



Updated 2015 The best small business marketing tools online



Email campaign manager		
		
Mail Chimp email marketing My choice because of integration with social media and analytics and third parties.	Aweber auto-email marketing. I prefer Aweber because better spam control and reporting features. Around \$25 per month	My Emma email campaigns
		
Letter Genie letter templates	Padiact - predictive email forms	Tiny Letter - simple subscription email
		
Vision - Emailing System	Interspire Web email	Blue Sky Factory
List Building Tools		
		
Sumo Me build your list with this amazing plugin for wordpress or any CMS site	https://www.vcita.com - makes your current contact page suck!	Lead Pages best landing page for conversion out there
Survey tools		

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<u>Wufoo</u> form and survey creator. My favorite after trying several. Best features at around \$50 per 3 months	<u>Survey monkey</u>	<u>Formstack</u> - form creator
CRM – for sales, marketing and support		
		
<u>Hubspot</u> CRM marketing system	<u>Highrise</u> web based app for small business. Makers <u>37 Signals</u> does a number of business applications worth looking at.	<u>Zoho</u> CRM. Zoho also does a number of business applications.
		
PR		
		
<u>PRwire</u> - press release service. I use it and get find it really great for online releases	<u>PR web</u> for sending press releases	<u>Source bottle</u> - journalists

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HARO - send stories to journalists



Pitchrate - free pitch to journalists



SMS Tech - for SMS campaigns

Collaboration tools



Writeboard™

Writeboard - share information online



Dropbox

Dropbox - storage and collaboration. My favorite. Great storage and sharing as well as intergration with other apps



Google doc - sharing files



Basecamp

Basecamp collaboration tool



Smart Draw is mindmapping software



MindJet - mindmapping and collaboration software



PersonalBrain

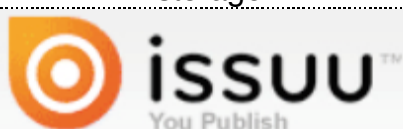
Personal Brain - mapping tool



Boxnet - file sharing and storage

ClickDesk

ClickDesk - live chat onsite



yousendit™

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Mavenlink - project management tool	Issuu article and publication sharing. Awesome	You send it - sharing big files
Harvest	Team Box	
Freelancing		
 Guru Employer Find Freelancers at the World's Largest Online Marketplace.	 99 designs	 fiverr beta
Guru - find resources to do your work and free at base level	99 Designs - freelance designers online	Fiverr - people freelance their skills for \$5. Used this for the voice over on my site.
 99 Copywriters		
99 copywriters - freelance		
Web Design DIY		
 cityMax .com Easy Business Websites	 WORDPRESS.ORG	 weebly
Citymax - easy to use from around \$30 per month. Hosting domain separate cost. My web has been built on this platform	Wordpress org - web publishing platform. Free but need IP address from hosting company around \$160 pa	Weebly - create a free website
SEO		
 website grader	 Google Analytics	 SEO TOOLS LEARN. RANK. DOMINATE.
Website grader - grades your website - free and give you some good ideas to improve SEO	Google Analytics - look at key words and your SEO	SEO tools - key word, competitive analysis
 SEOMoz	 Keyword Spy	 Performable
SEOMoz - SEO software,	Key word Spy - keyword tool	Performable - online marketing landing pages
Teleconferencing		

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<p><u>Skype</u> - teleconference and video. Free but not always good quality</p>	<p><u>Webex</u> - teleconferencing</p>	<p><u>Go to Meeting</u> - teleconferencing</p>
		
<p><u>Join me</u> is the best for online screen teleconferences</p>	<p><u>Logmein</u> - share desktops</p>	<p><u>On24</u> - webinars on demand</p>
Time Tracking tools		
		
<p><u>Freshbooks</u> is a great tool that allows you to track time, estimate and invoice online</p>	<p><u>Toggl</u> - time tracking tool</p>	<p><u>Remember</u> the milk- manage tasks</p>
Screen capture		
		
<p><u>Jing</u> - screen and voice capture</p>	<p><u>Snagit</u> - screen capture. Love it!</p>	<p><u>Giffy</u> - diagram software</p>
Social Media tools		
		

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TweetDeck - tweet viewer	AoL Lifestream - social aggregator	Profilefly - social aggregator
		
Mention – social media alerts		
Sales Tools		
Stride app Forecasting tool. Awesome for small businesses	Pipeline deals  <p>Customize activities Create an unlimited number of custom activity categories to track the work your sales reps do every day. Choose activities that are significant to your business and contribute most to closing more deals.</p>	Pipedrive Aus Based co. Very clear 
		
Kiss Metrics		
		
Tungle me - makes it easy for anyone to schedule a meeting	Smartsheet - pipeline sales report software	Slide Rocket -design and store presentations
		
Slideshare - upload and share slides	Scribd - read and publish documents	Better Voicemail - custom voicemail app from \$8 per month
Google Tools		

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<p><u>Google Maps</u> - locate your business so you can be found</p>	<p><u>Google Key words</u> -</p>	<p><u>Google Alerts</u> - find what is being published about you, your industry or your competitors</p>
Dashboards		
<p><u>Geckoboard</u></p> 		
		
<p><u>Google apps</u> - lots of applications</p>	<p>Chartbeat.com Better web analytics</p>	<p><u>Ducksboard</u> Similar to Chartbeat but gives nicer graphics</p>
Social Media tools		
		
<p><u>Linked in</u> - business networking relationship and research tool</p>	<p><u>Facebook</u> - social networking</p>	<p><u>Twitter</u> - expertise, networking</p>

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Raven - social media / internet monitoring tool	Spredfast - social media monitoring	Wildfire - run social media campaigns
		
Objective Marketer - Social media campaigns	Genius Rocket crowdsourcing for your brand	Shortstack is great for building Facebook Promotions
Photosharing		
		
Flickr - photos haring	Photobucket - photo sharing	Flipsnack - making a pdf booklet flip
Video sharing		
		
You Tube - create and upload mp3 files	Vimeo - create online videos	Livestream - broadcast your videos
		
Upstream TV - broadcast videos	Blip.tv - tv streaming	Blogtalkradio
Podcasting		
		

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Podcasting - create and broadcast	Podbean - podcast hosting and social subscribing	itunes - listen and upload
Networking		
		
Meetup - find like minded groups hold events. Schedule or attend	Eventbrite - lists events happening	Stickytickets - sell and promote events online
Webinars		
		
Brighttalk - webinars for professionals, learn	Ted - guest presentations from speakers from all industries	
Virtual Assistants		
		
PA everyday - virtual assistants	Tasks Every day - virtual assistants	Remote staff - offshoring VAs
		
Staff India -Outsourcing	Virtual Asstant Board -	Crowdspring - want something designed
Productivity		

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<p>Freshbooks is a great tool that allows you to track time, estimate and invoice online</p>	<p>Mint - personal budgeting software</p>	<p>Instacalc - online calculator</p>
		 Smart PDF Converter
<p>Roboform - password manager</p>	<p>Timebridge - scheduling appointments across the web</p>	<p>Smart PDF converter - converts pdf to other files, word, excel, tiff etc</p>
		 The quick and easy online ZIP tool
<p>Paperrater.com</p>	<p>rgbstock - images free</p>	<p>ezyzip - zip files</p>
Marketing and Sales Tools		
		
<p>Bloomtools - integrated marketing tools</p>	<p>Hubspot is a great marketing resource</p>	<p>Siteliner - gives you stats on your site</p>

If you have any more that you think I should add please email me at

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