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How to Save Money with Google Apps for Work



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Introduction

When you ask people how Google has impacted their lives many will talk about using it to find information on the internet but for some Google is much more than just a search engine.

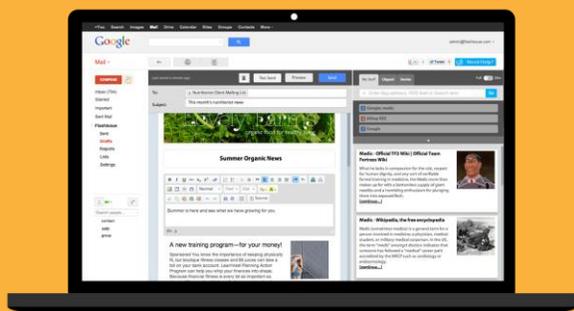
Google Apps for Work is a suite of cloud based computing productivity and collaboration apps designed to provide business applications to businesses.

Within Google Apps for Work there is a variety of apps to address different needs of businesses from document creation and storage to email and voice calls. With a single subscription as low as \$40 per a year, a user can have access to all of the apps available from Google Apps for Work.

In addition to its low annual cost, one of the benefits of Google Apps for Work is its ability to integrate with Google and third party add-ons to provide additional features and functionality. These add-ons can be downloaded directly from Google in their marketplace.

Taking a look at some of the most popular Google Apps for Work we hope to show some of the benefits of using them and the cost savings.

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How Using Gmail for Business Can Benefit Your Marketing Program

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Google may one day rule the world, but if it does, the world may not be such a bad place: think about it—all those free apps they offer that make our lives a bit easier.

Take for instance, Gmail. What other email provider offers such a powerful email service that, with a few enhancements, can give businesses the capabilities they need to market their product or service to the masses, and all for free?

Today we've got just a little information on how awesome using Gmail for business is and how a few extra add-ons can turn your business into an email marketing machine.

Benefits

In the past, Gmail had its detractors, the people who said Gmail was better fit for personal use, but we are here to prove them wrong. Here are just a few things we love about Gmail:

Your Domain Name as Your Email Address

Gmail allows you to use your own domain name in your email address instead of the generic Gmail address. For businesses looking to maintain professionalism, the domain name at the end of the email address is key.

Search Capabilities

Google is, after all, first a search engine. While it has developed into so much more, it brings its roots to Gmail. If you have ever struggled finding that one important client email detailing instructions for an upcoming project and your current email provider just can't seem to drag it from the deep, dark depths of your inbox, you know this is a big deal. Gmail quickly and easily pulls emails from months and even years ago.

Integration with Google Apps

Like we said, Google has developed into so much more than a search engine. Have you tried Google Keep, for instance, or Google Drive? If not, you need to. Your email address gives you access to all the goodies Google has to offer.

How Using Gmail for Business Can Benefit Your Marketing Program

Free Space

Google gives you 15 gigs of free space to use across Gmail, Google Drive, and Google Photos. You're probably going to have a pretty hard time filling that much space unless you don't clean your inbox out at least once a decade.

Integration with Email Platforms

Gmail easily integrates with Outlook or Apple Mail so you don't always have to access the webmail option to check your email, although you might want to when you need that hard-to-find email right now.

Enhancements

With the help of a few enhancements, you turn Gmail into a powerful marketing tool.

Flashissue—Free Chrome Extension

[Flashissue](#) allows you to create and organize targeted mailing lists, easily design professional email newsletters, and track your results—all for free. Instead of paying for an expensive email marketing platform, connecting Flashissue with your Gmail account will offer many of the same capabilities.

Canned Response—Free Google Lab Feature

Canned Response can be found on Google Lab (see this [tutorial](#) on how to enable it in your Gmail account) and allows you to create and save template emails to avoid copying and pasting a canned response into a new email window every time you need it. Think that sales email or a welcome email to new clients—Canned Response makes those emails easy.

Streak—Free Chrome Extension

Streak is a free customer relationship management tool (CRM) that integrates with Gmail to allow you to track sales, fundraising, and customer support issues. You'll probably want Streak, around the second time a customer calls in that her complaint hasn't been resolved quickly enough for her tastes.

How Google Drive Can Benefit Your Business

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Storing documents to allow for easy collaboration has always been a bit tricky for teams working together on a project, but no longer with Google Drive, Google's cloud based office suite. Drive includes a word processor (Google Docs), spreadsheets (Google Sheets), a presentation program (Google Slides), and a form builder (Google Forms).

We've compiled a list of a few of the reasons we love Google Drive and some tools that can make it even more powerful.

Free

It's free. Enough said, right? What did you pay for the office suite you have to purchase for every desktop in your office? Google Drive levels the playing field for businesses large and small.

Familiar Interface

Not every thing about Google Drive is the same as office suites you've probably worked on for years, but the interface is similar and easy to learn.

Storage Space

With 15 gigs of space to share with your Gmail account, Google Photos, and Google Drive, we think you'll be in good shape for a while. Just delete emails, photos, and documents you no longer need or back them up on a different storage system.

Collaboration Capabilities

The best thing about Google Drive is that it allows for easy collaboration among team members. You no longer have to worry about saving the document and closing before someone else in your office can work on it; Drive allows for your whole team to work on the document at once.

Forms and Surveys

One of the coolest things about Google Drive is Google Forms. Forms allows you to create questionnaires and surveys to send out to clients or employees. Need to know how your customers feel about their experience with your company? Done.

How Google Drive Can Benefit Your Business

Add-Ons

As great as Google Drive is, these add-ons among others make it just a little bit better.

Workflows

Workflows offers an easy solution for projects that require approval before they're finalized. Users with editing access will be able to use this feature and approval and feedback will show up in real time.

HelloSign

HelloSign takes the hassle out of getting client or employee signatures, especially if your clients or employees are located remotely. Signatures on HelloSign are legally binding and are free up to three signatures.

Split Names

Have you ever had a spreadsheet with both first and last names in the same column but needed them split into two? Split Names takes the work out of turning that one column into two or more.

Mapping Sheets

Mapping Sheets, an add-on for Google Sheets, locates a list of addresses on a single Google Map. This add-on is especially helpful for your sales team when they travel to client locations or for political campaigns or non-profits trying to get the word out about their organization.

How to Cut
Business
Telephony Costs
with Google
Voice

How to Cut Business Telephony Costs with Google Voice

Google voice has long been a beloved, semi-secret among tech aficionados, but it's benefits for small and mid-sized organizations aren't as well-known. [Tech writer Jeff Bertolucci](#) wrote recently that the free Google service can be massively beneficial to organizations, "particularly those with less than 25 employees."

Telecommunications investments can be costly for organizations, especially if their needs for voice calling are minimal or they're in bootstrapped startup mode. For organizations already using Google Apps for Business to support their email needs, the addition of Google voice services can be intuitive and convenient.

Every Google account already comes with a free phone number and voice system. This provision includes both Gmail users and individuals using Google apps for business. However, there are a multitude of highly-convenient add-ons that can be downloaded to enhance the benefit of Google Voice for your organization if you choose to use your Google account number to receive incoming calls. Here are a few to consider:

GV Phone Dialer

Out-of-the-box, Google Voice includes the ability to receive incoming calls dialed to your dedicated number. Users are also provided with the ability to make free voice or video calls to individuals already listed on their Google contacts list. The ability to perform outbound calling requires a simple add-on, known as GV Phone Dialer.

The workings of this add-on are slightly complex. The app [intercepts outbound calls](#), uses Google Voice to call back the users, and connects the originally-intended outbound call. This provides users with the ability to both receive and place calls from a centralized phone line, and eliminates the need for business owners to purchase mobile, internet-based or traditional telephone systems for outbound calling.

Uberconference

Google's built-in functionality for video conferencing is one of the most beloved benefits of this email provider. It's simple to conference in existing Google contacts, including calls with multiple people and screen-sharing sessions.

How to Cut Business Telephony Costs with Google Voice

Uberconference upgrades Google hangout's existing capabilities to those of more traditional teleconferencing products. Users can assign a phone number to their hangout sessions, and provide attendees with a link to participate in the call.

This extends the hangouts functionality to non-Google users. Additional features include simple document sharing (including integration with Google docs), free call recording, and the ability to participate in teleconferences from a mobile device.

switch.co

If you want a fully-fledged, advanced phone system that integrates with GoogleVoice, *switch.co* could be the right option. The system is optimized for today's highly-mobile, flexible workers. Call and text notifications are simultaneously sent to all of a user's devices, which can include a desktop computer, laptop, mobile phone, and tablet. Conversations can "seamlessly" be moved between devices as conference calls are taken from a workstation to a user's vehicle.

While this particular add-on isn't free, it is relatively low-cost. Pricing is flat, and based solely on the number of users who are relying on *switch.co* and Google voice for business call management.

How to Cut Administration Costs with Google Docs Add-Ons

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The use of Google apps for small business can be a remarkable tool for driving drastic cost savings throughout small and mid-sized organizations. According to [Forrester Research](#), 93% of organizations making the switch to Google apps see impacts that drive ROI throughout the entire organization. Most significantly, these gains are typically related to end-user productivity.

Effective and affordable document storage solutions and tools for collaboration can both present significant challenges to companies of all sizes. Confusion around document versioning, storage, and transmission of documents needed for collaboration can lead to hours of lost work. In small or startup environments, confusion that leads to duplicated efforts can be difficult to recover from.

Google Docs is a powerful tool for cost savings, particularly if your organization invests in one of several available add-ons to streamline your experience and enhance the capabilities of Google's built-in, free cloud storage and collaboration services for users:

Draw.io

Do individuals within your enterprise have a need to create process flow overviews, organizational charts, or other visual representations? Draw.io is among the simplest Google docs add-ons for visual communications. This free add-on offers many of the same features as Microsoft Visio, though it's simpler to use and learn.

While this tool's primary and most apparent functionality are process flows and working processes, it's simple graphic design capabilities can be used for other projects, too. You can even mock up basic website wireframes in this tool.

HelloFax

Not every organization has a need for a fax machine, and trips to your local office support center can be time-consuming and costly. Faxing documents to clients and vendors who still rely on this methodology is simple as clicking "send" with HelloFax. Pricing is free for the first five documents sent, and costs a simple flat fee each month for organizations with a need for higher volume.

How to Cut Administration Costs with Google Docs Add-Ons

HelloSign

The closely-related cousin of HelloFax, this document is a powerful tool for companies with a need to perform (or collect) signatures on contracts and other documents that could be considered legally-binding. While pricing is based on a flat fee per month, the productivity gains associated with no longer having to print and scan documents can certainly add up!

Consistency Checker

For organizations that focus on communications; style, tone, and voice are critical. It can be challenging to maintain control over stylistic standards, especially if you're working with freelancers or a large volume of content contributors. Consistency Checker is a tool for finding stylistic inconsistencies in complex documents, including hyphenation and spelling preferences (such as "gray" or "grey").

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