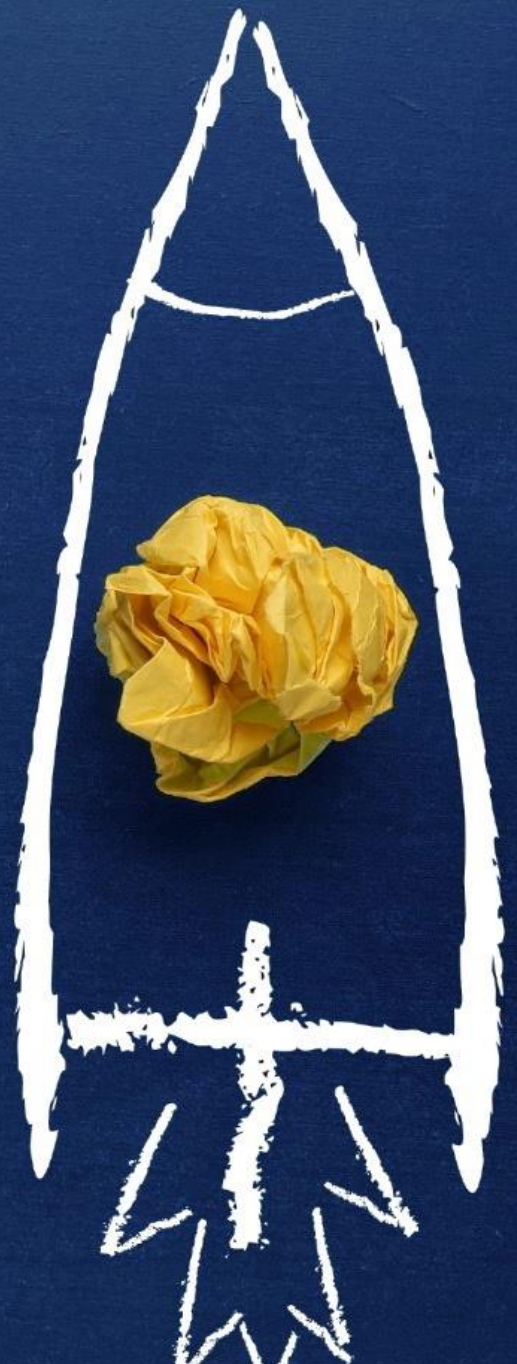
ROCK & FUEL

SOFTWARE & IT ON A BUDGET



WHO'S THIS GUY

- About me:
  - Filled many roles from retail sales to VP since 1995
  - Used too many products to count!
  - Staunchly anti-piracy
  - Learned many things along the way (the hard way)
  - Try not to be boring
  - Not sponsored!
  - No endorsements but recommendations

CHOOSING SOFTWARE

Price Vs what you get out of it!

- Free is not always better than good
  - Free plans are to get you to upgrade to paid plans
- How critical is it?
- How much will you use it? For how long?
- Buy Vs Subscribe?
- Open-source anyone?

EMAIL

- Basic:
  - Self-hosted on internal server or NAS
  - WordPress with hosting plan: no group capabilities
  - Amazon WorkMail
- Business suites:
  - Google Workspace / Microsoft Office365 / Zoho
    - Microsoft Office?
    - Video conferencing included?
    - Shared storage?
    - More!
- Free: run your own if you have the skills! (NAS)

TEAMWORK

- Group chats with free plans
  - Slack
  - Microsoft Teams
  - Google Chat/Spaces (included with Google Workspace)
  - Discord
- Project management with free plans:
  - Asana (up to 15 users free)
  - Trello
  - Wrike

ACCOUNTING

- Free packages, with upgrades & other revenue avenues
  (like payment processing)

- The usual suspects

GRAPHICS: ADOBE

Adobe Title	Free & Open-source alternative(s)
Photoshop	Gimp, Paint.Net, Pixlr Editor, Krita
Illustrator	Inkscape
Indesign	Scribus
Premiere	OpenShot, DaVinci Resolve
Animate	Synfig
Lightroom	Darktable
Aftereffects	Natron, ButtleOFX
Audition	Ardour, Audacity
Acrobat (not reader!)	Master PDF, LibreOffice

CLOUD GRAPHIC SUITES

- All-in-one basic designer tools
  - No skills? No problem!
  - Free starter plans
  - Look for teamwork features
  - Quick, easy & professional design & templates
  - Social posts & social headers
  - Look for libraries of assets (images, videos, sounds, etc.)

Canva

Adobe Creative Cloud Express

visme

DESYGNER

snappa

ROYALTY FREE STUFF

- Stock photos & illustrations

Pexels Unsplash pixabay absurd DESIGN unDraw

- Stock footage:

mixkit Pexels Unsplash pixabay

- Music, audio & sounds:

mixkit pixabay Uppbeat

- Icons & Fonts

Font Awesome SVG REPO Google Fonts 1001 FREE FONTS

SOCIAL MEDIA

- Schedulers

Buffer Hootsuite®

- Graphics:

Canva Adobe Creative Cloud Express visme DESYGNER snappa

- Hashtags

MetaHashtags inflact All#ASHTAG

COPYWRITING

- Step 1: write

Hemingway Editor

- Step 2: proof

grammarly

- Step 3: translate

DeepL

LEAD GENERATION

- Email marketing with free starter plans (careful watermarks!)

mailchimp Sender mailerlite mailjet by sinch Cakemail

- CRM: see my video!
- Website CMS: see my video!
- Landing page for campaigns: use your CMS!
- SEO Tools:

Google Analytics Google Tag Manager HubSpot TOOLS Website Grader seobility

OFFICE IT

- Firewall: convert an old PC & add network cards! (15$+/ea)
  - Includes VPN server & tons of other tools
  - More secure than retail-grade products, much faster too!

pfsense OPNsense untangle clearOS

(look at hardware requirements for CPU, RAM, disk space & network cards)

- WiFi: avoid when possible consumer-grade products & go for WiFi6. Worth a look for price/performance SMB vendors:

UBIQUITI NETWORKS tp-link NETGEAR aruba a Hewlett Packard Enterprise company

OFFICE IT

- Network monitoring: ipMonitor (free edition) solarwinds
- Storage server: FreeNAS (another old PC project) TrueNAS ebay
- Virtualization: vmware ESXi PROXMOX Xen Project VirtualBox
- Antivirus: Windows Defender Bitdefender
- DNS: 1.1.1.1 OpenDNS Google Public DNS
- Password managers : bitwarden DASHLANE 1Password LastPass

STARTUPS

Pro tip: if your organization is a participant in an incubator/accelerator look for offers from many vendors & partners:

NONPROFITS

techsoup

aws

Google for Nonprofits

Microsoft

Canva

grammarly

THANK YOU

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