Recommended Digital Tools

Tools	Links	Details
Accelerated Mobile Page (AMP) by Google	https://developers.google.com/amp	A web component framework that you can use to easily create user-first websites, stories, emails, and ads.
Buffer	https://buffer.com/	A web and mobile software application designed to manage social network accounts, allowing you to schedule posts to Twitter, Facebook, Instagram, Instagram Stories, Pinterest, and LinkedIn, as well as analyze results and engage with your community.
Constant Contact	https://www.constantcontact.com/	An email marketing software that allows you to create branded emails, websites, online stores, and more all from one online marketing platform.
Google Analytics	https://support.google.com/analytics/	A web measurement tool that collects the interactions that happen within a website or app and that allows access to the analytical data of the pages through an interface.
Google Business Profile	https://www.google.com/business/	A free tool that allows you to take charge of the way your business appears on Google Search and Maps, enabling you to connect with customers, post updates, list your products and services, accept online orders, etc.
Google Search Console	https://search.google.com/search-console/about	A collection of SEO-based tools and resources to assist website owners in monitoring the performance of their sites in the Google search index.
Hootsuite	https://www.hootsuite.com/	A social media management software that helps you create content and get more followers.
Hubspot	https://www.hubspot.com/	A CRM platform with all the software, integrations, and resources you need to connect marketing, sales, content management, and customer service.
MailChimp	https://mailchimp.com/	An all-in-one marketing platform that helps you manage and talk to your clients, customers, and other interested parties through healthy contact management practices, beautifully designed campaigns, and powerful data analysis.
Pardot by Salesforce	https://www.salesforce.com/products/marketing-cloud/marketing-automation/?redirect=pardot.com	A software as a service (SaaS) marketing automation platform offering email automation, targeted email campaigns, and lead management.
Select Hub	https://www.selecthub.com/customer-relationship-management/big-crm-comparison-chart/#	A platform for comparing tools and software to determine which is best for your company's needs.
Sendinblue	https://www.sendinblue.com/	A SaaS solution for relationship marketing through end-to-end digital marketing campaigns, transactional messaging, and marketing automation.
WordPress	https://wordpress.com/go/website-building/how-to-build-a-website-from-scratch-with-wordpress-com-in-10-steps/	A content management system (CMS) that allows you to host and build websites WordPress contains a plugin architecture and a template system, so you can customize any website to fit your business, blog, portfolio, or online store.
Zendesk	https://www.zendesk.com/	A cloud-based help desk management solution offering customizable tools to build customer service portals, knowledge bases, and online communities The solution offers a customizable front-end portal, live chat features, and integration with applications like Salesforce and Google Analytics.
Zoho CRM	https://www.zoho.com/crm/	A single repository to bring your sales, marketing, and customer support activities together and streamline your processes, policies, and people on one platform.

Extra Resources for Reference

Readings	Links	Details
Accelerated Mobile Pages (AMP) on Google Search	https://developers.google.com/search/docs/crawling-indexing/amp	You will learn how AMP works on Google Search and how it influences your SEO.
How to Create Detailed Buyer Personas for Your Business	https://blog.hubspot.com/marketing/buyer-persona-research	You will learn how to create buyer personas for your business with the help of a free, downloadable persona template.
What is Schema Markup & How to Implement Structured Data	https://www.semrush.com/blog/what-is-schema-beginner-s-guide-to-structured-data/	You will learn how schema markup relates to SEO and AMP.
500 Best AI Tools and Prompts for MSME	https://zest-attraction-d65.notion.site/500-Best-AI-Tools-Prompts-SME-576ca951f4994982aa065cf906dc845b	You will have an access to a list of AI tools to make your operation more efficient. (This is created by Jiranan Oh, one of the speakers for virtual conversation.)

Learn More on ASEAN SME Academy

The following courses may help you to further enhance your skills and knowledge in the effort of managing customers digitally while navigating the digitalization journey.

Courses	Links	Main Focus of the Course
Customer Relationship Management (CRM)	https://asean-sme-academy.org/en/catalog/product/view/id/94/s/customer-relationship-management/category/2/	You will learn how to set up a CRM tool for your business and use the CRM tool to track information that will help you build your business.
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.