7 free small business tools you need in 2022

Are you running a small business? You might be thinking about how you can maximize the resources without increasing/maximizing the cost and at the same time draw more business? However, many small business tools can help in maximizing profit and achieving business goals.

There are plenty of free or no-cost business tools available for small businesses that can boost their performance and perform several operations. The tools can save lots of your time, drive productivity, improve business operations and eliminate stress as well.

So, let us first know what these tools are and how many such tools exist. In this post, we are going to describe and define standard business tools.

Small Business Tools Categories and Benefits

As we said earlier that business tools are platforms or devices that help in the completion of a particular task. These days many small businesses are using business tools to reduce their burden. Some business tools can save a lot of time and save money. Even businesses can improve their productivity with these tools.

Some common categories of business tools include:

- Time-tracking tools
- Task-Management Tools
- Communication Tools
- e signature software
- Meeting Scheduler Apps
- Project Management Software
- Social Media Scheduling Tool

Under these categories, there are plenty of free and paid tools available that can help businesses to improve their performance. The tools offer several benefits to the businesses and some of them are listed below:

- Improved Time Tracking
- Balanced Work Schedule
- Managed day-to-day Operation
- Strategic Growth

- Boosted Employee Productivity

If you are still managing the business operations manually then you should know that this is the time to consider some business management tools and manage the operations in a better manner. Chose a free or budget-friendly tool or platform where you can create a [business website](#) to manage your business productivity which can be incredibly beneficial for the business.

Free Online Business Management Tools

Marketing is essential for both small and medium businesses it can do a lot for your business. However, you may require additional support sometimes to handle day-to-day business-related tasks. Not only this even the most experienced professionals sometimes need some help related to business operation management. Larger companies also need skilled employees for specific tasks.

You may have a few employees in your company or can be a one-man-band-like organization. Thankfully, there are plenty of business management tools to handle day-to-day tasks. You can use all these available [tools](#) for business process execution.

The tools can be used by the organizations and here is the list of all such tools of every shape and size that can be used by business organizations of any size and are free as well:

i) Google Analytics
Google Analytics is a no-cost business tool that can help you in analyzing engagement and traffic. Today almost every business is using Google Analytics to streamline their marketing process. It can also provide you with good insights and valuable information.

This is a free online business analytics tool that is actively used by small or medium businesses. They can know their website visitors and how people are finding your website both. The conversions can also be tracked through the Google Analytics tool.

ii) Slack
Slack is also a free small business tool that you can bring to your team. You can get connect and collaborate with anyone within or outside the organization through Slack regardless of your time zone and location. Through Slack, you can focus on other important business-related tasks and participate in and organize group discussions as well. Slack offers many other additional benefits like making audio calls, sharing files, and any other group activity executions.

iii) Asana

Asana is a free and amazing task management tool that is available free for up to 15 users. You can collaborate and manage the tasks from anywhere and execute the required responsibilities. Apart from these businesses can track the progress of different projects and streamline workflow by identifying bottlenecks. Asana has a visually appealing user interface that helps small businesses in managing their popular project. It can be counted as a free alternative tool for project management.

iv) Calendly

Are you in search of any scheduling tool then go for, Calendly? Scheduling nightmares can turn into a breeze for startups or small businesses. You can even book the appointments and schedule team and client meetings in just a few clicks. You can book appointments and meetings in just a few clicks. Time zone detection helps you understand Calendly and reschedule office or team meetings.

v) Canva

It may be difficult for you to hire a graphic designer if you are a start-up or do not have enough budget. There are plenty of pee-formatted templates for the business needs that can be an asset to your business. You can create marketing posters, flyers, gift certificates, videos, social media banners, and many other additional features through this tool. However, this design software is free, and you can find lots of design templates that can ease your business process execution.

vi) MailChimp

Business email marketing is an easy way to get more traffic and get connected with customers. MailChimp is a free email communication tool that allows businesses to send around 12K emails to 2,000 subscribers at no cost. The tool comes with lots of additional features like advanced analytics, one-click personalization, easy-to-use templates, one-click personalization, and many more. MailChimp has a great user interface where you can get a personalized dashboard that will help you to manage subscribers and emails.

vii) WordPress

WordPress is a free or no-cost blog management tool and is used by small businesses and startups. You only need a web hosting service. There are plenty of themes for websites and blogs. You can use them to sell out the items and manage site content. WordPress-based blogs can be used to manage site content and efficiently perform the coding.