

Kyber Digital Explores Project Management Platforms For Small Business

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Forked River, NJ based Kyber Digital recently posted a new article on their blog, highlighting the differences between various project management platforms as well as the advantages that each platform offers. Kyber Digital is an advertising agency that specializes in connecting businesses with customers who want their products and services. As such, they bring a wealth of experience to the debate on project management, especially where it applies to customer relations.

When it comes to deciding on which project management software to use for your team, there are a plethora of options and oftentimes it can be overwhelming researching all of the options, says Aaron Mong, social media manager at Kyber Digital. We experienced this first hand when we were trying to decide which software to use for project and task management. We compiled this list just as a good public knowledge resource. Now, there are a lot of tools out there, but we personally dove into four of the main competitors, Asana, ClickUp, Trello, and Monday.com.

Business managers who are not familiar with all of these platforms or who are exploring their options for the first time will be pleased to see that Kyber has included a small breakdown of each platform and an overview of the services they feature. This overview broadly covers the four contenders enough to give newcomers a base to build their eventual decision on, including their most distinctive features and the team sizes they are best suited for.

As a note - the team did mention that they purposely did not cover Slack or InMotion. Slack was noted to be more of a conversational tool with file-sharing than it is for project and task management, while InMotion is a segway for graphic designers and marketing teams to have a line of communication via Adobe Suite to make annotations or comments on live projects in Adobe apps. There is also an update to this blog coming to cover Freedcamp now that the software made a big splash in the digital marketing world after being featured on AppSumo's deals.

The project management comparison continues, "None of these four project management tools have a windows application client, but they all have clients for the web, IOS, and Android. Their mobile apps are all user-friendly, and all four integrate with almost any software you can imagine, including Zapier. All four software provide open API, webinars, tutorials, and walk-throughs to make sure that you completely understand the platform and make it easy to use for your team. But what are the detailed differences? Is one better than the other for small teams vs large teams? How about their integrations? What are the costs??"

Asana holds a prominent place in the article, mostly for the fact that Kyber Digital's team relies on it heavily for their own project management needs and it, perhaps unsurprisingly, won the team's vote for best project management platform. While this means that Kyber Digital stands proudly behind their choice and is confident enough in its abilities to invest in it themselves, the rest of the article does not skimp on details regarding the other three platforms under review. Therefore, project managers are advised to read through the article in full and explore each platform's strengths and weaknesses to ascertain whether Asana makes sense for them as well?or whether they should consider one of the alternatives.

For instance, Monday.com features an extremely clean and attractive interface that is color-coded to draw a user's attention to various aspects of its functionality. This eases navigation and ultimately serving to smooth out workflow as a user becomes more attuned to its layout. As with the other platforms that Kyber investigated, Monday.com offers a wide variety of templates that users can then customize to fit their preferences and requirements. The platform is also able to integrate with many external applications, such as Google Calendar, Dropbox, Microsoft Excel, and so on.

Kyber Digital notes, however, that Monday.com boasts the lowest adoption rate of all four platforms, a surprise given their advertising saturation. With that in mind, it still boasts a respectable 4.5/5 Stars in reviews (on average) from customers. Kyber concludes, "If your team is moving towards 10 users or more, Monday.com is probably the most user-friendly way to go. If you are simply looking for something that will get you through your weekly tasks, one of the others, such as Asana, is probably your best bet with their free version." Interested parties may read about these platforms and their counterparts in more detail by visiting the company's blog.

Project management, as Kyber Digital is well aware, is a vital part of any company's ability to deliver on time, stay within budget, and maintain a project's scope through to completion. While it may seem like unnecessary overhead for a business, any veteran manager will attest that good project management is often the only reason a product or service sees effective execution. In addition to aligning a client's vision with a company's practical output, for instance, it can help increase ROIs and boost productivity among all team members. Or, more importantly, avoid projects or tasks from falling through the cracks or being forgotten.

"We want to continuously provide info by and for small business owners," Aaron continued. "It's so exhausting researching software solutions for your business because there are so many! Whether it's what email marketing tool to use, or what payment gateway best fits your business model, or, in this case, which software to use to organize everything. Yes, there are already some comparisons on this stuff out there, but we found them scattered all over, or too vague to give you a full idea of the products. We want to make our blog a hub to help business owners, and save them the time and headaches that we went through already."

Those who wish to learn more may direct any inquiries to Kyber Digital via their contact form. More information can also be found on the company's website, and all visitors are welcome to browse their blog at their leisure. Kyber Digital proudly counts themselves among Asana's current customers and they are not afraid to tout its strengths, but they encourage project managers to learn more about the advantages that each of the other platforms have to offer as well before making their choice.

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Kyber Digital

Founded in 2017 by graduates of Drexel and Penn universities, Kyber Digital aims to rebrand small and mid-sized family-owned businesses and help generate more leads and revenue through smarter marketing methods and analytics.

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