elements to present information in a more visual and attractive way. Infographics are ideal for summarising statistics, processes, comparisons or any content that needs to be communicated visually.

In "No-Code" tools, you can use predefined templates or create custom layouts to design infographics. These tools provide drag and drop tools to add text, icons, graphics, and shapes to your infographic. Some popular tools for creating infographics without code are “**Canva**” and “**Piktochart**”.

In short, "No-Code" tools allow users to create presentations and infographics without the need for programming or advanced design skills. These tools offer templates and customization features that make it easy to create engaging and effective visual content.

In this workshop we will delve into the implementation of CANVA since it is, from our point of view, the no-code design tool with the greatest scope for what we need, or believe that you will need, above all, to start. Then, like everything, it can become more complex.



On the other hand, and to give you another idea of Step by Step, we have rescued the following VIDEO on the YouTube channel of Digitaldemy, who is “the Queen of CANVA” here we select the main one, but if you want to delve deeper, there you have a variety of functions and activities you can do with CANVA: Business cards, videos, RRSS profile photo, Agendas, etc etc etc.

Automations:



Automation is the process of using technology and systems to perform tasks automatically, without direct human intervention. It involves scheduling and configuring processes so that they are carried out systematically and efficiently, reducing the need for manual intervention and freeing up time and resources for other aspects of the business.

Automation is extremely useful for an entrepreneur for several reasons:

Efficiency and Time Savings: By automating repetitive and tedious tasks, entrepreneurs can save time and effort. This allows them to focus on more strategic and creative activities, such as developing new products, improving marketing strategy or customer service.

Error Reduction: Automation can minimise human errors when performing repetitive and error-prone tasks. Automated systems follow precise instructions, which reduces the probability of making mistakes and ensures greater precision in processes.

Business Scalability : With automation, entrepreneurs can scale their operations more easily. Automated processes can be adapted and expanded to handle a higher volume of work without the need to significantly increase staff.

Improved Productivity : By delegating certain tasks to automated systems, entrepreneurs can increase productivity both individually and in the business as a whole.

Better Customer Experience : Automation can help deliver a more consistent and personalised customer experience. For example, through automated emails, instant responses in chatbots or online order tracking.



Analysis and Informed Decision Making :

Automated systems can collect and analyse data more quickly and accurately, providing entrepreneurs with valuable information to make informed decisions and improve their business strategies.

Cost Savings : Although implementing automated systems may require an initial investment, in the long term it can save operational costs by reducing the need for additional labour.

- **SendinBlue** is a popular email marketing and marketing automation platform that allows users to send emails, create newsletter campaigns, and automate various email marketing-related tasks. It uses a "freemium" business model, meaning it offers a free version with certain limitations on the number of emails that can be sent per day and the number of subscribers. It also offers payment plans with more advanced features, greater shipping capacity, and access to additional features.

SendinBlue is a powerful and versatile tool that makes it easy to automate emails and marketing campaigns for entrepreneurs and companies of different sizes. With its automation, segmentation, and analytics features, the platform allows users to improve the effectiveness of their email marketing strategies and maintain effective communication with their audience.