GTL Project

GreenTecLab

Digital Tools for Green Entrepeneurship

Tools choice

Key questions when choosing tools for a new venture:

- What are my needs right now?
- What am I needing in the mid-long term?
- What tools and services can I outsource and what I need to develop in-house?

Tools choice: criteria

Flexibility

Security

Coherence

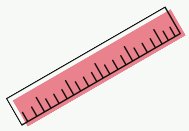
Scalability

Types of tools: productivity

Productivity tools are meant to help us achieve better outcomes with less resources in different areas: collaboration, organization, production, communication...

Flexibility: can these tools be adjusted to different usages (timing, ways, integration with other tools...)?

Safety: what risk am I taking when storing my data in these tools cloud services?



Scalibility: if my venture is growing exponentially, what would the ratio incomes-expenses evolution be like ?

Coherence: am I aligned with this providers strategies for sustainability?

Microsoft 365

Google Workspace

Sources: wikimedia.commons, free.arinco, iconscout.com

Types of tools: productivity

- If your venture is an NGO, Google Workspace y Microsoft Office offer a FREE version of their products specifically designed for these organizations.

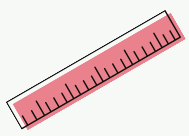
Microsoft 365

Types of tools: marketing

Marketing tools are meant to design, manage and measure the relationships our organization builds and nurtures with the different stakeholders.

Flexibility: can this tool be integrated with the rest of tools from my ecosystem.? Does this tool allow me to control the data I am collecting from my audience and prospects?

Security: what is the data privacy policy this tools has? Where is all this data stored?



Scalability: could I use the same apps in my company if I am opening ten new branches in different countries in one year?

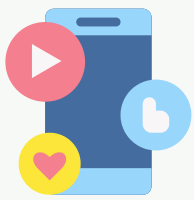
Coherence: am I aligned with this providers strategies for sustainability?

Sources: wikimedia.commons, free.arinco, iconscout.com

Types of tools: marketing

External communication:

Web: it is key to use a CMS you can self-manage as flexibility in our content is very relevant in a fast-paced changing world. Some options: Wordpress, Joomla or Drupal



Social Media: which ones to use and why. Who is my target? What is my goal in each channel? Can I have a particular strategy and content for each channel?

Whatsapp for Business: specific channel with many opportunities to massive messages and customer service.

E-commerce: it is key to think about integration with our website CMS and different payment walls. Some options: Woocommerce, Prestashop o Shopify

Type of tools: marketing

Website analytics:

Google Analytics: this is the standard tool used in the industry to analyze and understand the traffic and to boost the key metrics. Tons of free available content in the web to become a webmaster analytics and funnel. Link to a blog post to read about how to insert the Analytics code in your website and start tracking.

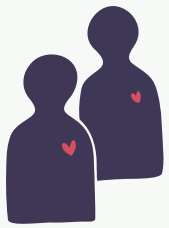
SEO ranking: there are different available tools to create the first report about your website seo score. This is a must in case you are thinking of outsourcing your website design and building (analyzing past works you can estimate the outcome of the new one). Some options: Woorank or Acens

Types of tools: marketing

Stakeholders relationship management

Marketing Hub: tools created to design, execute and track our relationship with different stakeholders along the lifecycle stages (awareness, interest, loyalty...). They are mainly used for the first of these stages, where the focus is on creating interest about our solution. Some options: Marketo o Hubspot.

CRM: platform design to manage the relationships with our prospects and current customers once they have already showed interest on our value proposition (last stages in the sales funnel). Some options: Salesforce, Zoho CRM o Odoo



Wrap-up

1.- Understand our immediate and mid-long term needs.
2.- Set criteria for the tools choice.
3.- Understand what we can outsource and what we should (out of the strategic relevance) develop and control in-house.
4.- Making decisions, tracking, learning and making decision all over again.