MacInnis Marketing
Small Business Marketing
Better Business Decisions

Updated 2024

The best small business marketing tools online.

This list of tools is designed to help small businesses enhance their efficiency in managing time and marketing activities.

A bit about me: **Dan MacInnis: Helping Small Businesses Thrive with Smarter Marketing in 2024**

As a committed marketing consultant, my goal has consistently been to equip small businesses with the essential tools and strategies for their success. Drawing on years of experience in digital marketing, I emphasise customer-focused methods, grasping the unique needs of small businesses, and providing straightforward, effective solutions. I am convinced that with the right resources, even the tiniest enterprises can compete effectively, enhancing efficiency, boosting productivity, and fostering genuine growth.

AI tools

ChatGPT

•**Purpose**: AI chatbot and content generator.

Jasper (Formerly Jarvis)

Purpose: AI-powered content creation tool.

Canva

Purpose: AI-assisted design tool for creating graphics.

Email Tools

Mail Chimp email marketing

Great for small business all-in-one tool.

Klaviyo - more sophisticated segmentation and metrics.

My Emma email campaigns for smaller lists and businesses.

Letter Genie letter templates

Padiact - predictive email forms

Tiny Letter - simple subscription email

Vision - Emailing System

Interspine Web email

Blue Sky Factory

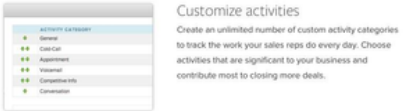
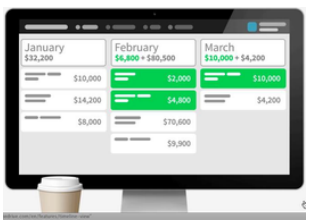
Survey tools

Typeform	SurveyMonkey	Formstack
Typeform - my go-to as it is well designed with smarts	Survey monkey	Formstack - form creator
CRM		
HubSpot		ZOHO CRM Affordable On-demand CRM
Hubspot CRM marketing system	Highrise web-based app for small businesses. Makers 37 Signals does some business applications worth looking at.	Zoho CRM. Zoho also does some business applications.
Get Satisfaction get satisfaction	Salesforce salesforce	Capsule capsule
PR		
PRWIRE	PRWeb Online Visibility from Vocus	SourceBottle
PRwire - press release service. I use it and find it great for online releases	PR web for sending press releases	Source bottle - journalists
HARO	PITCHRATE Pitchrate - free pitch to journalists	smstech

HARO - send stories to		SMS Tech - for SMS campaigns
Collaboration		
Write board - share information online	Dropbox - storage and collaboration. My favourite. Great storage and sharing as well as integration with other apps	Google doc - sharing files
Basecamp collaboration tool	Smart Draw is mind-mapping software	MindJet - mind mapping and collaboration software
Personal Brain - mapping tool	Boxnet - file sharing and storage	ClickDesk - live chat onsite
Mavenlink - project management tool	Issuu article and publication sharing. Awesome	You send it - sharing big files
Harvest	Team Box	
Freelancing		

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 voiceover on my site.
99 copywriters - freelance		
Web Design DIY		
Squarespace is easy to use and produces lovely designed websites. Need to have your hosting or add it to your site.	WordPress org - web publishing platform. Free but need an IP address from the hosting company around $160 pa	Shopify is the standard for e-commerce sites
SEO		
Website grader - grades your website - free and gives you some good ideas to improve SEO	Google Analytics - look at keywords and your SEO	SEO tools - keyword, competitive analysis

SEOmoz - SEO software,	Keyword Spy - keyword tool	Performable - online marketing landing pages
Teleconferencing		
Skype - teleconference and video. Free but not always good quality	Webex - teleconferencing	Go to Meeting - teleconferencing
Join Me is the best for online screen teleconferences	Logmein - share desktops	On24 - webinars on demand
Time Tracking		
Freshbooks is a great tool that allows you to track time, estimate and invoice online	Toggl - time tracking tool	Remember the milk- manage tasks
Screen capture		

Jing - screen and voice capture	Snagit - screen capture. Love it!	Giffy - diagram software
Social Media		
TweetDeck	AoL Lifestream	Profilefly
TweetDeck - tweet viewer	AoL Lifestream - social aggregator	Profilefly - social aggregator
mention		sproutsocial
Mention – social media alerts	Hootsuite for scheduling social media from $19 per month	Sprout social – same as Hootsuite but more functionality and easier to use $59 per month
Sales Tools		
Stride app Forecasting tool. Awesome for small businesses	Pipeline deals  	Pipedrive Aus Based Co. and is easy to use on PC or mobile 

Tungle me - makes it easy for anyone to schedule a meeting	Smartsheet - pipeline sales report software	Slide Rocket -design and store presentations
slideshare present yourself	Scribd.	BetterVoicemail
Slideshare - upload and share slides	Scribd - read and publish documents	Better Voicemail- 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 Keywords -	Google Alerts - find what is being published about you, your industry or your competitors
Dashboards		
Geckoboard	AgencyAnalytics Agency Analytics	Dash this
Google Apps Marketplace	Chartbeat	

Google apps - lots of applications	Chartbeat.com Better web analytics	Ducksboard Similar to Chartbeat but gives nicer graphics
SOCIAL		
Linked in - business networking relationship and research tool	Facebook - social networking	Instagram - images and storytelling for brands and people
TikTok Short video sharing	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 - photo sharing	Photobucket - photo sharing	Flipsnack - making a PDF booklet flip
Video sharing		
YouTube - create and upload mp3 files	Vimeo - create online videos	Livestream - broadcast your videos
Upstream TV - broadcast videos	Blip. tv - tv streaming	Blogtalkradio
Podcasting		
Podcasting - create and broadcast	Podbean - podcast hosting and social subscribing	itunes - 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 - all in one video. clips and webinar hostings
Virtual Assistants		
PA every day - virtual assistants	Tasks Every day - virtual assistants	Remote staff - offshoring VAs
Staff India - Outsourcing	Virtual Assistant Board	Crowdspring - want something designed
Productivity		
Freshbooks is a great tool that allows you to track time, estimate and invoice online	Mint - personal budgeting software	Instacalc - online calculator

Roboform - password manager	Timebridge - scheduling appointments across the web	Smart PDf converter - converts PDF to other files, word, excel, Tiff etc
Paperrater.com	rgbstock - images free	ezyzip - zip files
Marketing and Sales Tools		
Bloomtools - integrated marketing tools	Hubspot is a great marketing resource	Sharpspring is the tool I use for sales and marketing. Awesome for small business
Content		
Coscheduler is a URL headline analyser	Buzzsumo is a tool that lets you find what content is popular	Followerwonk lets you reach out to a list of influencers and automate your follow-up emails based on their behaviour.

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	Headline creator

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

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Other sites to reference for tools are:

getapp.com

G2Crowd.com

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