

**Target Keyword:** 4 Business Strategies to Save You Time  
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Small companies often struggle to find a competitive edge that will help them keep apace and even nose out the big companies, places with more people, more resources and more time. Finding time to get all the work done is often the biggest challenge small companies face. With fewer employees, or maybe even just one employee, small businesses have to find ways to do the same amount of work and do it as good or better than the big company down the street.

Small businesses can employ several strategies to work more efficiently from the times employees choose to commute to organizing your desk. Let's look at 4 business strategies to save you time while also boosting productivity.

### **Time Tracking**

To save time, it first helps to understand how you spend your time. Time tracking takes a few days and involves writing down everything you do on a given day and how long it takes you to do it. Include everything you do including taking breaks, checking emails, managing social media, taking care of personal business and staring off into space because you're tired.

By tracking every minute of every day, you get two key benefits. First, you can see where you waste time or spend the most time and then figure out how to complete that work more efficiently. For example, you may find you spend a lot of time on accounting, an important job no doubt but not your key business function. Would it save time and money to outsource your accounting? Time tracking can help you make that call.

The other benefit of time tracking is that it cuts down on wasted time. Tracking the time forces you to pay attention to the task at hand so you don't have to track that you spent nearly two hours looking at cat videos on YouTube.

### **Mobile Payments**

The 2nd of 4 business strategies to save you time brings your business into the world of mobile payments. Using a mobile device and a card swiping attachment, businesses can now take their business just about anywhere and instantly receive a payment.

In days past, many small businesses accepted personal checks or cash, which meant collecting the payments, going to the bank, standing in line and waiting for the bank to post payments to your account. Mobile payments makes it all happen instantaneously. No bank lines, no deposit bags, no waiting for a check to clear.

Mobile payments also allow you to take your business to new areas and complete transactions immediately rather than set up follow up meetings with

potential customers. In the time between initial contact and a follow up, a client may no longer want your service or product. Mobile payments allow for a transaction when a lead is most ready to commit.

### **Social Media Dashboard**

Part of the draw of social media for small business comes from its interconnectivity. Instagram links to Facebook, which links to Pinterest, Twitter and LinkedIn. However, managing all these accounts sometimes feels like a job unto itself. So many passwords, platforms and possibilities can suck up a lot of your time.

Social media dashboard programs as the third of 4 business strategies to save you time provide a simple solution to this task, providing access to all your accounts in one place. You can also publish posts to multiple platforms simultaneously creating cross-promotion among the various platforms.

These programs also help you optimize all your social media platforms, automate social media tasks and use social media programs in more dynamic, engaging ways that don't eat up all your time.

### **Project Management Platforms**

Like social media dashboards, project management platforms also help you centralize tasks and avoid the pitfalls of managing projects via email. The benefits project management platforms provide include:

- Assigning tasks;
- Automatic notification upon task completion;
- Set and adjust deadlines;
- Track time logs by project and task;
- Share and edit documents easily;
- And communicate about specific aspects of projects.

The time savings garnered from these platforms means less time wasted trying to simply manage a project and the various aspects that go along with project management.

Using these 4 business strategies to save you time can pay off in big ways. You will have more time to spend on your core business mission, more time to grow and expand, and more time to enjoy with friends and family.