MacInnis Marketing
Small Business Marketing
Better Business Decisions

Updated Small Business Marketing Apps - 2023

Email Software		
MailChimp	AWeber COMMUNICATIONS	emma® communicate in style
Mailchimp is my choice because of its integration with social media and analytics, and third parties. Certified provider	AWeber is great at auto-email marketing. I prefer Aweber because of its better spam control and reporting features. Around $25 per month. Not a great interface, however.	Myemma is good for corporates as you start $99 per month for 10,000 contacts
KLAVIYO	Constant Contact®	GetResponse
Love Klaviyo. Great for e-commerce businesses as it integrates well with Shopify. Campaigns and flows for email, SMS, and flyouts. Certified provider	Constant Contact email Marketing basic - starts at $14. Better reporting format now.	Getresponse - Email marketing -basic and start for free
vision⁶		

everything e-messaging		
Vision6 - Emailing System for corporates		

Survey tools		
WUFOO	SurveyMonkey™	Formstack
Wufoo was my favourite before I discovered Typeform. Best features at around $50 per 3 months	Surveymonkey is best for corporate. Bit $$ but has some great all-in-one features. Not as snazzy as Typeform with design features lacking	Formstack is Great for Facebook quizzes and web form creator
Typeform	Google Forms	Paperform
Typeform is my favourite form and survey creator. Got all the smart integrations and looks great. $50 per month.	Google Forms is good for schools and non for profits and is free. Integrates will Google tools well.	Paperform has some smarts built in and no coding. Affordable price point. Good for small businesses.

CRM – for sales, marketing and support		

HubSpot	*(logo)*	**ZOHO CRM** Affordable On-demand CRM
CRM marketing system and add-on for sales and marketing. Free CRM is good.	Highrise web-based app for small businesses. Makers do many business applications worth looking at.	CRM. Zoho also does several business applications. Good for small businesses. Some get up to speed when you use data for marketing campaigns. Good integrations.
salesforce	**pipedrive**	**cɘpsule**
Salesforce is more for corporates due to price points. Can be complex for newbies	Like Pipedrive. Very easy to set up your own pipeline and integrates well. Nice mobile version for reps. Affordable.	Capsule is a good basic CRM

PR

PRWIRE	**PRWeb** Online Visibility from Vocus	**SourceBottle**
PRwire is a press release service. I use it and find it really great for online releases. Free version. (referred to as Influencing)	PRweb is a paid version for sending press releases	Sourcebottle is great when searching to place editorials with - journalists
HARO	⭐⭐⭐⭐⭐ **PITCHRATE**	

Stands for [Help out a Reporter](#). Send editorials to reporters by topic.	[Pitchrate](#)- free pitch to journalists	
Collaboration tools		
- share information online	- storage and collaboration. My favourite. Great storage and sharing as well as integration with other apps	- sharing files
[Mindmapping tool](#) I use for content ideas.	[SmartDraw](#) is mind mapping software. Also good for wireframing.	[MindManager](#) - mind mapping and collaboration software
[The Brain](#) - mapping tool	[Box](#) - file sharing and storage	[Clickdesk](#)- live chat onsite

mavenlink	**issuu** You Publish	**yOUSENDit**
[Mavenlink](#) - project management tool	[Issuu](#) - article and publication sharing. Awesome for embedding flipbooks in websites	[You Send It](#) - sharing big files

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 the base level	[99designs](#) - freelance designers online	[fiverr](#) - people freelance their skills for $5. Used this for the voiceover on my site.
99Copywriters	**Upwork**	
[99copywriters](#)- freelance copywriters	[Upwork](#) - freelancers for all marketing activities.	

Web Design DIY

SQUARESPACE	**WORDPRESS**.ORG	**weebly**

Squarespace is really easy to use and produces lovely designed websites. Need to have your own hosting or add it to your site.	WordPress - web publishing platform. Free but need an IP address from the hosting company around $160 pa	Weebly - create a free website

SEO

Website grader - grades your website - free and gives you some good ideas to improve SEO	Google Analytics - look at keywords and your SEO	Semrush - keyword, competitive analysis
SEOmoz - SEO software,	Keyword Spy - keyword tool to spy on competitors	Neil Patel tools - all awesome and many free.
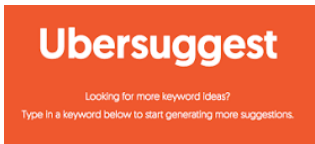
Teleconferencing

Skype - teleconference and video. Free but not always good quality	Zoom - teleconferencing free for 45 mins	Teams - Microsoft - teleconferencing. Corporates.
Joinme is the best for online screen teleconferences	Logmein - share desktops	On24 - webinars on demand
TIme Tracking tools		
Freshbooks is a great tool that allows you to track time, estimate and invoice online	Toggl - time tracking tool	Rememberthe milk- manage tasks
Screen capture		
Screencast - screen and voice capture	Snagit - screen capture. Love it!	Gliffy- diagram software
Social Media tools		

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Tweekdeck - tweet viewer	Buffer - a social posting scheduling tool	Later - the social scheduler
Mention – social media alerts and monitoring the web for brand mentions.	Hootsuite - for scheduling social media from $149 per month. Lots of smarts.	Sprout social – same as Hootsuite but more functional and easier to use $249 per month
Sales Tools		
Slideshare - upload slides and share them on your LinkedIn profile.	Smartsheet - pipeline sales report software	Sliderocket -design and store presentations
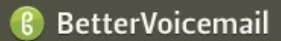
Canva	**Scribd.**	**BetterVoicemail**
Canva - an all-around graphic tool made easy.	Scribd- read and publish documents	Better voice - custom voicemail app from $8 per month
Google Tools		
Google maps Australia	Google Search-based keyword tool	Google alerts beta
Google Maps- locate your business so you can be found	Google Search Console - find terms words etc	Google Alerts - find what is being published about you, your industry or your competitors
Dashboards		
Google Apps Marketplace	Chartbeat	AgencyAnalytics
Google apps - lots of applications	Chartbeat.com Better web analytics	Agency analytics - Similar to Chartbeat but gives nicer graphics
Social Media tools		
Linked in	facebook	twitter

LinkedIn - business networking relationship and research tool	Facebook - social networking	Twitter - expertise, networking
Raven - social media/internet monitoring tool	Hotjar - measuring your website prospect actions using a heatmap.	Shortstack - is great for building Facebook Promotions
The Right Fit has a good mix and process to find Influencers for an affordable price or product exchange. I have used this group to great effect.	Instagram - picture and video community. Visual products work really well on this platform	Pinterest - Community of pins or images based on interests. Gain suits visual products and services.
Photosharing and pics		
Flickr - photo sharing	Photobucket - photo sharing	Flipsnack- making a pdf booklet flip

Unsplash - great photo library, links into MailChimp and Canva	Pixabay - images	Pexels - image library
VIdeo sharing		
YouTube- create and upload mp3 files	Vimeo - create online videos - more control when embedding within a website	Livestream - broadcast your videos
Upstream - broadcast videos	Facebook live-streaming	Blogstreamradio - live streaming
Podcasting		
Podomatic- create and broadcast.	Podbean- podcast hosting and social subscribing	Apple Podcasts - listen and upload
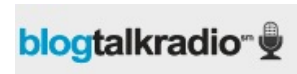
Networking		
Meetup - find like-minded groups to hold events. Schedule or attend	Eventbrite - lists events happening	Stickytickets- sell and promote events online
Webinars		
BrightTALK - webinars for professionals, learn	Ted - guest presentations from speakers from all industries	Zoom.us - teleconference, whiteboards etc
Virtual Assistants		
	Tasks EveryDay	
Remote Staff - virtual assistants	Tasks Everyday - virtual assistants Philippines and India	Virtual Assistant Board - based in the Philippines

Staff | India	crowdSPRING	⚡ **Simplified**
Staff India -Outsourcing	Crowdspring - get something designed.	Simplified AI - writing tools

Productivity

FRESHBOOKS painless billing	🌿mint.com	**instacalc**™
Freshbooks is a great tool that allows you to track time, estimate and invoice online	Mint - personal budgeting software	Instacalc- online calculator that can be added to your website.
🤖 RoboForm®	⁘ timebridge	**Smallpdf**
Roboform - password manager	Timebridge - scheduling appointments across the web	Small PDF converter converts pdf to other files, word, excel, tiff etc and compresses big files
🔍 PaperRater	Ⓖ grammarly	ezyZip The quick and easy online ZIP tool
Paperrater - spell check	Grammarly - spellcheck and phrases.	Ezyzip - zip files

Marketing and Sales Tools

HubSpot	ActiveCampaign ≫	klaviyo
Hubspot is the best all-around marketing tool I have found but is still too cost prohibitive for most SMEs.	Active Campaign - is making a play for trying to be a more end-to-end tool. Not there yet.	Klaviyo is probably the next contender to Hubspot as it is affordable and has good integration tools. Can do flows, email campaigns, SMS, and audience integration with ads and dashboards.
Content Tools		
CoSchedule	Buzzsumo	followerwonk ≫
Co-Schedule is a URL headline analyser	Buzzsumo is a tool that lets you find what content is popular	Followerwonk lets your outreach to a list of influencers and automates your follow-up emails based on their behaviour.
word SWAG	feedly	Reddit - Dive into anything
Wordswag is an awesome app that lets you add content to your images.	Feedly lets you follow your favourite blogs and arrange content in collections	Reddit - curated feed

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

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