

# 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.

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# 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 offers 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.

[Visit Buffer here.](#)

“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!

## HARO



**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, \$49/mo. for Professional, and higher packages for Enterprises.

[Visit Hootsuite here.](#)

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.

## BuzzSumo



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

[Visit BuzzSumo here.](#)

# HUMAN RESOURCE SOFTWARE

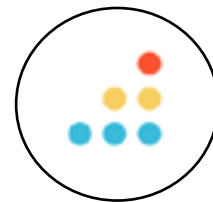


## Bamboo HR

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.](#)



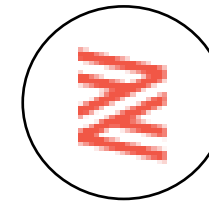
## Bridge

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

**Price:**  
Free with additional add-on products.

[Visit Zenefits here.](#)

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

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.

# 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:**

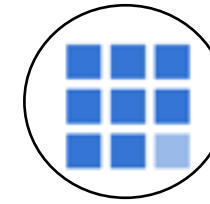
Free without custom domain. Domain and more features start at \$4.08/mo. and up.

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.](#)

# 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.

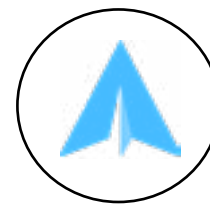
**Visit**

[Bluehost here.](#)

## Travefy

Travefy offers a simple, drag-and-drop website builder that is offered directly in every Travefy account!

You can share Travefy itineraries directly into your website and design your own elements to fit your website needs. Travefy has multiple theme options available to choose from. You can also add branding customization and your own domain.



**Price:**

\$31/mo. if purchased annually. \$39/mo. monthly.

**Visit**

[Travefy 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 \$89/yr.

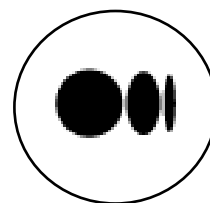
Once you create a blog post, you can complete information for Yoast. At the bottom of each blog post you will find field forms to fill out on post keywords, meta descriptions, and more. The best part is, Yoast will give you a red, yellow, or green light on your post's SEO potential. That way you know 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 \$29/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.

## Wordpress

Wordpress is a websit builder but it's also a great option to host a blog on! With Wordpress, you can do lots of customizations and create multiple pages to orgainze your blog articles and content.

There are also a lot of different pre-made designs that you can choose from and purchase from various sites online as well as through Wordpress.



**Price:**  
Free. Subscriptions start at \$4/mo.

[Visit Wordpress 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, with subscription plans available for more features and teams.  
[Visit Canva 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.](#)

## 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:**  
Plans starting at \$7.99/mo.  
[Visit PicMonkey here.](#)

## Pexels

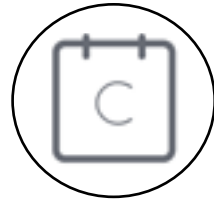
Need beautiful photos for your blog, website, social media, or travel itinerary? Pexels is a free stock photo site full of amazing photos for anything you are looking for! Whether you want a pretty beach sunset, a computer graphic, or a picture of people traveling, Pexels has it.

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 \$19/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.

### Whereby

Wouldn't it be nice if you could quickly get in touch with someone via a face call? Now you can with Whereby. 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!



**Price:**

Free to communicate with up to 4 people. Subscription plans available.

[Visit Whereby 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.

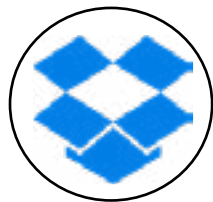
[Visit Google Drive here.](#)

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.

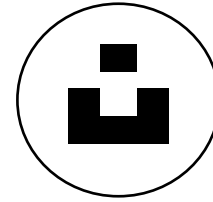


**Price:**

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.](#)

# PHOTO & IMAGE SOFTWARE



## Unsplash

Search through thousands of free stock photos to use! All images are free to download but you can choose to make a donation to the artist and owner of each image.

**Price:**

Free.

[Visit Unsplash here.](#)

Each image is a large file and high quality. Perfect for any use whether it's for social media, a blog post, or marketing materials. Even though these images are free, it's important to give credit to the photographer for each image.

## Pixabay

Over 1.9 million photos are available for free use on Pixabay! In fact, this is the image search engine that Travify uses in their free photo library.

Search for destinations, countries, or generic images and find a high quality image to use for any and all of your needs.



**Price:**

Free

[Visit Pixabay here.](#)

## BOOKING SOFTWARE & TRAVEL INSPIRATION



### Rezdy

**Price:**  
Different subscription plans available starting at \$49/mo.

[Visit Rezdy here.](#)

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.

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.

### Viator

With Viator, you can book tours and activities for travelers. Travel Advisors can create an account for free and earn commission by booking tours and activities on Viator. It's also a great way to find ideas of things to do and upsell your clients as well!

Pro Tip: Travefy offers a Viator integration to quickly pull in Viator tours and activities to any trip or proposal/quote!



**Price:**  
Free.

[Visit Viator here.](#)

## ITINERARY BUILDING & MANAGEMENT



### Travefy

**Price:**  
\$39/mo or \$31/mo if purchased annually.

[Visit Travefy here.](#)

The must-have tools for any travel advisor delivering delight to your clients with customized itineraries in your brand. Save valuable time importing from limitless integrated suppliers, destination content, photo libraries and more. Deliver itineraries to your clients via mobile app, web link or PDF.

Travefy also supports the ability to create proposals/quotes. Save client contact information for a simple CRM solution, create your website and other marketing tools also available. Travefy is the all-in-one platform for today's Travel Advisor!



# Meet Travefy.

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Travefy 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
- Simple CRM + Forms
- Website + Marketing
- Simple client-facing mobile apps



Learn more at:

[Travefy.com](https://travefy.com)

## Questions? Feedback?

*We'd love to hear from you!  
Email us at [Professional@Travefy.com](mailto:Professional@Travefy.com)*

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