

Recommended Digital Tools

Tools	Links	Details
buffer.com	https://buffer.com/	Buffer helps build an audience organically by providing affordable and intuitive marketing tools.
Canva	https://www.canva.com/	Canva is a free-to-use online graphic design tool that allows users to create social media posts, presentations, posters, videos, logos, and more.
Facebook	https://www.facebook.com/	A social media platform that allows users to sign up for free profiles and connect with friends, work colleagues, or other people
Facebook Ads	https://www.facebook.com/business/ads	Facebook ads refer to online advertisements that are created and published on the Facebook platform to be targeted at its users.s.
GcASH	https://www.gcash.com/	An internationally acclaimed micropayment service that transforms the mobile phone into a virtual wallet for secure, fast, and convenient money transfer.
GoPay	https://gopay.co.id/	GoPay is an all-in-one digital wallet whose services are varied, from quick transactions for all Gojek services, including sending or receiving money easily,
Google Market Finder	https://marketfinder.thinkwithgoogle.com/	A tool that can help to identify new potential markets, discover helpful operational information, and start selling to customers at home and around the world.
Google Analytics	https://analytics.google.com/	A free analytic tool that allows you to analyze data for your business in one place.
Google Maps	https://www.google.com/maps	A web service that provides detailed information about geographical regions and sites worldwide.
Google Review	https://support.google.com/business/answer/3474122?hl=en#	Google reviews provide useful information and help your business stand out.
GrabPay	https://www.grab.com/sg/consumer/finance/pay/	GrabPay is a digital wallet created and owned by Grab that allows customers to maintain a balance in the wallets that they pay out with.
Hootsuite	https://www.hootsuite.com/	Hootsuite is an all-in-one social media management tool that lets you schedule, post, and track performance across all your social media networks from one dashboard.
Instagram	https://www.instagram.com/	Instagram is a photo and video-sharing social networking service that allows users to upload media that can be edited with filters and organized by hashtags and geographical tagging.
KBZPay	https://www.kbzpay.com/en/	KBZPay is a mobile wallet platform powered by KBZ Bank that allows your phone to pay, transfer, cash in, or cash out.
LinkedIn	https://www.linkedin.com/	LinkedIn is a business and employment-focused social media platform that works through websites and mobile apps and allows you to find the right job or internship, connect with and strengthen professional relationships, and learn the skills you need to succeed in your career.
Looker Studio	https://lookerstudio.google.com/	A free tool that turns your data into informative, easy-to-read, easy-to-share, and fully customizable dashboards and reports.
Metricool	https://metricool.com/	Metricool is a tool that allows you to analyze, manage, and monitor the success of all your digital content.
NAPAS	https://napas.com.vn/	A payment method that allows customers to perform payments via domestic cards branded by NAPAS, a local payment service provider that connects to local participating banks.
OVO Cash	https://www.ovo.id/	OVO is a smart app that gives you convenience in transactions

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		(OVO Cash) and also greater opportunities to collect points in many places (OVO Points).
Pi Pay	https://www.pipay.com/	Pi Pay is a cashless payment platform in Cambodia that incorporates merchant payment services with a range of social and lifestyle features, including chat, maps, and friend finding, and has a growing network of retail partners in the Kingdom.
Twitter	https://twitter.com/	Twitter is a service for friends, family, and coworkers to communicate and stay connected through the exchange of quick, frequent messages.
Union Pay International	https://www.unionpayintl.com/	UnionPay International provides high-quality, cost-effective, and secure cross-border payment services to the world's largest cardholder base and ensures convenient local services to a growing number of global UnionPay cardholders and merchants.
Youtube	https://www.youtube.com/	YouTube is a video-sharing service where users can watch, like, share, comment, and upload their own videos.
9Pay	https://9pay.vn/	9Pay is an e-wallet with several functions, such as depositing, transferring, and withdrawing money completely free of charge, making online shopping, or paying bills quickly and conveniently via one app.

Learn More on ASEAN SME Academy

The following courses may help you to further enhance your skills and knowledge in maximizing the growth engine for your business in the middle of your business digitalization journey.

Courses	Links	Main Focus of the Course
Connecting Global Commerce	https://asean-sme-academy.org/en/catalog/product/view/id/148/s/connecting-global-commerce/category/2/	You will learn how PayPal operates across platforms and devices, enabling consumers to pay with any device or operating system they choose, no matter if they're on their mobile devices, desktops, or in a physical store.
Fundamentals: Learn Digital Marketing Concepts	https://asean-sme-academy.org/en/courses/fundamentals-learn-digital-marketing-concepts	You will learn how to engage with customers in a meaningful and consistent way across all of their online experiences with the help of Marketo's powerful automation to deliver results.
Selling Online	https://asean-sme-academy.org/en/catalog/product/view/id/91/s/selling-online/category/2/	You will learn how to optimize sales and marketing strategies for your product or service; produce effective titles, descriptions, and photographs for your online product listings and advertisements; commit yourself to good service and make your business's unique value your brand; and sell online even if you don't think you have what it takes to make a sale.
Webinar: Promoting Secure Digital Payments for Indonesian SMEs	https://asean-sme-academy.org/en/catalog/product/view/id/147/s/webinar-promoting-secure-digital-payments-for-indonesia-smes-in-bahasa-indonesia/category/2/	You will learn about the Indonesian government's program to prepare digitalization for SMEs during the COVID-19 pandemic and about the importance of digital payments and cashless transactions for SMEs.
Webinar: Enhancing Digital Skills for Thailand SMEs in COVID-19	https://asean-sme-academy.org/en/catalog/product/view/id/146/s/webinar-enhancing-digital-skills-for-thailand-smes-covid-19-in-thai-language/category/2/	You will learn about how the Thai government is taking measures to support small businesses, how to adapt to the COVID-19 crisis, how digital payment and cashless transactions can be the tools to reach more customers, and the future initiatives to maximize digital commerce.
5 Mistakes We've Made with Digital Advertising and How To Avoid Them	https://asean-sme-academy.org/en/courses/5-mistakes-we-have-made-with-digital-advertising-and-how-to-avoid-them	You will learn from the combined 15 years of experience of Marketo Engage champions Jeff Canada and Jessica Cross as they walk through some of the biggest blunders they've made with digital advertising campaigns so that you don't have to repeat them.