

HERRAMIENTAS DIGITALES

Para pequeños negocios.

01

Presencia Online

Usa el internet como un
“ escaparate ”.

03

Aprendizaje

Nunca dejes de aprender,
el conocimiento es poder.

02

Creación de contenido

Deja que un contenido
atractivo atraiga seguidores.

04

Herramientas de gestión

Consolida la información
de tu emprendimiento.

01

Presencia Online

Tu negocio debe estar de
una forma u otra en
internet.



Redes sociales





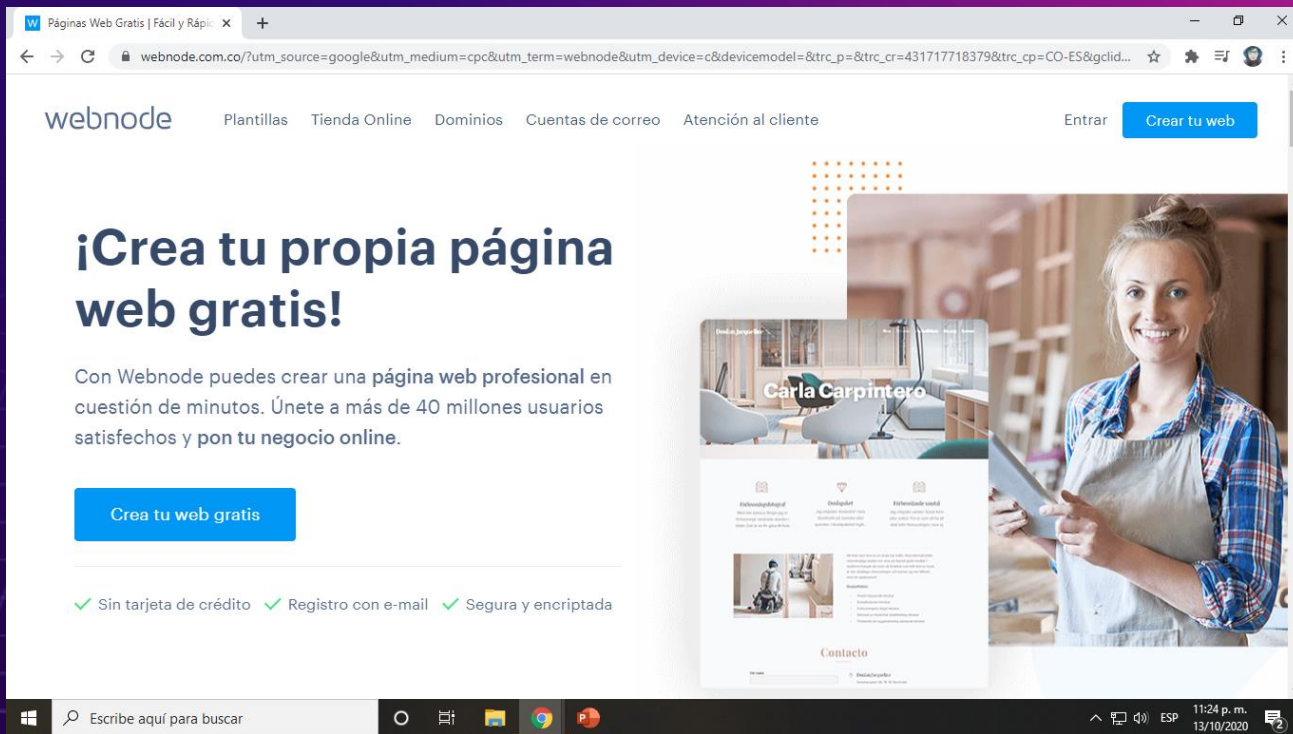
Sitios web [site building]



WIX

webnode

<https://www.webnode.com.co/>



Páginas Web Gratis | Fácil y Rápido

webnode Plantillas Tienda Online Dominios Cuentas de correo Atención al cliente Entrar [Crear tu web](#)

¡Crea tu propia página web gratis!

Con Webnode puedes crear una página web profesional en cuestión de minutos. Únete a más de 40 millones usuarios satisfechos y pon tu negocio online.

[Crea tu web gratis](#)

- ✓ Sin tarjeta de crédito
- ✓ Registro con e-mail
- ✓ Segura y encriptada

Carla Carpintero

Contacto

11:24 p. m. 13/10/2020



<https://es.wix.com/>

The screenshot shows the Wix website homepage in Spanish. The browser address bar displays "es.wix.com". The navigation menu includes "Funciones", "Explora", "Suscripciones", "Plantillas", "Partners de Wix", "Ayuda", and "Idiomas", along with an "Entrar" button. The main banner features a city street background with a blue overlay containing the text "El Lugar Perfecto para Crear tu Página Web Profesional" and a "Empieza ya" button. A woman wearing sunglasses and holding a coffee cup is visible at the bottom of the banner. The Windows taskbar at the bottom shows the search bar with the text "Escribe aquí para buscar", system icons, and the date "13/10/2020".



<https://sites.google.com/>

The screenshot displays the Google Sites interface. At the top, the browser address bar shows the URL `sites.google.com/u/1/new?hl=ES&authuser=1`. The page header includes the 'Sites' logo, a search bar with the text 'Búsqueda', and user profile icons. The main content area is titled 'Crear un sitio web' and features a 'Galería de plantillas' (Template Gallery) with five options: 'En blanco' (Blank), 'Clase' (Class), 'Club', 'Presentación del alum...' (Student Presentation), and 'Currículum' (Curriculum). Below this is a 'Sitios web recientes' (Recent Sites) section with a dropdown menu set to 'Cualquiera es el propietario' (Anyone is the owner) and sorting options. A large, empty rectangular box is positioned in the lower half of the page. At the bottom left, a tooltip reads 'Volver a la versión clásica de Sites' (Return to the classic version of Sites). The Windows taskbar at the bottom shows the search bar with the text 'Escribe aquí para buscar' (Type here to search) and the system tray with the date and time '11:27 p. m. 13/10/2020'.



<https://business.google.com/create>

Google Mi Negocio: Genera inte... x +

google.com/intl/es-419_co/business/

Google Mi Negocio Descripción general Perfil de Negocio Sitio web Preguntas frecuentes Acceder **Administrar ahora**

Interactúa con los clientes en Google de forma gratuita

Con una cuenta de Google Mi Negocio, obtienes más que una ficha de tu empresa. El Perfil de negocio te permite conectarte fácilmente con los clientes en la búsqueda de Google y Maps de forma gratuita.

Administrar ahora

Café de Ana
4.8 ★★★★★
Cafetería · Abierto

+ Seguir

DESCRIPCIÓN FOTOS PUBLIC. ACERCA

LLAMAR CÓMO LLEGAR MENSAJE SITIO WEB

Café de Ana es una cafetería.

Cra. 43 #23-8, Medellín, Antioquia, Colombia
3.7 km · 10 min

Escribe aquí para buscar

11:31 p. m. 13/10/2020



02

CREACIÓN DE CONTENIDO

Conoce herramientas útiles que te ayudarán a crear contenido mediante el uso de plantillas y recursos de libre uso.



Plataformas Imágenes [herramientas]



 **Lucidpress**



<https://www.canva.com/>

The screenshot shows the Canva website homepage in a browser window. The browser's address bar displays <https://www.canva.com/>. The page features a navigation bar with the Canva logo, 'Inicio', 'Precios', 'Plantillas', and 'Descubrir'. A prominent yellow button labeled 'Crea un diseño' and a user profile icon 'AF' are visible in the top right. The main content area includes a sidebar with navigation options like 'Recomendado para ti', 'Todos tus diseños', and 'Compartidos contigo'. The central banner features the headline 'Diseña lo que quieras.' and a search bar with the placeholder text 'Prueba con "Boletín de notas"'. Below the banner, there is a quote: '"Todo el mundo es talentoso porque todos los seres humanos tienen algo que expresar". — Brenda Ueland'. A horizontal menu lists various design categories such as 'Recomendado', 'Redes sociales', 'Eventos', 'Marketing', 'Documentos', 'Impresiones', 'Video', 'Escritura', and 'Dimensiones personalizadas'. At the bottom, there are several thumbnail images of various design projects, including a smartphone app interface, a circular infographic, a grocery delivery flyer, and a travel blog post. A 'Probar Canva Pro' button is located in the bottom left, and an 'Ayuda ?' button is in the bottom right. The Windows taskbar at the very bottom shows the search bar with the text 'Escribe aquí para buscar', the system tray with icons for network, volume, and power, and the system clock displaying '1:11 a. m. 14/10/2020'.



<https://spark.adobe.com/es-ES/sp/>

Crear imágenes, videos y relatos x +

spark.adobe.com/es-ES/sp/

Sp Crea una Impresión. Actualizar

Buscar entre más de 34.000 plantillas de Spark

NUEVO: ¡Múltiples marcas, para identidades tan dinámicas como tú!

Con Spark ahora puedes agregar y administrar múltiples marcas y aplicarlas fácilmente a cualquier proyecto.

Añadir tus marcas

Aquí te presentamos algunas cosas que puedes crear

Andrés Felipe, ¡cuéntanos tu historia con Spark!

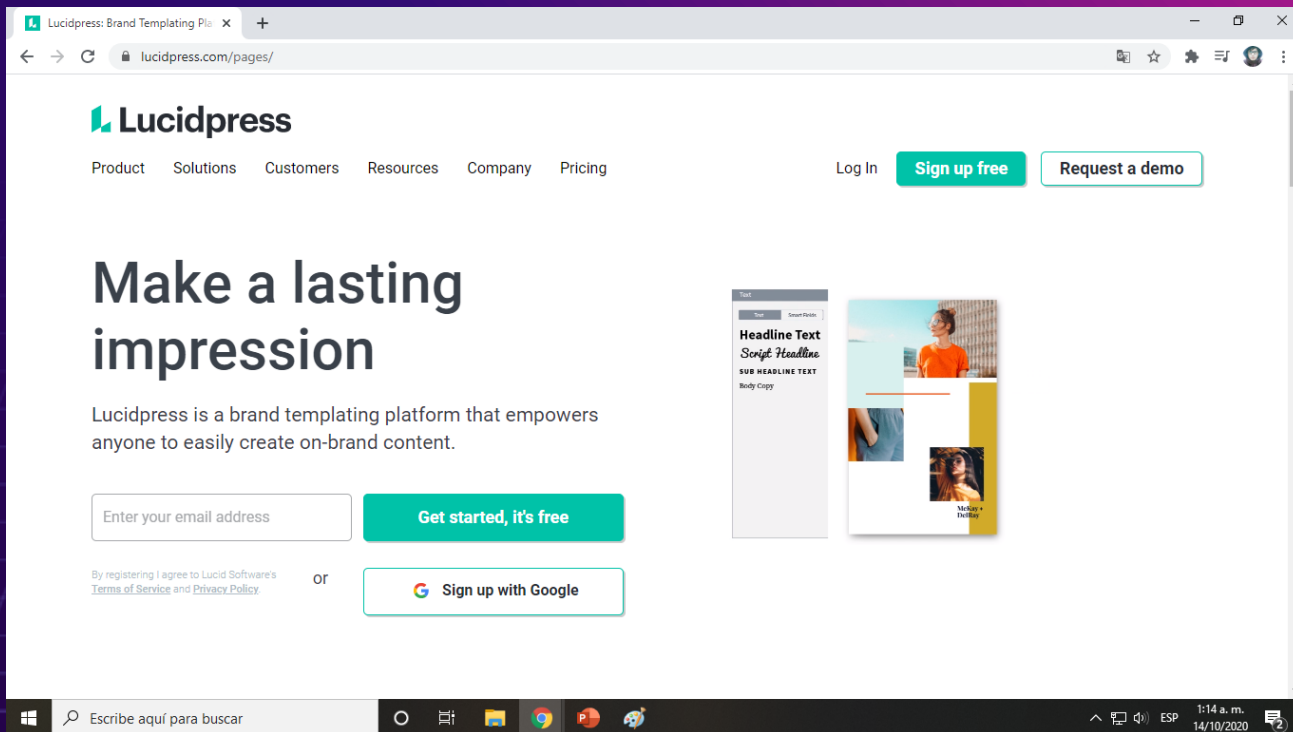
Ver todo >

Adobe Spark Funciones Aplicaciones móviles Sugerir una función Privacidad Preferencias de cookies AdChoices Blog

1:13 a. m. 14/10/2020



<https://www.lucidpress.com/pages/>



The screenshot shows the Lucidpress website homepage. At the top left is the Lucidpress logo. The navigation menu includes "Product", "Solutions", "Customers", "Resources", "Company", and "Pricing". On the right side, there are links for "Log In", "Sign up free", and "Request a demo". The main heading reads "Make a lasting impression". Below this, a sub-headline states: "Lucidpress is a brand templating platform that empowers anyone to easily create on-brand content." There is a form to "Enter your email address" with a "Get started, it's free" button. Below the form, it says "By registering I agree to Lucid Software's Terms of Service and Privacy Policy" with an "or" separator and a "Sign up with Google" button. On the right, there are two preview cards: one showing a text editor interface with labels like "Headline Text", "Script Headline", "SUB HEADLINE TEXT", and "Body Copy"; the other showing a branded social media post with a photo of a woman and the name "Melissa Durbin". The browser's address bar shows "lucidpress.com/pages/". The Windows taskbar at the bottom shows the search bar with "Escribe aquí para buscar", several application icons, and the system tray with the time "1:14 a. m." and date "14/10/2020".

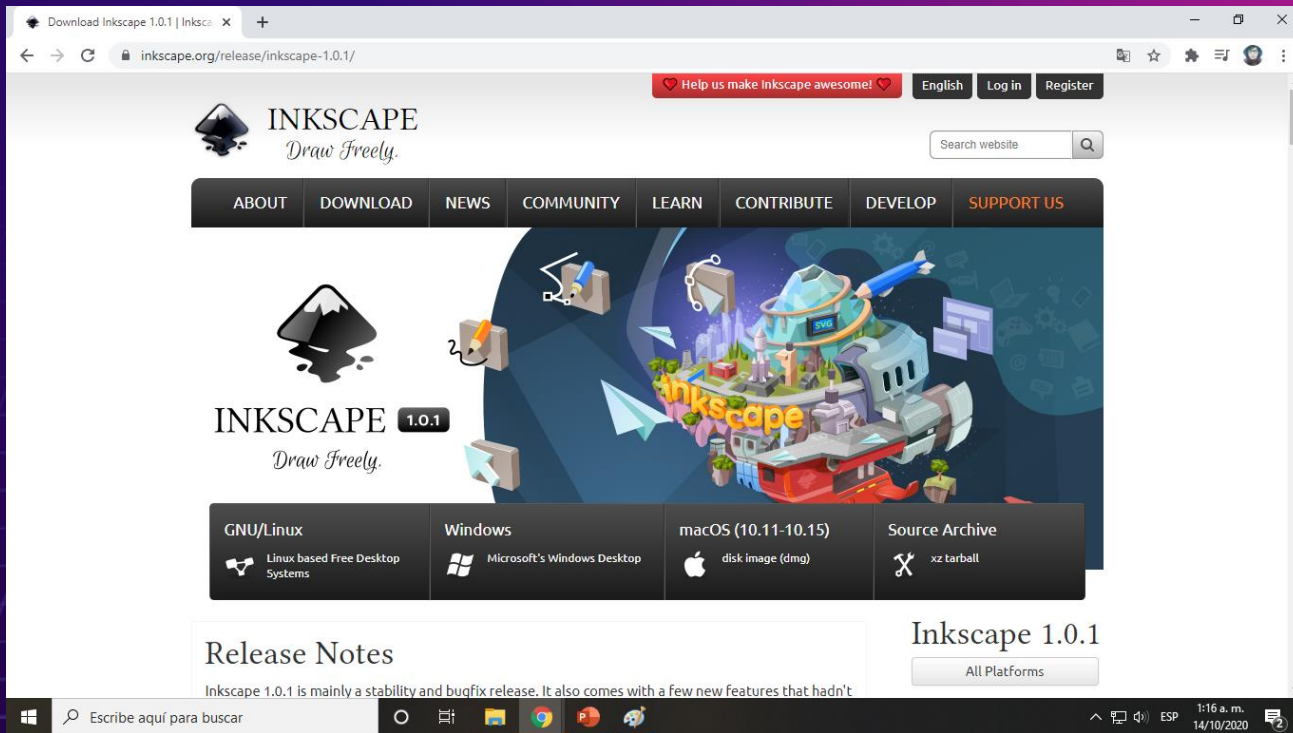


<https://www.photopea.com/>

The screenshot shows the Photopea online photo editor interface. The browser address bar displays "photopea.com". The main menu includes File, Edit, Image, Layer, Select, Filter, View, Window, More, and Account. The toolbar features various editing tools like Auto-Select, Transform controls, and Distances. The central workspace contains the Photopea logo and a list of options: New Project, Open From Computer, PSD Templates, and Demo: pea.psd milk.sketch. Below these options are icons for file formats: .PSD, .XD, .sketch, .PDF, .XCF, RAW, and ANY. The right sidebar includes panels for History, Swatches, Layers, Channels, and Paths. A GoDaddy advertisement is visible on the right side of the interface. The Windows taskbar at the bottom shows the search bar and system tray with the date 14/10/2020 and time 1:15 a.m.



<https://inkscape.org/release/inkscape-1.0.1/>



The screenshot shows a web browser window displaying the Inkscape 1.0.1 release page. The browser's address bar shows the URL `inkscape.org/release/inkscape-1.0.1/`. The page features the Inkscape logo and the tagline "Draw Freely." at the top left. A navigation menu includes links for ABOUT, DOWNLOAD, NEWS, COMMUNITY, LEARN, CONTRIBUTE, DEVELOP, and SUPPORT US. A search bar is located in the top right corner. Below the navigation menu is a large, colorful illustration of a cityscape with various buildings and objects, including a rocket, a car, and a plane, with the word "inkscape" written in a stylized font across the scene. The illustration is set against a dark blue background with a grid pattern. Below the illustration, there are four download options: GNU/Linux (Linux based Free Desktop Systems), Windows (Microsoft's Windows Desktop), macOS (10.11-10.15) (disk image (dmg)), and Source Archive (xz tarball). The page also features a "Release Notes" section and a "Inkscape 1.0.1" section with a button for "All Platforms". The browser's taskbar at the bottom shows the Windows logo, a search bar with the text "Escribe aquí para buscar", and several application icons. The system tray in the bottom right corner shows the time as 1:16 a.m. on 14/10/2020 and the language as ESP.

Download Inkscape 1.0.1 | Inkscape

inkscape.org/release/inkscape-1.0.1/

Help us make Inkscape awesome!

English Log in Register

INKSCAPE
Draw Freely.

Search website

ABOUT DOWNLOAD NEWS COMMUNITY LEARN CONTRIBUTE DEVELOP SUPPORT US

INKSCAPE 1.0.1
Draw Freely.

GNU/Linux
Linux based Free Desktop Systems

Windows
Microsoft's Windows Desktop

macOS (10.11-10.15)
disk image (dmg)

Source Archive
xz tarball

Release Notes

Inkscape 1.0.1 is mainly a stability and bugfix release. It also comes with a few new features that hadn't

Inkscape 1.0.1
All Platforms

Escribe aquí para buscar

1:16 a. m.
14/10/2020





Plataformas Video [herramientas]

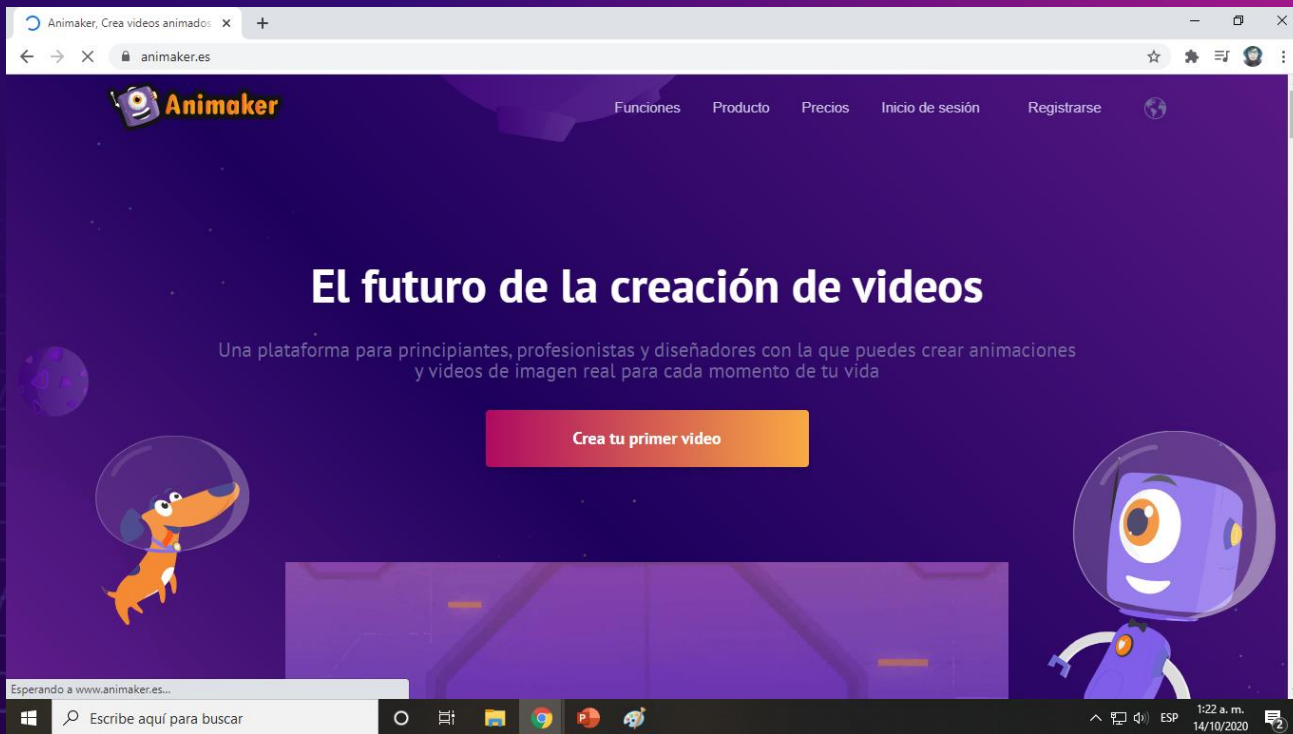


POWTOON



loom

<https://www.animaker.es/>



The screenshot shows the Animaker website homepage. The browser's address bar displays "animaker.es". The website's navigation menu includes "Funciones", "Producto", "Precios", "Inicio de sesión", and "Registrarse". The main heading is "El futuro de la creación de videos", followed by the subtext "Una plataforma para principiantes, profesionales y diseñadores con la que puedes crear animaciones y videos de imagen real para cada momento de tu vida". A prominent orange button reads "Crea tu primer video". The page features two cartoon characters: a dog in a space helmet on the left and a robot in a space helmet on the right. The Windows taskbar at the bottom shows the search bar with the text "Escribe aquí para buscar" and the system tray with the date "14/10/2020" and time "1:22 a. m.".

Animaker

Funciones Producto Precios Inicio de sesión Registrarse

El futuro de la creación de videos

Una plataforma para principiantes, profesionales y diseñadores con la que puedes crear animaciones y videos de imagen real para cada momento de tu vida

Crea tu primer video

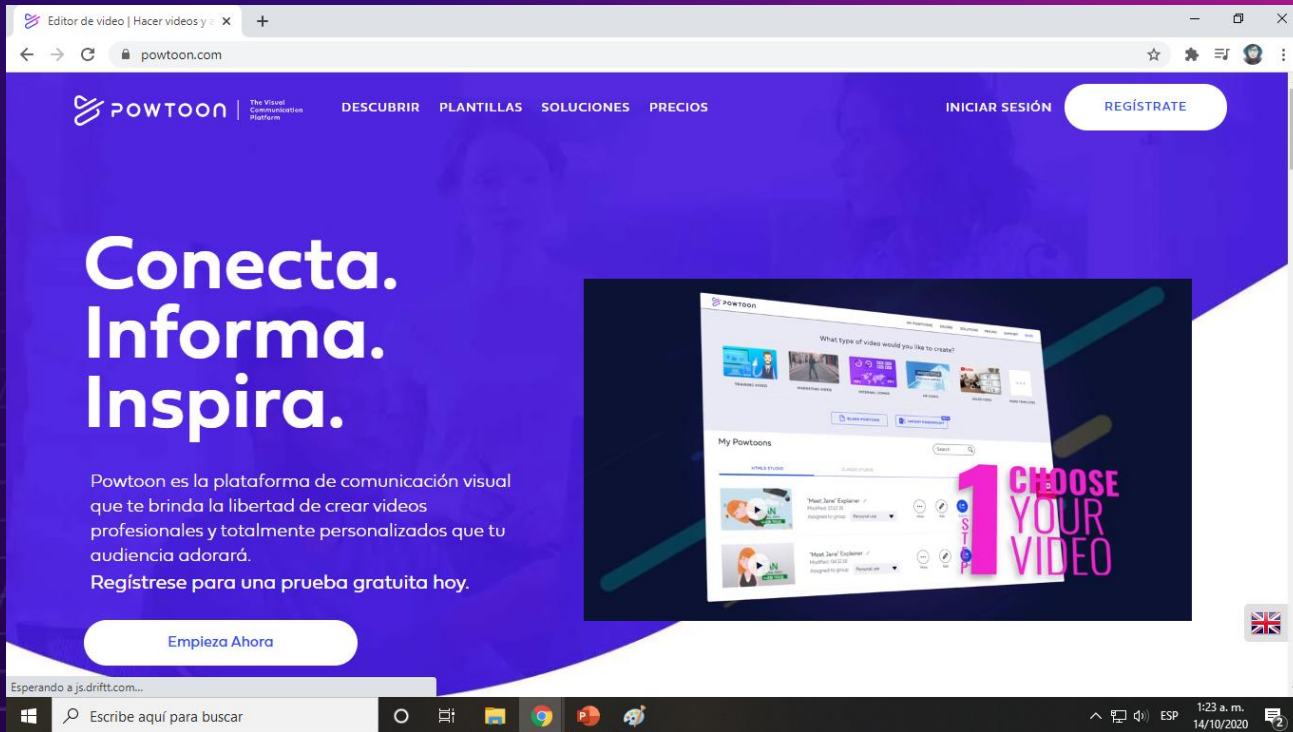
Esperando a www.animaker.es...

Escribe aquí para buscar

1:22 a. m.
14/10/2020



<https://www.powtoon.com/>



Editor de video | Hacer videos y ... x +

powtoon.com

POWTOON | The Visual Communication Platform

DESCUBRIR PLANTILLAS SOLUCIONES PRECIOS

INICIAR SESIÓN REGÍSTRATE

Conecta. Informa. Inspira.

Powtoon es la plataforma de comunicación visual que te brinda la libertad de crear videos profesionales y totalmente personalizados que tu audiencia adorará.
Regístrate para una prueba gratuita hoy.

Empieza Ahora

What type of video would you like to create?

My Powtoons

1 CHOOSE YOUR VIDEO

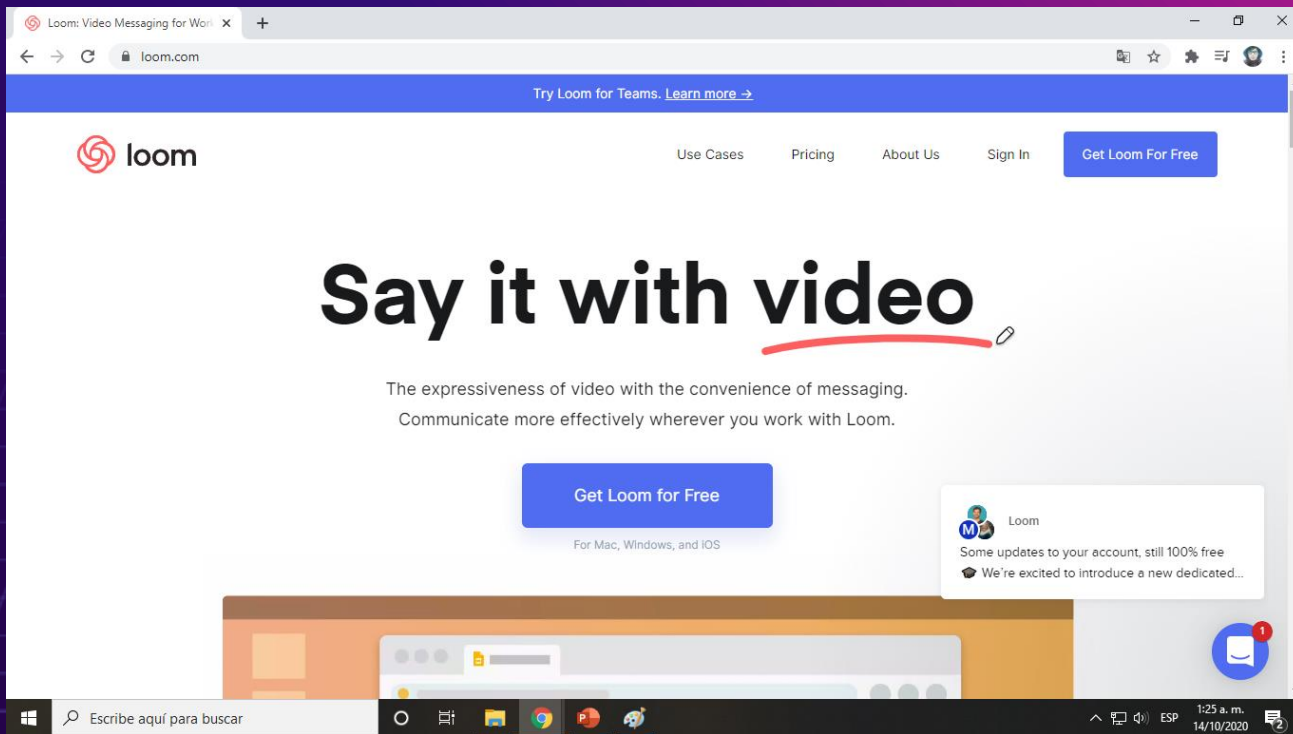
Esperando a js.drifft.com...

Escribe aquí para buscar

1:23 a. m. 14/10/2020



<https://www.loom.com/>



The screenshot shows the Loom website homepage in a browser window. The browser's address bar displays "loom.com". The website features a blue navigation bar with the Loom logo on the left and links for "Use Cases", "Pricing", "About Us", "Sign In", and a "Get Loom For Free" button on the right. The main content area has a large heading "Say it with video" where "video" is underlined in red. Below the heading is the text "The expressiveness of video with the convenience of messaging. Communicate more effectively wherever you work with Loom." and a central "Get Loom for Free" button. A notification box on the right side of the page contains the Loom logo and the text "Some updates to your account, still 100% free We're excited to introduce a new dedicated...". The Windows taskbar at the bottom shows the search bar with the text "Escribe aquí para buscar" and the system tray with the time "1:25 a. m." and date "14/10/2020".

Loom: Video Messaging for Work

loom.com

Try Loom for Teams. [Learn more →](#)

loom

Use Cases Pricing About Us Sign In [Get Loom For Free](#)

Say it with video

The expressiveness of video with the convenience of messaging.
Communicate more effectively wherever you work with Loom.

[Get Loom for Free](#)

For Mac, Windows, and iOS

Loom
Some updates to your account, still 100% free
We're excited to introduce a new dedicated...

Escribe aquí para buscar

1:25 a. m.
14/10/2020





Banco de imagenes [Recursos]



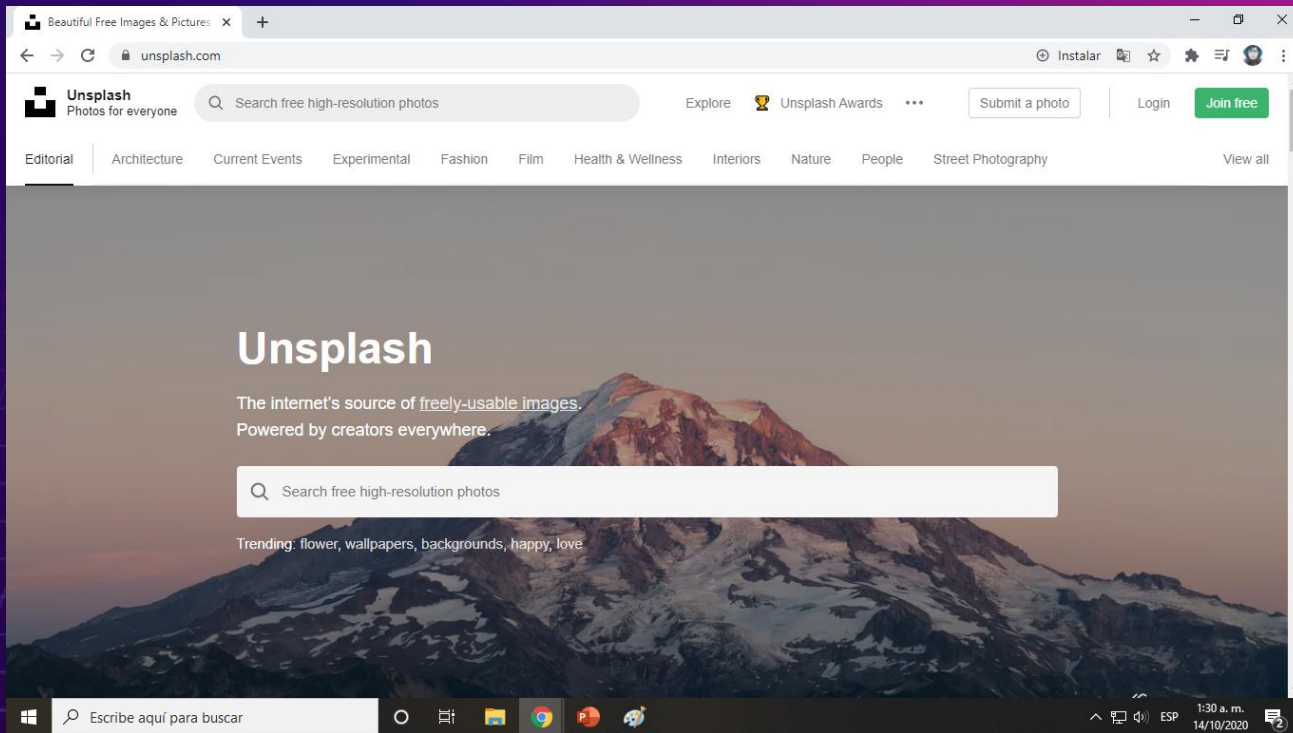
Pexels

pixabay

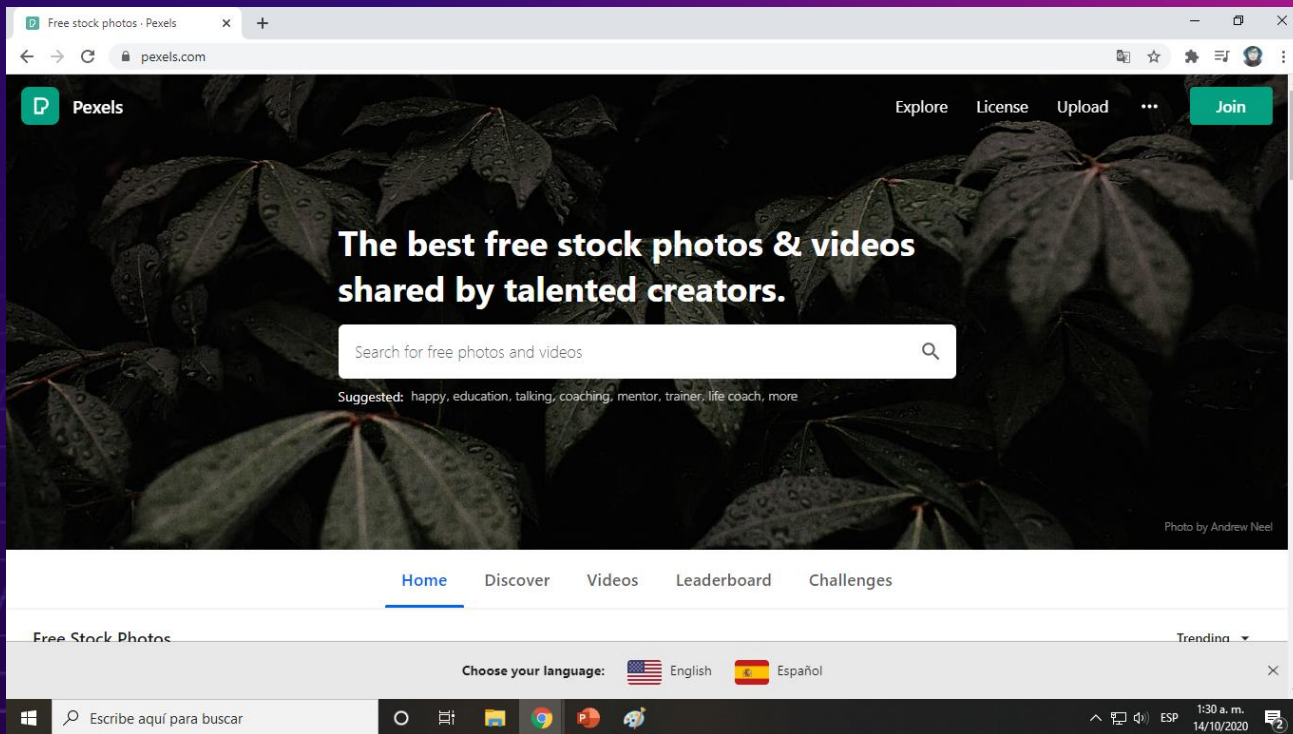


freepik

<https://unsplash.com/>



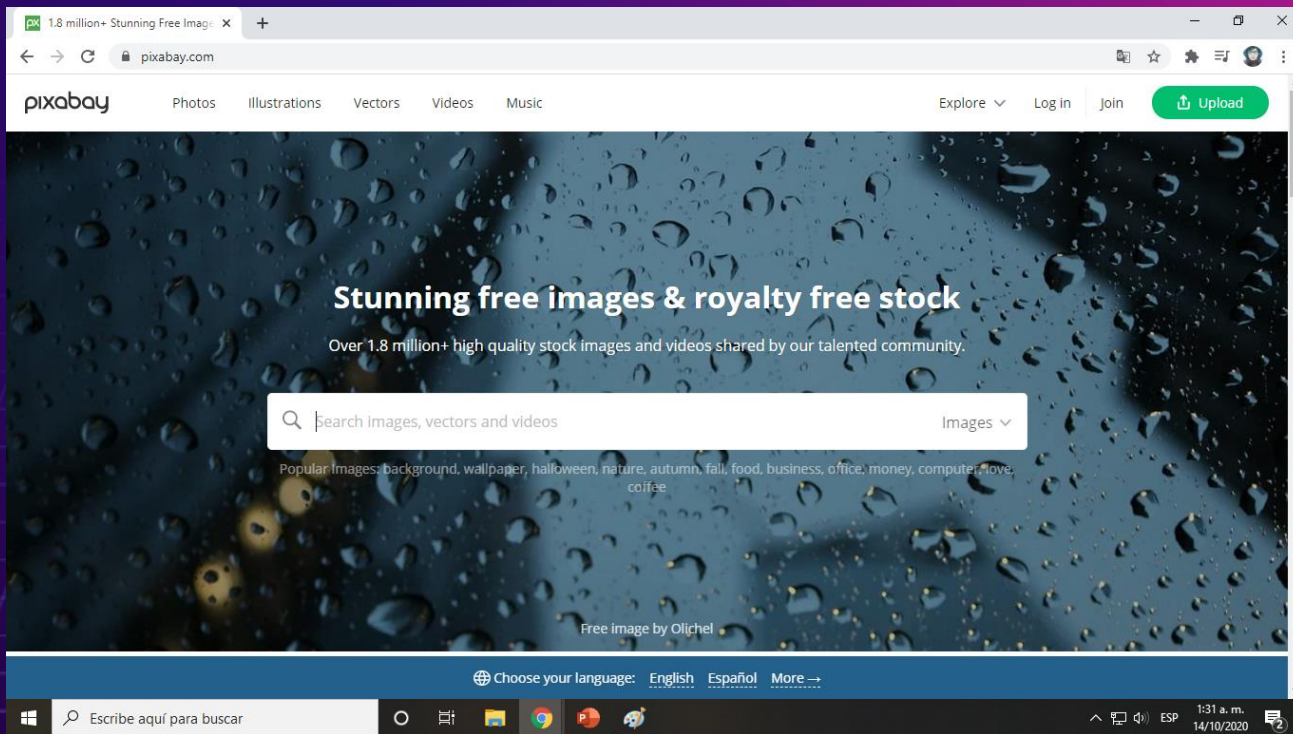
<https://www.pexels.com/>



The screenshot shows the Pexels website homepage. The browser's address bar displays "Free stock photos - Pexels" and "pexels.com". The website header includes the Pexels logo, navigation links for "Explore", "License", "Upload", and a "Join" button. The main content area features a large background image of dark green leaves with water droplets. The headline reads "The best free stock photos & videos shared by talented creators." Below this is a search bar with the placeholder text "Search for free photos and videos" and a magnifying glass icon. Underneath the search bar, it says "Suggested: happy, education, talking, coaching, mentor, trainer, life coach, more". At the bottom right of the main image, it says "Photo by Andrew Neel". A navigation menu below the main image includes "Home", "Discover", "Videos", "Leaderboard", and "Challenges". At the bottom of the page, there is a language selection section with "Choose your language:" and options for "English" (with a US flag) and "Español" (with a Spanish flag). The Windows taskbar at the bottom shows the search bar with "Escribe aquí para buscar", several application icons, and the system tray with the time "1:30 a. m." and date "14/10/2020".



<https://pixabay.com/>



<https://www.freepik.com/>

The image shows a screenshot of the Freepik website homepage. The browser's address bar displays "freepik.com". The website's navigation bar includes "Vectors", "Photos", "PSD", "Collections", "Premium", and "More tools". On the right side of the navigation bar, there are links for "Become a contributor", "Prices", "Log in", and "Sign up". The main header features the "freepik" logo and a "Filters" button. The central text reads "Graphic resources for everyone" and "Find Free Vectors, Stock Photos, PSD and Icons". A search bar is present with a dropdown menu set to "All resources" and a search icon. Below the search bar, there are radio buttons for "Resources" (selected), "Collections", "Free", and "Premium", and checkboxes for "Vectors", "Photos", "Psd", and "Icons". The page also includes "Popular" and "Recent" buttons, and a section for "Freepik's Choice" with sub-categories "Vectors", "Photos", and "Psd". The footer shows a Windows taskbar with the search bar "Escribe aquí para buscar" and the system clock displaying "1:32 a. m. 14/10/2020".





Banco de videos [Recursos]

Videezy

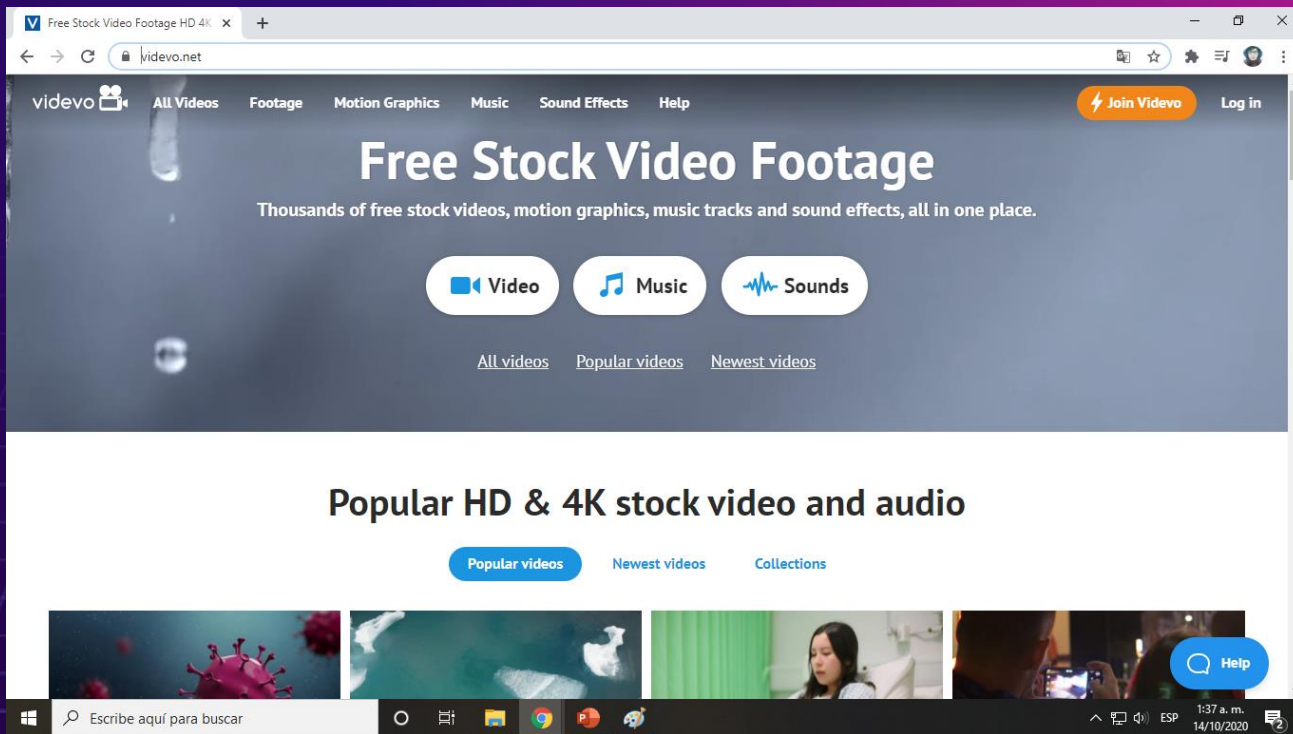
videvo 
free stock footage & motion graphics

<https://es.videezy.com/>

The screenshot shows the homepage of the Videezy website. The browser's address bar displays "es.videezy.com". The website's header includes the "Videezy" logo, navigation links for "Vectores", "Video", and "PSD", a language selector set to "Español", and options for "Únete Pro", "Iniciar sesión", and "Regístrate". The main content area features a large background image of a lightbulb with a glowing filament and the text "¡Videos 4K y videos HD gratuitos!". Below this is a search bar with the placeholder text "Buscar" and a magnifying glass icon. Two buttons, "Navegar Más Recientes" and "Buscar Por Categoría", are positioned below the search bar. The "Video Metraje Popular" section displays a row of five video thumbnails. The first thumbnail shows a close-up of a mechanical part. The second shows a person's hands holding a glowing blue light. The third, fourth, and fifth thumbnails show a person in a field, a person wearing headphones, and a cityscape, respectively. Each of these three thumbnails has a green "PRO" badge in the top-left corner. At the bottom of the browser window, the Windows taskbar is visible, showing the search bar with the text "Escribe aquí para buscar" and the system tray with the date and time "1:36 a. m. 14/10/2020".



<https://www.videvo.net/>



The screenshot shows the homepage of the Videvo website. The browser's address bar displays "videvo.net". The website's navigation menu includes "All Videos", "Footage", "Motion Graphics", "Music", "Sound Effects", and "Help". A "Join Videvo" button and a "Log in" link are located in the top right corner. The main heading is "Free Stock Video Footage", followed by the tagline "Thousands of free stock videos, motion graphics, music tracks and sound effects, all in one place." Below this, there are three buttons: "Video", "Music", and "Sounds". Further down, there are links for "All videos", "Popular videos", and "Newest videos". The section below is titled "Popular HD & 4K stock video and audio" and includes buttons for "Popular videos", "Newest videos", and "Collections". A row of video thumbnails is visible at the bottom, with a "Help" button on the right. The Windows taskbar at the bottom shows the search bar with the text "Escribe aquí para buscar", the system tray with the time "1:37 a. m." and date "14/10/2020", and the language "ESP".



03

APRENDIZAJE CONTINUO

El conocimiento está al alcance de un sólo click, aprovecha tu tiempo libre para aprender cosas nuevas.




Aprendizaje

Google Actívate



<https://learndigital.withgoogle.com/activate>



Cursos de marketing online grat. x +

← → ↻ 📄 learn.digital.withgoogle.com/activate ☆ ⚙️ 📄 👤 ⋮

Google Activate Mi plan de formación Cursos online Webinars Trabajo en remoto Más ▾

Herramientas, formación y tecnología para ayudar a que tu carrera profesional o tu negocio se fortalezcan. [Descubre más aquí](#)

Adquiere nuevas habilidades para un mundo digital

Desarrolla tu carrera profesional o expande tu empresa a tu propio ritmo mediante cursos de formación flexibles y personalizados, diseñados para fortalecer tu confianza y ayudarte a crecer.

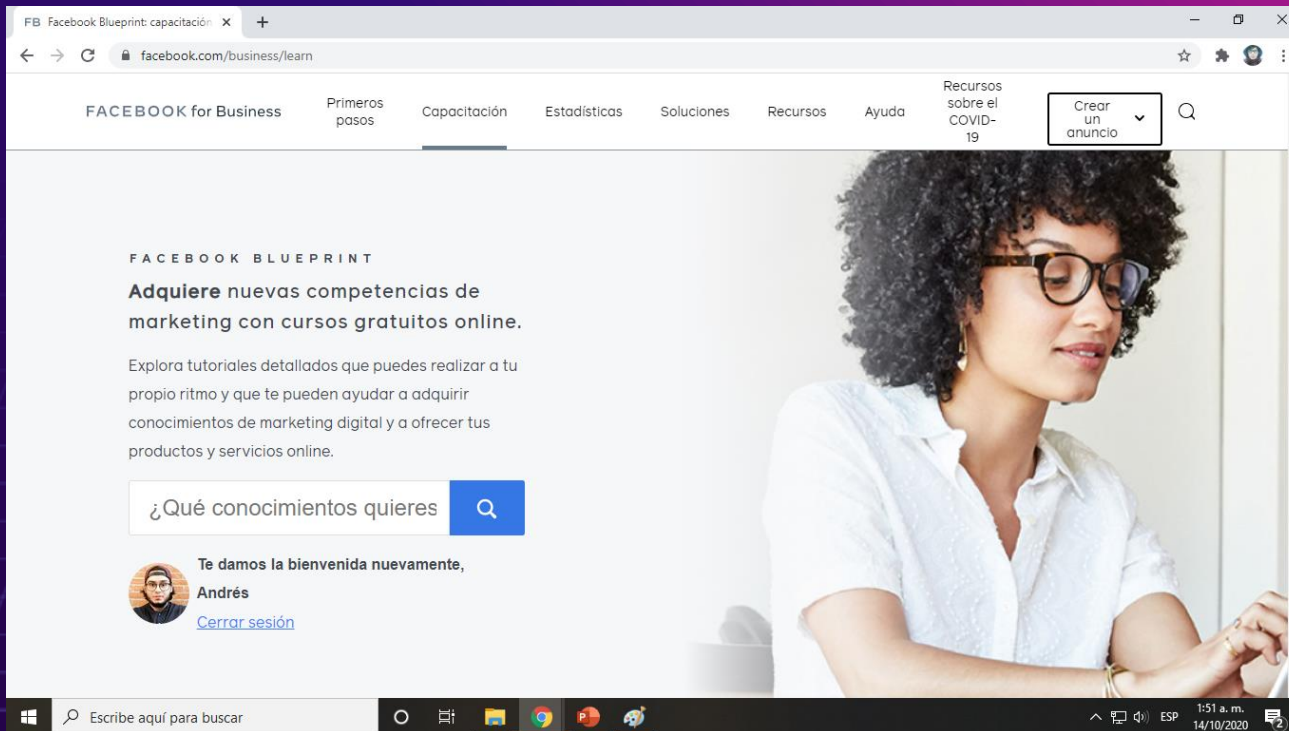
[Comienza ahora](#)

Windows Escribe aquí para buscar 1:40 a. m. 14/10/2020

**35 CURSOS
GRATUITOS.
11 CON CERTIFICADO.**



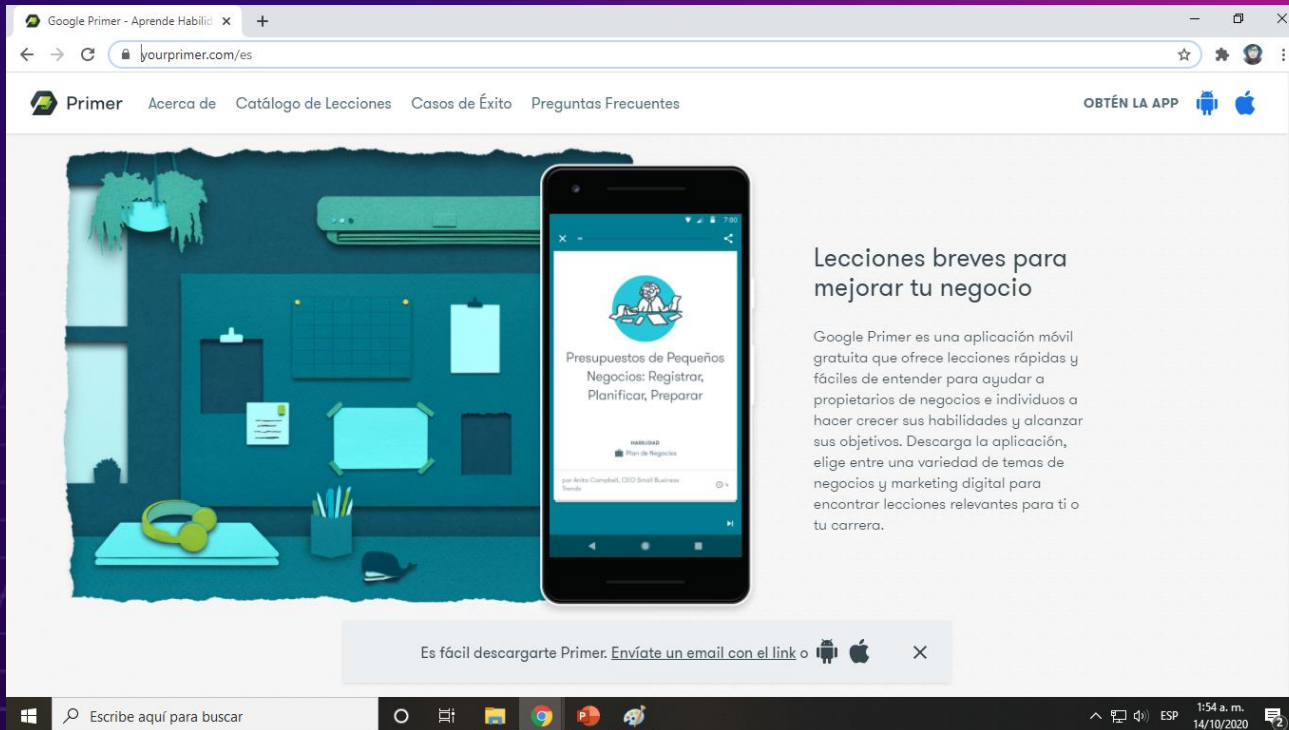
<https://www.facebook.com/business/learn>



The screenshot shows the Facebook Business Learn page. At the top, there is a navigation bar with the following items: "FACEBOOK for Business", "Primeros pasos", "Capacitación" (which is underlined), "Estadísticas", "Soluciones", "Recursos", "Ayuda", and "Recursos sobre el COVID-19". On the right side of the navigation bar, there is a "Crear un anuncio" button with a dropdown arrow and a search icon. Below the navigation bar, the main content area features the heading "FACEBOOK BLUEPRINT" followed by the text "Adquiere nuevas competencias de marketing con cursos gratuitos online." Below this, there is a paragraph: "Explora tutoriales detallados que puedes realizar a tu propio ritmo y que te pueden ayudar a adquirir conocimientos de marketing digital y a ofrecer tus productos y servicios online." A search bar with the placeholder text "¿Qué conocimientos quieres" and a magnifying glass icon is positioned below the paragraph. To the right of the search bar, there is a large image of a woman with curly hair and glasses, wearing a white shirt, looking down. At the bottom left of the page, there is a user profile picture and the text "Te damos la bienvenida nuevamente, Andrés" followed by a "Cerrar sesión" link. The bottom of the screenshot shows the Windows taskbar with the search bar "Escribe aquí para buscar" and the system tray displaying the time "1:51 a. m." and the date "14/10/2020".





<https://www.yourprimer.com/es>




Google Primer - Aprende Habilid... x +

yourprimer.com/es



Primer Acerca de Catálogo de Lecciones Casos de Éxito Preguntas Frecuentes

OBTÉN LA APP  



Lecciones breves para mejorar tu negocio

Google Primer es una aplicación móvil gratuita que ofrece lecciones rápidas y fáciles de entender para ayudar a propietarios de negocios e individuos a hacer crecer sus habilidades y alcanzar sus objetivos. Descarga la aplicación, elige entre una variedad de temas de negocios y marketing digital para encontrar lecciones relevantes para ti o tu carrera.

Es fácil descargarte Primer. [Envíate un email con el link](#) o   X

Escribe aquí para buscar

1:54 a. m. 14/10/2020



04

HERRAMIENTAS GESTIÓN

El conocimiento está al alcance de un sólo click, aprovecha tu tiempo libre para aprender cosas nuevas.



GRACIAS!



Si tienes preguntas alguna pregunta me puedes encontrar en:
Andres.felipe1890@gmail.com
316 498 6488

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