



## Upgrading Your Tech Game: Business Tools You Can't Afford to Ignore

The rapid evolution of business technology has given small companies tools that make it so easy to do business efficiently that entrepreneurs almost can't afford to ignore them. Many of these essential tools involve powerful technologies that only large corporations could afford just a few years ago. Today, however, nearly everyone can take advantage of them. Here are a few ideas on how to leverage technology that helps grow your business.

### **AI**

Artificial intelligence has made inroads into nearly every facet of the business landscape. From data security to performance analysis, innovative and imaginative use of AI has helped companies like Amazon develop in ways that few would have thought possible just a few years ago. Most importantly for small businesses, AI can [free you from tasks](#) that eat up valuable time and money, such as data entry and inventory control and management.

### **Voice Search**

[Voice technology](#) is revolutionizing the way Americans shop. It's easy to understand why people who frequently use voice technology prefer it over traditional internet searching. Voice is much faster, more convenient, and instinctive, and it appears to be the wave of the future where [online commerce](#) is concerned. Ensuring your website content is compatible with this burgeoning technology will improve your search rank and your company's sales performance.

## **A High-Performing Smartphone**

If you're like many entrepreneurs these days, you need to be in constant communication with customers and employees, whether you're checking email, sending out proposals, or making video calls. You may also need to run many apps that are necessary for your business. Make sure you've got a [smartphone](#) powerful enough to manage your business when you're out of the office. You'll also need a dependable wireless provider so you can stay connected and avoid getting caught in dead zones without service. Look for carriers like Verizon that have a reputation for far-reaching 4G coverage and plans for future growth.

## **Outsourcing**

New technology has also enabled small businesses to save money by [outsourcing](#) labor-intensive and expensive functions like IT. Outsourcing makes it easier for you to devote time and resources to marketing, sales, management, and other important tasks necessary for running a business. You can gain affordable and reliable computer support, virus prevention, and data backup by outsourcing your IT needs. You can recruit freelancers from online job boards, whether you're looking for help with web development, e-commerce, or production management.

## **Data Security**

High-profile cyberattacks against big companies tend to make big news, but [small businesses](#) are targeted just as frequently by cybercriminals. Unfortunately, many small companies fail to protect themselves, believing they lack the resources to adequately safeguard their data. The good news is that [cybersecurity today](#) is more affordable for small businesses. Many companies offer single-solution [security bundling](#), which protects everything from computers to networks and mobile devices. Considering the importance of your information (and your customers' data), cybersecurity is one technology you truly can't afford to be without.

## **Influencers and Social Media**

Small businesses that emphasize [influencer-based marketing](#) find [social media](#) to be a highly efficient and direct way to communicate with customers. However, this requires developing content that's innovative, unique, and personalized. This burgeoning form of content-based marketing is more individualistic and engaging and makes it easier for small businesses to carve out a niche by communicating with social media users in their own "language."

## **Apps and Workflows**

Mobile apps have become integral to business processes thanks to the rapid spread of [enterprise application programming interfaces](#). Simpler, less expensive coding helps small companies access workflow efficiencies that used to be the sole province of large corporations. Today, apps have the power to make things considerably easier for small business owners as well. One such digital solution is [Mind Doodle](#), which supports enhanced productivity and streamlined workflow through mind mapping. Just make sure you have a desktop that can run the software you need flawlessly; if you notice your computer has trouble these days, it may be time to [look for savings](#) on a PC that can do precisely what you need it to.

Widespread use of business technology has made it less expensive and more available to small businesses. Not only is it more accessible, much of this tech will prove vital for a small company that wants to stay competitive in the ever-evolving field of business marketing and management.

Image courtesy of [Pexels](#)

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