

“Fight the Credit Crunch with IT” Further Information

Here are some extra information sources to accompany this briefing.

This is merely a representative sample of the additional information that is available regarding the subjects covered in each section and is definitely not an exhaustive list!

Where content from the Business Link East website has been included, the individual links have not been shown as they are too long. Instead, the route to finding each of the guides via the menu has been given.

Section 1 – Managing Debtors and Cashflow

Business Link Guides

www.businesslink.gov.uk/east

- Sales & Marketing → Selling → Forecast and plan your sales
- Finance & Grants → Financial Planning → Setting up a basic record keeping system
- Finance & Grants → Financial Planning → Cashflow management: the basics
- Finance & Grants → Financial Planning → Identifying potential cashflow problems

TakeITon Business IT Guides

Small Business Accounts Systems

<http://takeiton.businessitguide.com/guides/view-guide/57/>

Tracking Financial Data

<http://takeiton.businessitguide.com/guides/view-guide/56/>

Using a Spreadsheet

<http://takeiton.businessitguide.com/guides/view-guide/32/>

Others

Companies House Webcheck Service:

www.companieshouse.gov.uk/info

Sage Instant Accounts information and free trial:

www.sage.co.uk/software_and_services/finances/sage_instant_accounts.aspx

Microsoft Office Accounting 2008 free download for basic version or free trial of more advanced version:

www.microsoft.com/smallbusiness/products/office/accounting/

Section 2 – Getting More Business From Existing Customers

Business Link Guides

www.businesslink.gov.uk/east

- Sales & Marketing → Keeping your customers → Discover who your most valuable customers are
- Sales & Marketing → Keeping your customers → Managing your customer database
- Sales & Marketing → Selling → Identify and sell more to your most valuable customers

TakeITon Business IT Guides

Promoting your business using email

<http://takeiton.businessitguide.com/guides/view-guide/48/>

Customer Relationship Management

<http://takeiton.businessitguide.com/guides/view-guide/107/>

Using Templates

<http://takeiton.businessitguide.com/guides/view-guide/30/>

Email Newsletters

<http://takeiton.businessitguide.com/guides/view-guide/47/>

Using Blogs

<http://takeiton.businessitguide.com/guides/view-guide/75/>

Others

Information about Microsoft Business Contact Manager including trial version (and full download free for eligible users):

<http://office.microsoft.com/en-us/results.aspx?qu=business+contact+manager>

Information and free trial for Microsoft Dynamics CRM:

www.microsoft.com/dynamics/crm/product/default.aspx

Information and free trial for Sage ACT! (entry level CRM solution):

www.sage.co.uk/software_and_services/customers/sage_50_act.aspx

Email marketing services:

Constant Contact www.constantcontact.com

NewZapp	www.newzapp.co.uk
Campaign Monitor	www.campaignmonitor.com
Vertical Response	www.verticalresponse.com

Section 3 – Getting More Customers

Business Link Guides

www.businesslink.gov.uk/east

- Sales & Marketing → Online marketing → Email marketing
- Sales & Marketing → Online marketing → Generate business from your e-marketing plan

TakeITon Business IT Guides

Buying a website

<http://takeiton.businessitguide.com/guides/view-guide/67/>

Choosing someone to build your website

<http://takeiton.businessitguide.com/guides/view-guide/66/>

Choosing the right website for your business

<http://takeiton.businessitguide.com/guides/view-guide/65/>

Designing a website

<http://takeiton.businessitguide.com/guides/view-guide/68/>

Web statistics

<http://takeiton.businessitguide.com/guides/view-guide/73/>

Website linking

<http://takeiton.businessitguide.com/guides/view-guide/70/>

Writing good websites

<http://takeiton.businessitguide.com/guides/view-guide/90/>

Search engine optimisation

<http://takeiton.businessitguide.com/guides/view-guide/69/>

Others

Business Social Networking Sites:

www.ecademy.com

www.linkedin.com

Section 4 – Other Tips on Working Smarter Not Harder

TakeITon Business IT Guides

Using a PC on the move

<http://takeiton.businessitguide.com/guides/view-guide/36/>

Buying software

<http://takeiton.businessitguide.com/guides/view-guide/77/>

Others

Sage Training Courses, for Instant Accounts, ACT! and more:

<http://support.sage.co.uk/default.aspx?page=91>

Free online training for Office products from Microsoft:

<http://office.microsoft.com/en-us/training/default.aspx>