



WITS
WINE INDUSTRY
TECHNOLOGY
SYMPOSIUM

Free and Low-Cost Technology

James Marshall Berry – JMB Web Consulting
Geni Whitehouse – Brotemarkle, Davis & Co.





July 10-11, 2012 Napa Valley Marriott

Introductions

James Marshall Berry - @WinoTone



After spending 10 years in corporate IT departments managing everything from the tech support dept to the B2B and B2C websites, James stepped out on his own in 2006 and now consults with small businesses and wineries on how to best leverage Web 2.0

Geni Whitehouse- @evenanerd



Geni is a CPA and an author who works in accounting and technology. She is former software executive at Navision, ACCPAC and Sage and a frequent speaker on accounting and technology subjects. She divides her time between winery consulting at www.bdcoCPAs and working with a technology start up.



Topics

- Google – Android versus iPhone?
- Social Media Marketing / PR
- Productivity
- CRM
- Expense management
- Web Host
- Graphics & Photos
- SEO and Web
- Systems / Performance
- Free but should be paid for...



Google

- Analytics
- Webmaster Tools
- Google Docs
- **Google Drive**
- Google Alerts
- Google Voice
- **Google +**
 - Hangouts
- Add on Rapportive



Social Media Marketing / PR

Social Media

- HootSuite or TweetDeck?

PR

- Pitch Engine

Survey / Feedback

- Survey Monkey / Doodle
- polldaddy.com 200 responses/10 questions
- Sogosurvey.com
- kwiksurveys.com (?)



Productivity

- Open Office
- FlowDock
- You Send It
- Drop Box
- Freeconference.com
- Evernote
- Basecamp
- Skype



CRM

- HighriseHQ - \$24/mo
- Nutshell – \$10 per user/mo
- ZOHO - 3 users free
<http://www.zoho.com/crm/zohocrm-pricing.html>
- Batchbook - \$20/mo

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E-mail/Event marketing

- Mailchimp.com
If you have fewer than 2,000 subscribers, you can send up to 12,000 emails per month free
- Aweber.com
- iContact.com (social media integration)

- Evite
- Eventbrite – free for free events
- Socializr (constant contact)

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Expense management

- Expensify
- Bizmile.com
- Bill.com

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Your Web Host

- E Mail
- CMS – WordPress – Joomla – Drupal
- Extend Wordpress
- Shopping Cart
- Message / Bulletin Boards
- Project Management
- Wikis
- Social Media
- Advertising



Graphics & Photos

- Gimp
- Pixlr.com
- Goffgrafix.com
- Degraeve.com
- iStock
- Logo Tourney
- Pinterest
- PDF 2 JPG



SEO and Web

- Wix.com
- Google Webmaster Tools
- Raw Web Log Data
- Ranking Analyzers – Alexa
- Weebly.com
- WuFoo
- WordPress



Systems / Performance

- DSLReports.com
- Network-tools.com/nslookup
- Join.me



QR codes

Readers

- Google goggles

Generators

- <http://qrcode.kaywa.com/>



Things that are Free but you Should Pay for

- Anti Virus
- Malware Protection
- Accounting ?
 - Wave (free)
 - Xero
 - Freshbooks
- Consultants



Thank You

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Resources

Find all of the resources referenced in this presentation
at

www.JMBerry.com/WITS2012

www.bdcocpa.com/WITS2012

