

Tech Tools to Help Your Business

The following technology tools will help you achieve some of the goals we discussed in our workshop. If you have additional tools you think would benefit the entire group, please send us an email at lauren@webofarc.com - we love your suggestions!

Email Marketing:

MailChimp - mailchimp.com/

More basic, user-friendly Email marketing and newsletters for your business

Active Campaign - www.activecampaign.com/

More advanced email marketing, campaigns, automations, lists, autoresponders

Email Project Management:

Yesware - <http://www.yesware.com/>

Email reminders, send later, data

Followup.cc - <https://followup.cc/>

Reminds you to follow up, send later, automated tasks

Streak - <https://www.streak.com/>

Customer Relationship Manager in your Gmail Account, send later, follow up reminders

Boomerang for Gmail - <http://www.boomeranggmail.com/>

Schedule an email to be sent later, follow up reminders, Tracks response emails

Run your business in the Cloud:

Google Apps for Business: <https://apps.google.com/>

Google Calendar, Google Documents in Drive, Google Hangouts, etc.

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

Manage and Share files stored remotely in the cloud



Calendly: <https://calendly.com/>

Connects with your Google Calendar; easily schedule meetings based on your availability

Hire Out for Citation Building:

Brightlocal: <https://www.brightlocal.com/local-seo-tools/citationburst/>

Choose citations for your business and this company will add your business information to each site for a nominal fee.

Customer Feedback System:

Viral Testimonial: <http://webofarc.com/vtlp>

Automated system that creates a customer feedback loop, generates more 5 star reviews, and protects your online reputation