



# EMAIL AUTOMATION

Put your email campaigns on autopilot.

Email Automation can increase productivity if used correctly.

Reach out to a vast number of subscribers using tools like **GMass** and **Lemlist**.

## GMass

GMass brings a familiar Gmail kind-of-look to the table.

With its simplicity, matched to very sophisticated software, you can send thousands of emails in a matter of minutes. It works as a Chrome plugin for Gmail.

You need to have a GSuite account to send more than 50 emails a day.

<https://www.gmass.co/>

Free

Pricing for additional features starts at £6.83



## Lemlist

Lemlist allows you to send automated, highly personalized emails which help boost reply rate. Dynamic images which contain your prospects names or logos, you can even include personalised videos. Additional features help you track, measure and successfully optimize your sequences for best results. There is also an option for you to warm up your domain before you send emails to increase deliverability.

<https://lemlist.com/>

Free

Pricing for additional features starts at £22.13



# MARKETING AUTOMATION

Make your marketing efforts more effective by using marketing automation software. Email marketing plays a pivotal role in today's world of marketing automation.

## Active Campaign

Active Campaign's Drag & Drop automation builder allows its users to set up email automation quickly and efficiently. Send relevant emails to your subscribers with its robust segmentation feature.

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

Free

Pricing for additional features starts at £6.87



## Mailchimp

Combine MailChimp's data-driven approach with tailored, automated emails and watch as magic happens. One size fits all doesn't necessarily work with email marketing and MailChimp is a great example for that.

<https://mailchimp.com/>

Free

Pricing for additional features starts at £7.63



MailChimp

# CRM

In case you've ever forgotten to follow up with a client or send them important information, you might consider using a CRM system. Create tasks, notes, reminders and much more so you can build a professional relationship which lasts.

## Hubspot

HubSpot is an easy to use CRM system that has everything in one place - saving you time and money. Plenty of features are available free of charge, but to get the most of it you'll have to use the paid version. Education materials come free of charge.

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

Free

Pricing for additional hubs starts at £42



## Pipedrive

Combine your CRM with pipeline management. Pipedrive is a sales management tool designed to help small sales teams manage intricate or lengthy sales processes.

<https://www.pipedrive.com>

From £12.50 a month



## Insightly

Easy to use and with a whole host of integrations with other applications for easy automation.

<https://www.insightly.com>

From Free



# TYING IT ALL TOGETHER

With so many essential tools in today's business world, a smart idea would be to let them work together. Get rid of copy-paste tasks and make better use of your time by integrating most if not all of your apps.

## Zapier

Zapier helps you integrate your commonly used software via Zaps. Let your apps do all the everyday work for you. Zapier is the glue that connects your disparate applications.

<https://zapier.com/>

Free

Pricing for additional features starts at £15.26



zapier

# CHATBOTS

Keep in touch with website visitors using chatbots - which have proven to have much higher reply rate any other communication channel. Benefits from having a chatbot are many, from stepping up your customer services, staying on top of trends to generating more leads for your business.

## Manychat

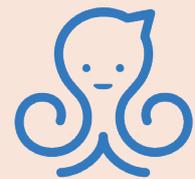
Facebook Messenger brings 4x higher reply rate than email.

Grow your audience using ManyChat and reach out to them to successfully convert them into your subscribers.

<https://manychat.com/>

Free

Pricing for additional features starts at £7.63



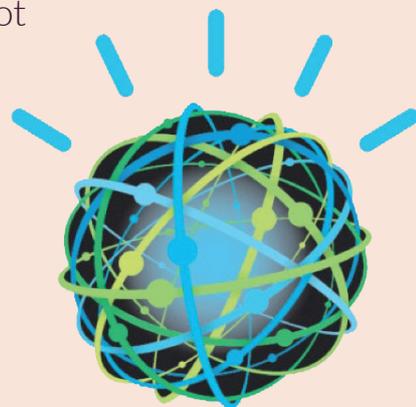
**ManyChat**

## IBM Watson

If you really want to get involved then you can build your own chatbot with IBM Watson. Be prepared for a steep learning curve but the rewards can be worth it.

<https://www.ibm.com/watson/how-to-build-a-chatbot>

From Free



**IBM WATSON**

# COLLABORATION

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## SLACK

Slack helps companies speed up communication in a well-organized way. Plenty of integration possibilities enable Slack to save you time and make sure communication within your team is at the all-time high. Receive notifications from other applications.

<https://slack.com/>

Free

Pricing for additional features starts at £5.25



## MICROSOFT TEAMS

Host audio, video, and web conferences with anyone inside or outside your organization.

<https://products.office.com/en-us/microsoft-teams/group-chat-software>

From Free



# PRODUCTIVITY

Office/Productivity apps still make the foundation of documentation in each business. With the widespread of smartphones and cloud systems, it is now easier than ever to access your much-valued documentation.

## Google Sheets and the Google Suite

A part of Google's GSuite ecosystem, Google Sheets is powerful, cloud-based spreadsheet software that you can access at anytime, anywhere.

What it lacks in functionality compared to Microsoft's Excel, Google makes it up with convenience.

<https://www.google.com/sheets/about/>  
Free



# STORAGE

Collecting all the sales and marketing data means that you will need a central repository for it all. Nothing should be on your local computer.

## GDrive

Google online storage.

Keep photos, stories, designs, drawings, recordings, videos, and more.

Your first 15 GB of storage are free with a Google Account

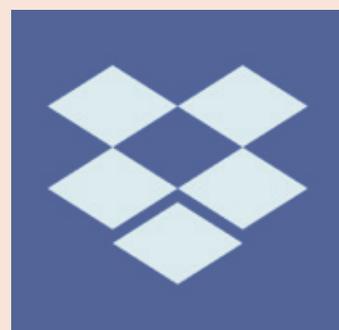
<https://www.google.com/drive/FromFree>



## Dropbox

Dropbox is a file hosting service that offers cloud storage, file synchronization, personal cloud, and client software.

<https://www.dropbox.com/FromFree>



# GETTING ORGANISED

Lack of organization equals wasted time and money. Organize your workspace for the benefit of enhanced communication, tasks and smoother workflow in your team.

## TRELLO

Trello allows you to organize your workspace by using boards and cards. With its simple design, you're bound to learn the ropes quite quickly and make the best of Trello.

<https://trello.com/Free>  
Pricing for additional features starts at £9.54



## CODA.IO

Defined as a next-generation spreadsheet, Coda.io turns docs into apps - pushing automation to the next level. Available applications on Google's PlayStore and Apple's AppStore make it easy to conduct changes while on the go.

<https://coda.io/>  
Free



## ASANA

If you're looking to step-up organization within your team then Asana is a must-have tool as it is well-organized and easy to use software.

<https://asana.com/>  
Free  
Pricing for additional features starts at £7.62



# SURVEYS

Online surveys make it easy to reach out to your target audience and gather much valuable information. But, with so many tools out there, which one should you use?

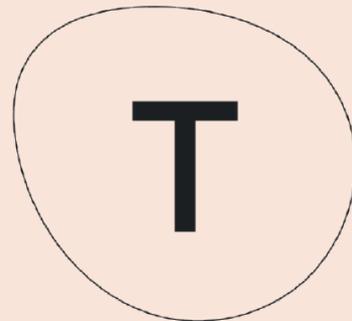
## Typeform

Conduct your research or simply reach out to your audience. Typeform is fully customizable, free software that can help you do just that. With its inviting design, you're guaranteed to achieve the desired results.

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

Free

Pricing for additional features starts at £26.71



## SurveyMonkey

SurveyMonkey brings handful of useful features to the table. Your first Survey can be sent in minutes thanks to available templates. Finally, free account is great but paid option is quite cheap.

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

Free

Pricing for additional features starts at £33.65



**SurveyMonkey®**

# APPOINTMENT BOOKING

Your websites do not need expensive coding for appointment booking functionality.

There are plethora of booking appointment options, but Calendly is perhaps one of the most convenient solutions.

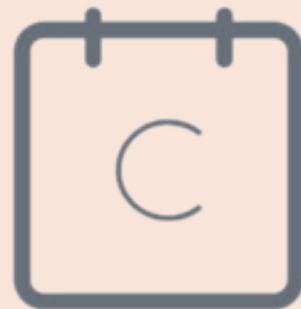
## Calendly

Calendly helps you stay in touch with your contacts, be it clients, prospects or partners. Timezone detection ensures smooth appointment booking experience and additional integration options help you avoid being double booked.

<https://calendly.com/>

Free

Pricing for additional features starts at £6.10



calendly

# WEBSITES / CMS

An online presence is the same as a bricks and mortar store 15-20 years ago.

With no website, your business most likely won't succeed.

Luckily, available software can be used by anyone, not only experts.

## Wordpress

The most popular platform for creating your online presence.

You don't have to be an expert to create visually pleasing websites due to sizeable Wordpress ecosystem of themes and plug-ins.

<https://wordpress.org/>

Free



# ACCOUNTING

Accounting certainly isn't for everyone - lots of numbers and papers can stress people out. Luckily, accounting software is here to tidy up your accounting space.

## Wave

Wave is an accounting software for small business. Basic functions like accounting and invoicing are free of charge. Monthly subscription lets you implement payroll services and accept payments.

<https://www.waveapps.com/>  
Free



## Xero

Xero is a fully featured software that can do billing, invoicing, financial reporting and much more. Built-in features are aimed specifically for accountants to speed up their workflow.

<https://www.xero.com/>  
Free Trial  
Pricing starts at £6.87



# SOCIAL SCHEDULING

Manually posting on Social Media has become a thing of the past. A huge majority of businesses tend to schedule their posts in advance using the right software, along with well thought-out descriptions and hashtags.

## Later

The core of this application is that it lets you visually plan and schedule your Instagram posts. Extra functionality such as reposting user-generated posts, in-depth analytics for optimum post time enable you to frequently engage with your followers.

<https://later.com/>

Free

Pricing for additional features starts at £6.87



## Buffer

Buffer is a giant in the Social Media Management world.

With its free version, you can schedule up to 10 posts on Facebook and Instagram, but if you need more than that then you'll have to upgrade to the paid service.

<https://buffer.com/>

Free

Pricing for additional features starts at £11.45



# LANDING PAGES

A landing page is the first thing your visitors will see. Having that in mind, landing pages need to be relevant, well designed and contain just enough information.

## Leadpages

Leadpages claims to be the most effective, yet affordable way for small businesses to connect with their audience.

We neither support nor deny this claim, however Leadpages certainly does have a great deal of useful features.

<https://www.leadpages.net/>  
Free Trial  
Pricing starts at £28.25



## Unbounce

If you lack design and coding skills, Unbounce can make your life easier.

Modern interface results in easy navigation and use of the software, and ready-to-go templates are available immediately upon creating your account.

<https://unbounce.com/>  
Free Trial  
Pricing starts at £380.99



# MORE LANDING PAGES

## Mailchimp

Besides being able to automate your email marketing, MailChimp can also help you create an amazing landing page to grow your email marketing list. A clear call to action mixed with a beautiful design will ensure list growth.

<https://mailchimp.com/>

Free

Pricing for additional features starts at £7.63



## Quickpages

Create beautiful, responsive landing pages in just a few clicks. Your landing pages will look just as beautiful on smartphones as they do on desktop devices.

<https://quickpages.co/>

Free



# SALES FUNNELS

Nurturing your leads through the sales funnel can be a tricky thing to do. It's a sensitive topic and there are various opinions on what works and what doesn't. Still, there are basic things you should make sure are covered.

## Clickfunnels

Perhaps the best overall sales funnel.

Setting up Clickfunnels requires little effort, if any.

A/B testing of landing page variations and autoresponders are just the tip of the iceberg of all available features within Clickfunnels.

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

Free Trial

Pricing starts at £74.06



# click funnels

# LINKED-IN AUTOMATION

LinkedIn is the biggest network used by professionals - and this brings a whole lot of information with it. By automating your LinkedIn, you will be able to quickly collect the necessary data.

## Linkedhelper

Linkedhelper is a top rated extension the google chrome web store which automates work on LinkedIn, boosts profiles, connects you to targeted contacts, and other.

<https://linkedhelper.com/>

Free Trial

Pricing for additional features starts at £11.45



# WORKFLOWS

## Gliffy

Gliffy is a diagram software that allows you to communicate and collaborate visually through their easy to use diagram.

You can share, collaborate, track - export diagrams.

Gliffy can be integrated with Atlassian, Trello, Slack, WordPress, Basecamp and others.

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

Free Trial

Pricing starts at £7.64



# PLATFORMS

Usage of Cloud Computer Platforms brings numerous advantages in terms of data storage and computing power. These on demand services can be used when you need them the most

## Microsoft Azure

Microsoft Azure is a cloud computing solution that lets its users access virtual machines in minutes. It delivers scalable and durable cloud storage, backup and recovery solutions for businesses of all sizes.

Azure stands out and is the most popular because of its security, privacy, high availability, scalability, and cost-effectiveness.

<https://azure.microsoft.com/en-us/>

Free

Pricing depends on the product



## AWS

Amazon Web Services (AWS) is a cloud computing platform provided by Amazon.

The software allows users to have a virtual cluster of computers at their disposal.

AWS is working closely with the open source model community, has a flexible pricing model and has EBS storage which is very fast for big data.

<https://aws.amazon.com/>

Free

Pricing depends on the product



# NATURAL LANGUAGE PROCESSING/ CONVERSATIONAL AI

Traditional chatbots sometimes cannot provide an adequate answer to the customer's question. This is where Conversational AI steps in. By utilizing powerful machine learning technology, Conversational AI improves itself over time while providing great customer experience for your customers.

## Google Dialogue Flow

Google's Dialogue Flow gives your customers a new way to interact with your business by sending personalized and relevant messages.

It currently supports more than 20 languages and it can work on many different platforms like Skype, Messenger, Telegram, et cetera.

<https://dialogflow.com/>

Free

Pricing varies per user



# PAYMENT

Just having an online presence today is not enough. You need stable, well-performing payments systems to support your business and make your customers feel safe during the transaction. These are some of the apps we recommend:

## Go Cardless

Experience effortless payment system for recurring businesses and build trust with your customers by using GoCardLess.

Your customers will know when to expect the payment to go out

<https://gocardless.com/>

1% per transaction

Pricing for additional features starts at £50

The logo for GoCardless, featuring the word "GOCARDLESS" in a bold, blue, sans-serif font.

## Stripe

Stripe's software makes it easy to send and receive payments over the Internet.

Security features such as fraud prevention supported by banking infrastructure make Stripe a no brainer.

<https://stripe.com/>

2.9% + 30c per successful card charge

The logo for Stripe, featuring the word "stripe" in a bold, dark grey, lowercase sans-serif font.

# ANALYTICS

What would marketing be without the ability to dive into the analytics? Make your important marketing decisions based on great analytics & reports.

## Google Analytics

Google Analytics is free software that you should start using today. Dive into the comprehensive analytics system gathered by Google and optimize your website based on the available information. Data Google provides can be priceless.

<https://analytics.google.com/analytics/web/>  
Free



Google Analytics

# E-COMMERCE

If you are selling online, removing all the manual stages in your sales flow will enable you to streamline your operation and focus on fulfilment.

## WOOCOMMERCE

WooCommerce for Wordpress enables business to build ecommerce platforms quickly and for free.

Costs come in when you start to add additional modules.

<https://woocommerce.com>

From Free



# VIDEO CONFERENCING

Collaboration and communication are at the heart of any good business. There are tools that make this an easy thing to adopt into your company.

## ZOOM

Meetings, webinars or just calls with multiple participants, Zoom lets you do it all from your desk.

<https://zoom.us/>  
From Free

The Zoom logo is displayed in a bold, blue, lowercase sans-serif font.

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