

[5 Must-Have Cloud Tools for CMOs](#)

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Guest Post by [Megan Iemma](#) of [TechCoachHQ](#). After running my business purely on my iPad for a month ([30dayblogchallenge](#)) I have realised that an important part of any app is being able to **import and export** information to a cloud-based product whether this is Google Drive, Evernote, Dropbox, Box just to name a few. It is an important part of any business model to be able to access any information from any source at any point in time. Mostly this is accessed now via a mobile device whether this is a smartphone or a tablet. It also needs to be a core part of what a CMO does. Some of these apps or tools you will have heard have and others will be completely new.

Mobile is here to stay, so don't be like my illustration of a "digital ostrich", where everyone else will just run by and some will still have their head buried in the sand thinking it will pass. Mobile technology and the effect it is having on business is not going away, in fact it's increasing every day.

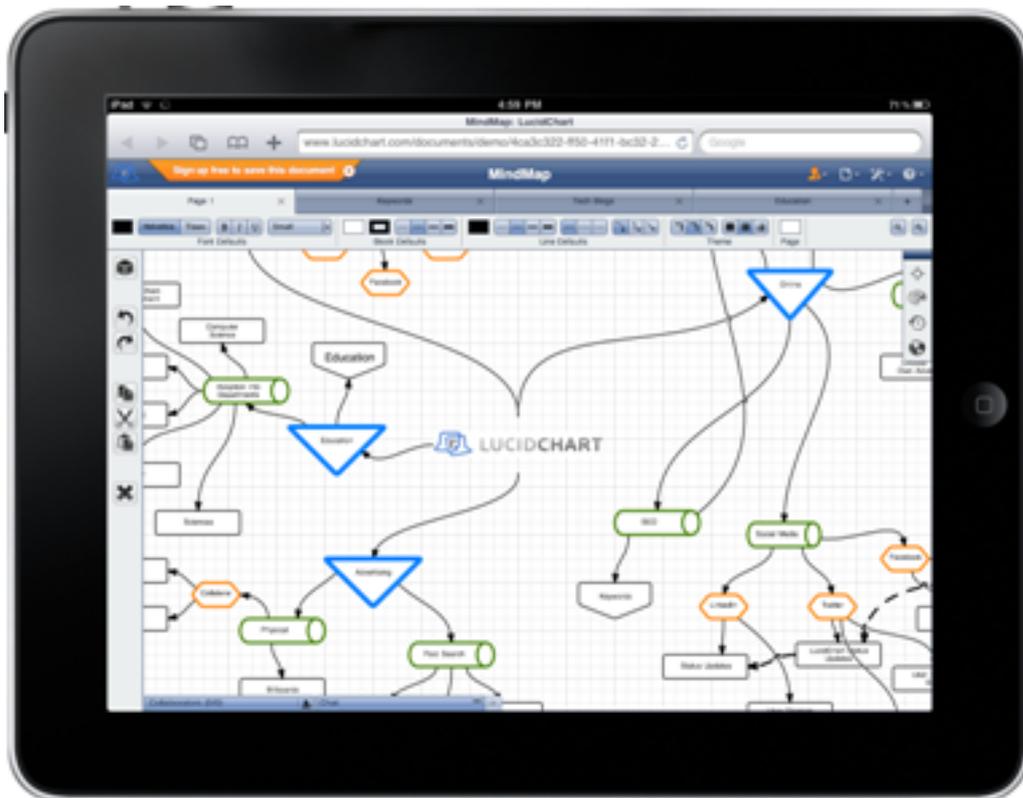
My advice when trying a new app or piece of software is to **try it out for at least 6 weeks**. Look for apps that **integrate** with other cloud-based solutions or apps on mobile devices. This helps with the digital workflow and will definitely aid you with time management, productivity and aid you in working from anywhere at anytime.

Tip: Some organisations ban 'cloud-based' tools such as Dropbox, Evernote, Google Drive due to privacy, there is nothing to stop individuals from using these tools on a personal basis.

Here are my 5 must-have cloud tools for CMOs

[Evernote](#)

Evernote is like a digital filing cabinet that can be used to store anything from typed notes, audio recordings, images (and scanned documents). The ability to upload Microsoft Office documents, PDF files and even send emails into your Evernote Notebooks is vital. I would definitely recommend downloading it for both your smartphone and tablet as it syncs across all platforms (including online and desktop (Mac/PC) versions of Evernote). Evernote also has the ability to share notebooks (folders) or notes with others via an email link.



[LucidChart](#)

Drawing Diagrams and Flowcharts for business: In every business, diagrams and brainstorming is a must for planning with teams. I love that there is both a web version as well as an iPad optimised version. This app has been very popular with clients who use this app to brainstorm with both clients and those in their team and share the brainstorm via a projector or HDMI TV (via cables that connect the iPad) or Apple TV. It also integrates with Google Drive and Google Apps for Business.

[Google Drive](#)

Collaboration is definitely something that is important when working with teams and being able to access key documents (and see changes) is where Google Drive really comes to play. I work with several clients both here locally, nationally and even globally and this all done via Google Drive. Setting up folders where you can share access with Google Docs (like Word), Google Spreadsheet (like Excel) and Google Presentations (like Powerpoint) and be able to edit these on a mobile device is something I just expect now. I am not reliant on my laptop, instead I can often get the task done travelling from one client to another.



[CloudOn](#)

Cloud On is a fantastic free Microsoft Office editing app where you can access Google Drive, Dropbox and other cloud storage services. First step, sign in with your account details and then you can see all the documents from that account. Then you can edit them on the go with the changes being synced to that account. There are other apps like this such as Quick Office Pro HD, but you are paying about ten dollars for that app.

[Dropbox](#)

Dropbox is one of the key players in cloud storage providers and has great features that integrate with many apps. It is a good idea to set up Dropbox on the desktop (Mac/PC) as well as the app on your mobile device. The collaboration feature (being able to share folders or even single files) is a must for any cloud storage provider.

Tip: Look out for apps that can be used on mobile devices that have cloud integration.