

30

SOFTWARE TOOLS

— *FOR EVERY* —

TRAVEL PROFESSIONAL,
TRAVEL AGENCY,
AND TOUR OPERATOR

There are a lot of tools out there and we can help you choose the right one to fit your business needs. Whether it's a free photo editing tool to make your trip photos pop on your website or finding an amazing invoice system that's simple to use for both you and your client.

We'll break out each software and service in its respective category and give you the low down on information and pricing for each awesome tool.

Table of Contents

3 | Social Media & Press

5 | Human Resources

7 | Website Design & Hosting

9 | Blogging

11 | Graphic Design

13 | Scheduling & Communication

15 | File Sharing

16 | Payment Service

17 | Booking & Travel Inspiration

18 | Itinerary Building & Management

19 | Customer Relationship Management

SOCIAL MEDIA & PRESS TOOLS



Buffer

An all-in-one social media scheduling tool. With Buffer, you can schedule tweets, Facebook posts, Pinterest pins, and more so that you optimize the most engaging times on each social media channel. Just create a post, schedule it, and go. It makes utilizing social media much easier for any business!

Buffer also offer Pablo, a cool way to quickly build a social media graphic. Pablo can easily integrate with your Buffer account so that you have a 2-in-1 place to build a graphic and post to share on all of your social media accounts.

Price:
Free for 1 social media platform, \$10 for 10 social media platforms, and business account options available.

[Visit Buffer and Pablo here.](#)

HARO

“Help a Reporter Out” is a great way to get free publicity for your travel business. How it works is you sign up to receive daily updates of reporters and writers looking for their story or article. You can sign up to receive alerts of reporters looking for travel expertise and if you see a topic in your email that you can help with, you can send the reporter an email and they will be in contact if they want to talk. If they use your quotes, they will most likely share your name and business!



Price:
Free.
Subscriptions available with extra features that start at \$19/mo.

[Visit HARO here.](#)

SOCIAL MEDIA & PRESS TOOLS



Hootsuite

Life Buffer, Hootsuite is one of the most popular social media scheduling platforms out there today. The great thing about Hootsuite is that not only can you schedule tweets, posts, and shares along multiple platforms, you can also watch your newsfeed, mentions, direct messages, and more all from your Hootsuite dashboard. It's a great way to keep an eye on all angles of your social media marketing platforms.

Price:
Free for up to 3 social media platforms, \$9.99/mo. for Pro, and higher packages for Enterprises.

[Visit Hootsuite here.](#)

BuzzSumo

An easy way to follow the industry and competition on all social media platforms. With BuzzSumo, you can quickly search a topic and see how it's performing on social media, where it's gaining the most traction and shows you how you can leverage the topic within your platforms.

For example, say you want to write a blog post about summer travel. Before you begin writing, you can search the keyword “Summer Travel” on BuzzSumo and see what content around that topic is successful.



Price:
Free for your first few searches. \$99/mo. and up.

[Visit BuzzSumo here.](#)

HUMAN RESOURCE SOFTWARE



Bamboo HR

Whether you're a small, medium, or large company – HR is still important and keeping the company in line and organized is even more important. With Bamboo HR, you are able to keep track of employee information all in one place, track time off, benefits, and payroll.

Price:
Begins at \$8 per employee, per month.

[Visit Bamboo HR here.](#)



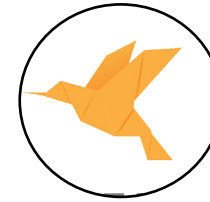
Bridge

Bridge is a great platform if you require training for new employees that come on board. With this platform, you can create courses and training guides for new members of the company to complete.

Price:
To get a price quote, must contact [here](#).

[Visit Bridge here.](#)

HUMAN RESOURCE SOFTWARE



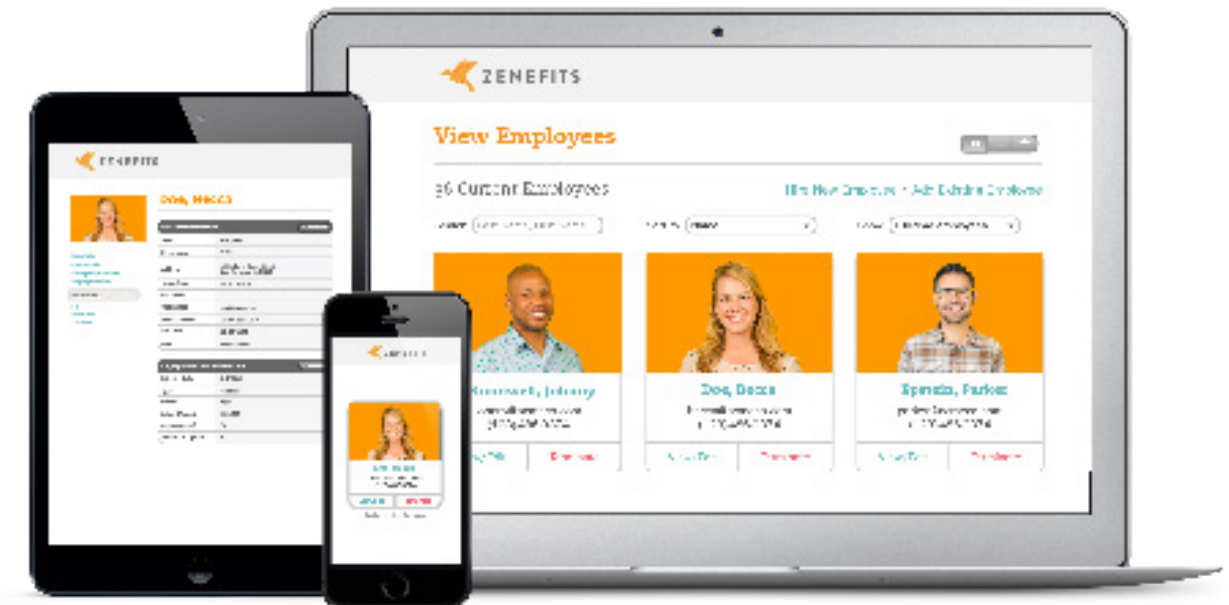
Zenefits

This platform is ideal for any sized business. Similar to Bamboo HR, you can keep track of employee information, benefits, compliance, time, and payroll.

Price:
Free with additional add-on products.

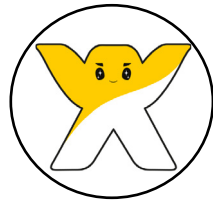
The great thing about Zenefits is that it's completely free to use on many levels. They do offer paid products to add-on to your account like Time and Attendance, though you can choose not to use it.

[Visit Zenefits here.](#)



Zenefits' cloud human resources platform

WEBSITE DESIGN & HOSTING SOFTWARE



Wix

If you want to build a fun and interactive website, Wix is a great solution for that! With Wix you can build websites easily with its drag-and-drop feature.

Price:

Free without custom domain. Domain and more features start at \$4.08/mo. and up.

Wix also provides pre-made templates for you to choose from if you don't want to start from scratch. With a Wix subscription, you can add-on additional features to help take your website to the next level as well, like a custom domain email address, ad placements, and dozens of premium apps to choose from that includes things like form builders and SEO apps.

Visit

[Wix here.](#)

Squarespace

If you are starting from scratch or looking to revamp your website, Squarespace is a simple website host and creator to build your site off of. With Squarespace, you can build modern and trendy looking websites quickly and easily with its easy drag-and-drop to place features.

If you don't want to do the extra leg work, you can purchase one of the many templates available and build off of that as well.



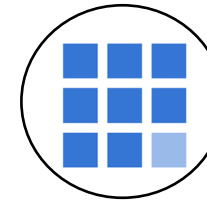
Price:

As low as \$8/mo.

Visit

[Squarespace here.](#)

WEBSITE DESIGN & HOSTING SOFTWARE



Bluehost

If you need a web hosting service, Bluehost is one of the largest hosting sites today. You can purchase your domain name from Bluehost and store all of your files and web inventory safely and securely on Bluehost.

Price:

Starts as low as \$5/mo. Prices vary based on your website needs and integrations.

They even offer many additional features that you can use for free and some to purchase to help you with all of your web needs, like search engine optimization, site analytics, control Google Adwords, cloud storage, and so much more.

Visit

[Bluehost here.](#)

Flywheel

Similar to Bluehost, Flywheel is your one-stop shop for website hosting, however, Flywheel specializes in Wordpress. So if you decide to use Wordpress for your site or blog, Flywheel is a great option for host support and management.



Price:

Starts at \$15/mo. for 5,000 monthly site visitors.

Visit

[Flywheel here.](#)

BLOGGING SOFTWARE



Yoast SEO Wordpress Plugin

If you use a Wordpress site for your blog, YOAST SEO is a must-have plugin to help you optimize your blog to reach it's fullest potential. It's simple to use too.

Price:
Free plugin available. You can also choose between Premium subscriptions starting at \$69/yr.

Once you create a blog post, you can complete information for Yoast. At the bottom of each blog post you will find field forms to fill out on post keywords, meta descriptions, and more. The best part is, Yoast will give you a red, yellow, or green light on your post's SEO potential. That way you know if you get yellow or red, you can make improvements to the keywords until you hit a green light for total search engine optimization!

[Visit Yoast SEO here.](#)

Medium

Interested in blogging, but want to keep it simple? Try Medium! Instead of hosting a blog on your own site, you can use the platform Medium to write and share your content. It's a great tool to get engaged readers and most importantly, a way to direct people to your site.

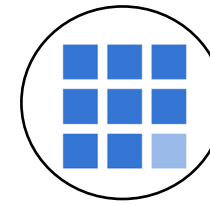
You can set up a profile and link it to your Twitter account and follow other writers. It's also a great place to start if you're new to blogging and want to get your feet wet before committing to a page dedicated on your site to a blog.



Price:
Free.

[Visit Medium here.](#)

BLOGGING SOFTWARE



CoSchedule

If you are blogging and trying to reach maximum exposure with reach on social media, then CoSchedule is a great option for you. Whether it's just you or a big team, CoSchedule allows you to easily schedule social media posts on behalf of your blog post to the best times for more reach.

Price:
Subscriptions start as low as \$15/mo.

[Visit CoSchedule here.](#)

CoSchedule also has in-depth analytic tracking so you can quickly see what is working and what isn't working with your social media posts.

Riddle

Ready to offer your clients and site visitors fun and unique content? If so, Riddle is your go-to shop. With Riddle you can quickly create quizzes and polls to share on your blog, social media, and website. You can easily embed the quiz or poll to your site and then watch the analytics to your visitor's response. You can create fun quizzes to help your clients decide where they should travel to next or what destination is calling their name!



Price:
Free for up to 5,000 views. Packages start at \$19/mo.

[Visit Riddle here.](#)

GRAPHIC DESIGN SOFTWARE



Canva

Canva is perfect for those who don't have time to design, don't know where to start with design, or even those who have a knack for design. Canva is easy because you can use templates already created or get creative and build your own! It's a one-stop shop for any graphic.

They have created designs for social media graphics, posters, blog posts, Facebook cover, Pinterest pin, Instagram photo, business card, you name it - they have it!

Price:

Free, however, some pre-made templates may cost money depending on what you want. Pricing begins at \$1.

Visit

[Canva here.](#)

PicMonkey

Like Canva, PicMonkey is an easy to use graphic tool, however, PicMonkey is really good for editing single photos. If you want to edit the lighting, filter, brightness, and touch up on one of your trip photos to add to your site, PicMonkey is a great place to do that.

PicMonkey offers many photo editing tools as well as touch-up tools to remove red-eye, blemishes, etc. It is also a great source to resize images.



Price:

Free. There is an upgraded version with more features for \$4.99/mo. or \$33/year.

Visit

[PicMonkey here.](#)

GRAPHIC DESIGN SOFTWARE



infogr.am

If you're interested in building fun and unique content like infograms, then infogr.am is your source. Infograms are great for blog posts and social media content for any medium, especially Pinterest.

You can also build infograms for your business to share stats like how many clients you have sent to a certain destination, what the average price of your client's trips cost, etc. The possibilities are nearly endless and instead of getting a graphic design degree to build a beautiful infographic, let infogr.am do the hard work for you!

Price:

Free version is available. Monthly subscriptions starting at \$19/mo.

Visit

[infogr.am here.](#)

Pexels

Need beautiful photos for your blog, website, social media, or travel itinerary? Pexels is a free stock photo site full of amazing photos for anything you are looking for! Whether you want a pretty beach sunset, a computer graphic, or a picture of people traveling, Pexels has it.

You can conveniently search for whatever you are looking for, download the image and use it wherever you wish! Completely copyright friendly and high quality images are yours to keep.



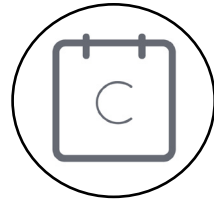
Price:

Free.

Visit

[Pexels here.](#)

SCHEDULING & COMMUNICATION SOFTWARE



Calendly

If you want an easy and efficient way for new and current clients to set up appointments with you, consider a tool like Calendly. With Calendly you can set up available times for meetings and Calendly will interact with your calendar to make sure you don't already have something booked. You can customize the event to know how long the meeting will last as well as follow up emails to the scheduler.

Price:

Free for 1 event type. \$8/mo. per user for Premium access.

[Visit Calendly here.](#)

Olark

Instant messaging tools is a great way to secure new clients that come to your site. They can quickly get a question answered and you're able to build a relationship right away.

Olark is simple. You can add it to your site and it will just appear at the bottom of your website as a little chat box that a user can use. If you are unavailable, your chat box will say that you are away but leave the option for the user to send you a message and you can respond once you're able. It's a very easy and effective way to communicate with new, current, and old clients.



Price:

Starts at \$12.99/mo.

[Visit Olark here.](#)

SCHEDULING & COMMUNICATION SOFTWARE



Slack

Sure, communication between the client and advisor is great, but what about within your team? Instead of growing those ever-so-long email chains, consider an in-house messaging system for your team members.

Price:

Free for small teams. Paid subscriptions start as low as \$6.67/mo.

[Visit Slack here.](#)

With Slack, you can message single people or create groups and channels on a certain topic that people can communicate on together. It's a great way to stay organized and transparent with all team members. You can get Slack for your computer and as an app on your phone so you're always in the loop.

Appear.in

Wouldn't it be nice if you could quickly get in touch with someone via a face call? Now you can with Appear.in. With it's simplicity, there's no downloading and you can use it with any computer or mobile device that has a camera.

It's simple to set up as well and perfect for those on-the-fly calls to make. Just create a new channel, send the URL to the person you want to chat with and they will instantly appear (no pun intended)!



Price:

Free to communicate with up to 8 people.

[Visit Appear.in here.](#)

FILE SHARING SOFTWARE



Google Drive

Every business has a large amount of files. Anything from client papers, trip itineraries, photos, web content, you name it - you will most likely need a safe place to store it. With Google Drive you can store anything you want and can easily access it from your phone or computer. It also won't take up space on your computer... Win!

Price:
Free for 15 GB,
Prices start as
low as \$1.99/mo
for 100 GB.

[Visit
Google
Drive here.](#)

With Google Drive, you will need a Google account and you will then have access to Drive, Gmail, and more.

Dropbox

Similar to Google Drive, Dropbox allows you to save any files you have in a safe and secure place without taking up space on your computer and increasing the risk of losing something important. It's a great place to backup all of your files just in case.

Dropbox offers different plans for personal users and for businesses. It's an easy way to share files as a team and even send files to clients by sending them a link to download the file on their own.



Price:
Free for 2 GB of
space. \$9.99/mo.
for 1,000 GB and
unlimited storage
for \$15/mo. for a
Dropbox Business
account.

[Visit
Dropbox here.](#)

PAYMENT SERVICE SOFTWARE



Square Cash

If you're looking for a simple and innovative way for your clients to pay you, you can't go wrong with Square Cash. It's an app on your phone that is as easy and convenient as it gets. Your client can type in the amount they are sending you, and type in your username then you will instantly receive the payment in your account.

Price:
Free for
personal use.
Free for
Business, there
will be a 2.75%
fee per payment
received.

[Visit
Square
Cash here.](#)

Transaction fees will apply, but only a 2.75% fee will be applied per transaction. if you use a business account.

Wave

Looking for an easier way to send clients an invoice? With Wave you can do just that, and it's free. It's perfect for small business owners. Even if you're a bigger business, you can use Wave for employee Payroll too!

Wave also helps as a personal finance tool and a way to organize business expenses and receipts.



Price:
Free. With a 2.9%
processing fee +
.30 cent
transaction
fee (with credit
cards). Additional
upgrades also
available.

[Visit the
Trip Plans
App here.](#)

BOOKING SOFTWARE & TRAVEL INSPIRATION



Rezdy

Whether you're a tour operator selling your packages online or a travel agent searching for tours and activities for your clients—Rezdy is for you. With Rezdy, you can list your activities, tours, rentals, and charters if you are a supplier for travel agents to find you.

Price:
For agents:
Prices start at \$0-19/mo.
For Suppliers:
Prices start at \$0-49/mo.

For travel agents, you can use Rezdy to find and book tours and other activities for your clients directly through Rezdy's software, as well as earn a commission for it.

[Visit Rezdy here.](#)

Travelindicator

Looking for places to make your client's trip unique and special? Check out Travelindicator for inspiration and ideas. You can search through the thousands of places, travel ideas, activities and more!

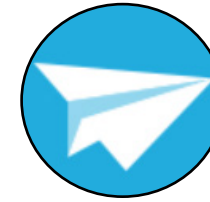
You can build a profile and save ideas. It's almost like a Pinterest for travel ideas. The search is very defined so that you can fit everyone's needs and find fun things to do and see.



Price:
Free.

[Visit Travelindicator here.](#)

ITINERARY BUILDING & MANAGEMENT



Travefy Professional

If you're looking for a simple and innovative way for your clients to pay you, you can't go wrong with Square Cash. It's an app on your phone that is as easy and convenient as it gets. Your client can type in the amount they are sending you, and type in your username then you will instantly receive the payment in your account.

Price:
Subscriptions start as low as \$13/mo.

[Visit Travefy Professional here.](#)

Transaction fees will apply, but only a 2.75% fee will be applied per transaction. if you use a business account.



CUSTOMER RELATIONSHIP MANAGEMENT (CRM)



Subscriptions start as low as **\$25/mo.**

[Visit VacationCRM here.](#)

VacationCRM

Keeping track of clients, trip details, reservations, etc. can be a lot of work. With a customer relationship management platform like VacationCRM, you can keep all your valuable information in one organized place.

Capture all of your client's details in this one place, and be notified for special dates like birthdays, anniversary dates, you name it! This gives you an excellent opportunity to use this information for marketing purchases and create a one-of-a-kind customer service experience.



Meet Travify Professional.

Travify is the sidekick in your travel business—simple tools that create delightful customer experiences and differentiate you with customers, like:

- Quick itinerary and quote builders
- Easy collaboration with teams
- Custom travel content management
- Simple client-facing mobile apps



Learn more at:

Travify.com/Pro

Questions? Feedback?

We'd love to hear from you!
Email us at Professional@Travefy.com

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