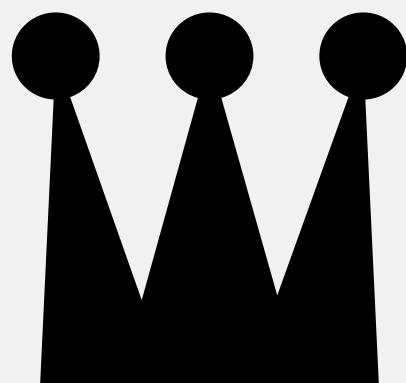# Top Apps & Tools to
STREAMLINE YOUR BUSINESS

A **productive guide** every fempreneur needs to save time!

Top Apps & Tools

As an entrepreneur, you're often pulled in many different directions and face several decisions for every facet of your business. At times it can be quite confusing but the longer you're in business, the more tools you gather to help you along the way, whether they be for helping you to become more efficient, organised or tech savvy to name a few. Following is a list that we've gathered of apps, tools and websites that you may be able to use in your business to help contribute to your success.
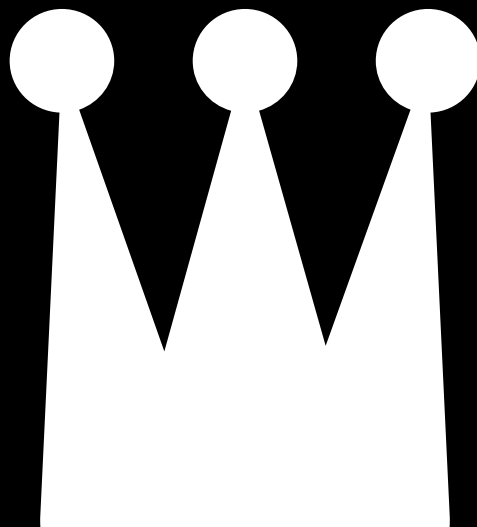
Contents

Advertising

AdEspresso

AdEspresso aids your digital marketing efforts across Facebook, Instagram and Google. It allows you to create, manage and analyse campaigns.
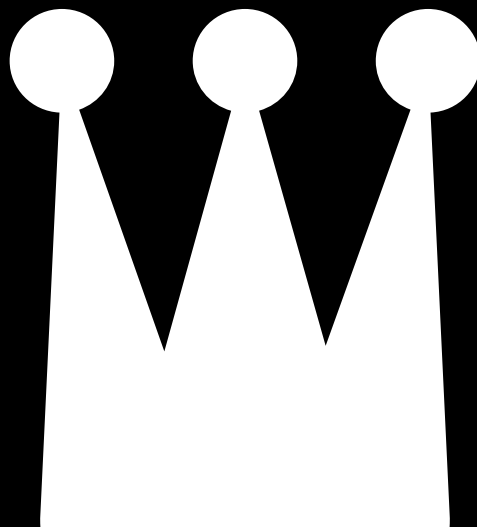
Canva

Canva is a free graphic-design tool website that has an easy to use drag-and-drop interface. The tools can be used for both web and print media design and graphics.

Audio

AudioJungle

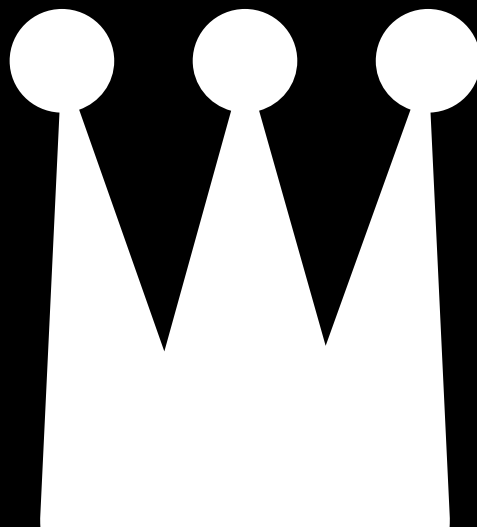AudioJungle is a catalogue site for the buying and selling of royalty-free music and sound effects.

Bensound

Royalty free music for use in your projects. All music/sounds can be downloaded for free but check the licensing requirements.

Business Organisation

Asana

Asana is a web and mobile app designed to help teams track their work. It has features built for projects, your workflows, your goals, your team.

CoSchedule

CoSchedule offers a number of marketing products, such as a content organiser and marketing calendar, to help your team stay focused and keep on track.

Evernote

Evernote is a free app for your smartphone and computer for note-taking, organising and archiving.

LastPass

LastPass is a password management service that stores your passwords in a private, encrypted account. You'll only have to remember one password.

Toggl

Leading employee time management software. Features a simple online timer, visual timesheet reports and billable hours that help see where the time goes.

Trello

Trello is a collaboration tool that organises your projects into boards. A great tool for managing projects and collaborating with team members.
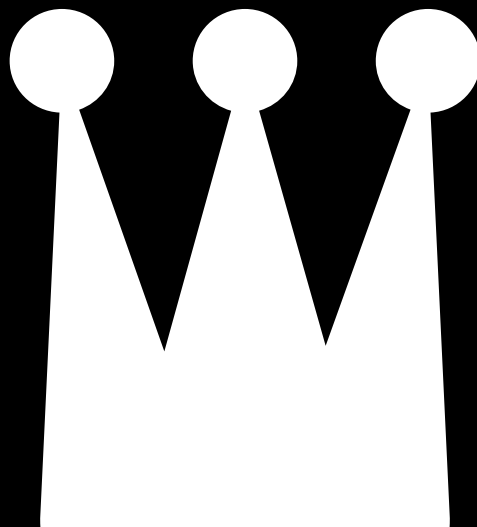
Wunderlist

Wunderlist is a simple and easy to use task management tool. Perfect for creating to-do tasks, and shopping lists.

Course
Creation

Kajabi

Kajabi is a comprehensive platform that enables you to build courses, create landing pages, run campaigns, and make a website.

Teachable

Teachable is a platform that allows you to create and sell your own online courses.

Thinkific

Thinkific is a platform which allows you to build online courses and create membership programs.

CRM

Act!

Act! is a CRM and marketing automation platform specifically for small to medium sized businesses.

Agile CRM

Agile CRM is a user friendly CRM program that allows you to generate leads, engage with customers, schedule appointments, and more.

Infusionsoft by Keap

Infusionsoft, a CRM program owned by Keap, provides sophisticated email marketing and CRM capabilities designed to take your business to the next level.
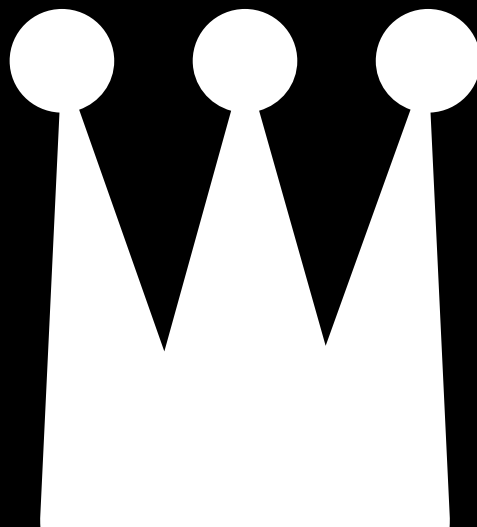
Microsoft Dynamics 365

Dynamics 365 is an advanced CRM program that can specifically help you identify and capture new opportunities and link across all aspects of your business.

Customer Communication

Drift

Drift is a customer messaging program that business owners can use on their websites to engage with visitors.
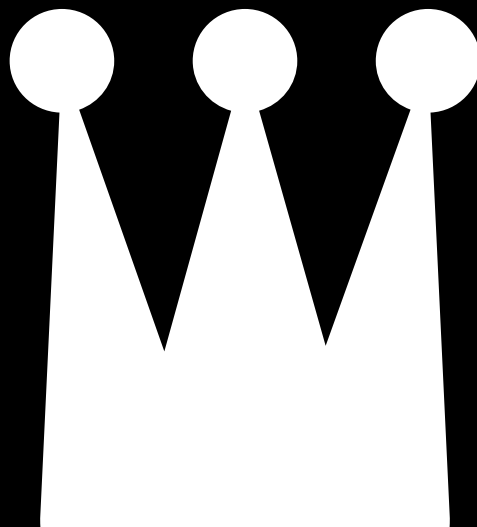
Intercom

Intercom is a customer messaging app which allows businesses to acquire, engage and support customers through their own website.

Design

Adobe Color

The Adobe Color service helps you choose harmonious and appealing colour combinations for your design projects.

Canva

Canva is a free graphic-design tool website that has an easy to use drag-and-drop interface. The tools can be used for both web and print media design and graphics.

DaFont

DaFont is an archive of downloadable fonts. The fonts presented are their authors' property, and are either freeware, shareware, demo versions or public domain.

Google Fonts

Google Fonts is an interactive directory of fonts. All of Google fonts are free and easy to use both for print and web use.

MyEcoverMaker

MyEcoverMaker is a web-based software that allows you to create quality, 3D mockup covers.

Piktochart

Piktochart is a graphic design tool that is particularly useful for creating infographics.
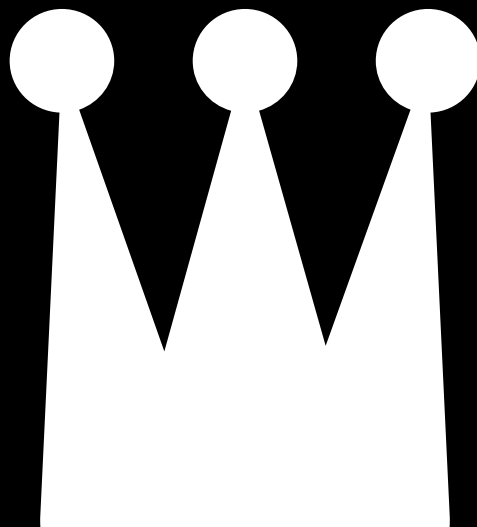
Placeit

Placeit is an online branding and marketing tool which allows you to create designs, mockups, logos, and videos.

Email
Marketing

Active Campaign

Active Campaign is integrated email marketing, marketing automation and a basic CRM. Send beautiful newsletters and set up behavioural based automations.

AWeber

Drive results with targeted email marketing automations for small businesses and entrepreneurs through AWeber.

Constant Contact

Constant Contact is a powerful email marketing platform. Use it to drive sales and conduct e-commerce through segmented emails and automations.

ConvertKit

ConverKit provides user-friendly tools to build email marketing campaigns, automations, forms, landing pages, and integrations.

Infusionsoft by Keap

Infusionsoft, a CRM program owned by Keap, provides sophisticated email marketing and CRM capabilities designed to take your business to the next level.

MailChimp

MailChimp is a marketing automation platform and an email marketing service.The free plan is great for small businesses who don't yet have an email list.
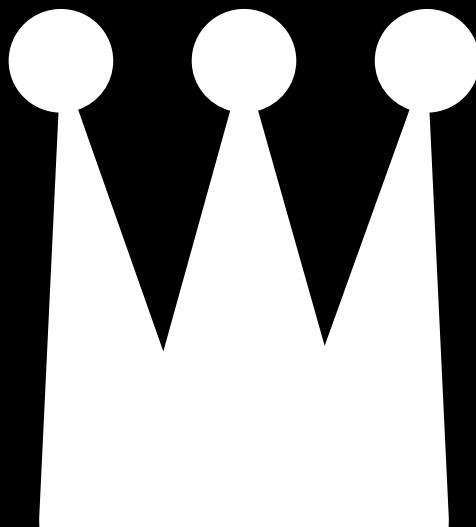
Sendinblue

This user-friendly CRM program is a powerful tool that can help you to design and optimise campaigns and grow and segment your audience.

Forms & Surveys

Crowdsignal

Crowdsignal is an online survey software used to conduct customer surveys and polls.

SurveyMonkey

SurveyMonkey is online survey software that helps you create and deliver professional surveys, collect responses and analyse results.

Typeform

Typeform is a web-based platform for collecting and sharing information, in a conversational, human way.
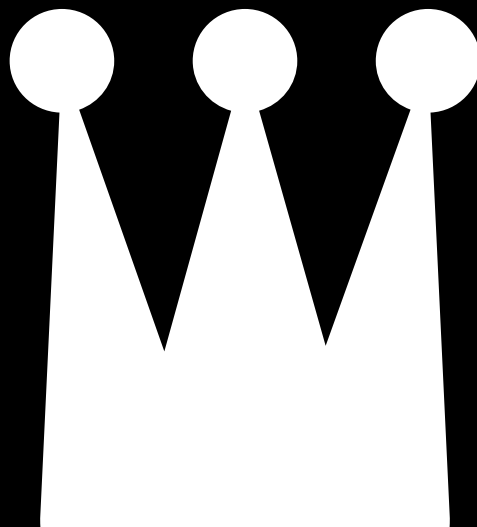
Wufoo

Wufoo is an online form creator that lets you create contact forms, online surveys and invitations so you can collect the data, registrations and payments.

Freelance
Services

Fiverr

Fiverr is a global online marketplace offering tasks and services, beginning at a cost of $5 per job performed.
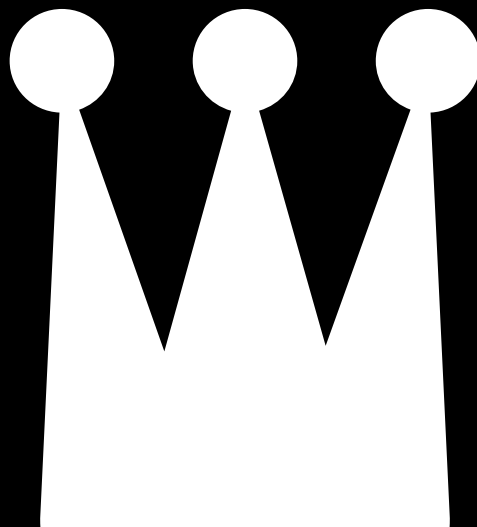
Upwork

Upwork is a global freelancing platform where businesses and independent professionals connect and collaborate remotely.

Images

Depositphotos

Depositphotos is a provider of high-quality, low-cost stock, royalty-free images, illustrations and vector art.

iStock

iStock is one of the world's leading stock image, illustration. video and audio site.

PicMonkey

PicMonkey is a free online image editor with premium features which has creative tools for photo editing and graphic design.

PicResize

PicResize helps you resize, shrink and crop your images online.

Pixabay

Pixabay is a website for sharing high quality public domain photos, illustrations, vectors and video.

Pixlr

Pixlr is a free web based photo editing application similar to PhotoShop.

Shutterstock

Shutterstock is a leading global provider of high-quality images, video and music.
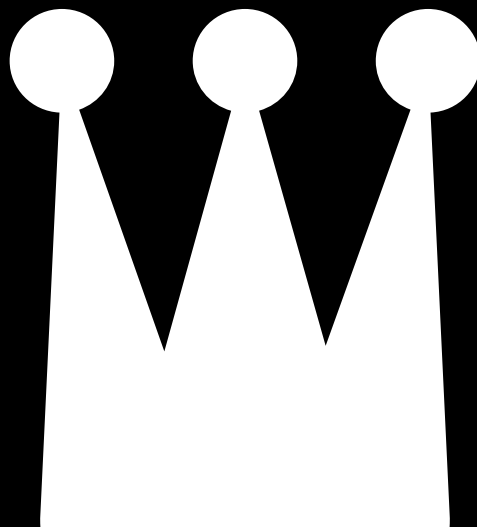
Unsplash

Beautiful, free images and photos that you can download and use for any project. Better than any royalty free or stock photos.

Landing
Pages

Leadpages

Leadpages is a platform that lets you collect leads and customer contacts from landing pages, pop-up forms, social media, text messaging, and email.
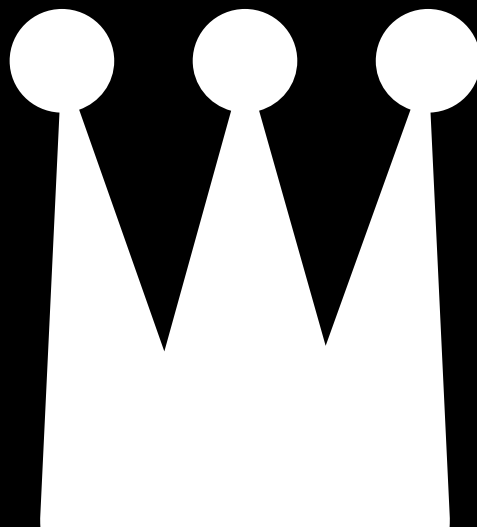
OptimizePress

Create high converting landing pages, sales pages and membership portals with OptimizePress.

Messenger Apps

Botsify

Botsify is a platform where you can create your own automated chatbots online, which will help you increase sales and reduce customer support cost.

Chatfuel

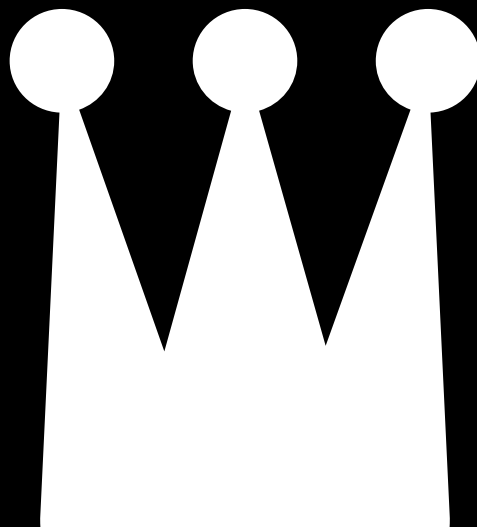Chatfuel is a leading bot platform for creating AI chatbots for Facebook.

ManyChat

ManyChat is a bot builder messaging app for Facebook. It can help with marketing, sales and support.
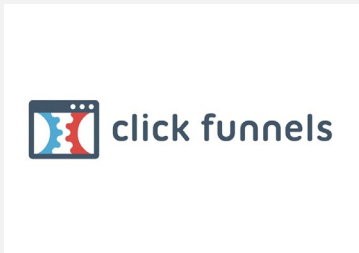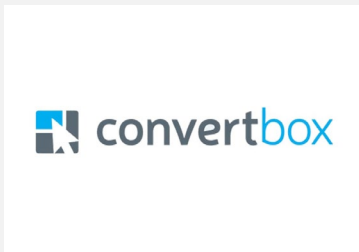
Online Marketing

Act!

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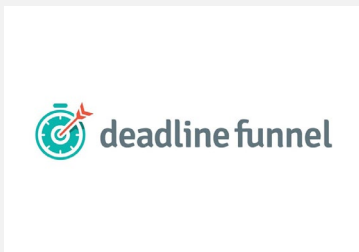
ClickFunnels

ClickFunnels is an online marketing tools that lets you easily build and edit your website, develop sales funnels, and incorporate email and FB automations.

Convertbox

This online marketing and communication tool allows you to build call to actions and sequences designed to decrease abandonment, generate leads, and drive traffic.

Deadline Funnel

Deadline Funnel allows you to create evergreen countdowns and deadlines that integrate into your existing marketing software.

OptinMonster

OptinMonster is a lead-generation plugin for WordPress. You can create effective email sign-up forms that integrate with most popular email services.

Sumo

Sumo is a suite of tools that can be used to grow your website's traffic and generate leads.
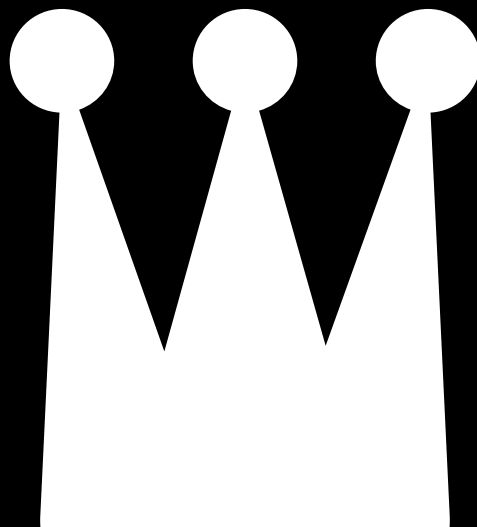
Thrive Ultimatum

This plugin is a scarcity marketing tool can create a sense of urgency, subsequently optimising conversions and increasing sales.

Promotions

Gleam

A business growth platform that has a number of apps – inc. Competitions. Build your own competitions or giveaways and run them across multiple platforms.
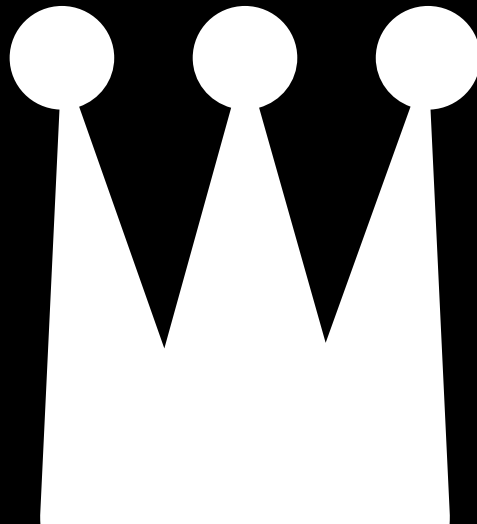
Rafflecopter

Rafflecopter is a platform that allows you to launch and manage giveaways online. It is very use friendly and doesn't require any coding.

Social Media

AgoraPulse

AgoraPulse is a social media management app that includes tools for moderation, analytics, publishing, competitions, and much more.

Buffer

Buffer is a software app for web and mobile, designed to manage accounts in social networks, by providing the means for a user to schedule posts.

Hootsuite

Hootsuite is a platform for managing social media. It helps you keep track and manage your many social network channels.

MeetEdgar

MeetEdgar is a social media scheduling platform for LinkedIn, Facebook, Twitter and Instagram.

Planoly

Planoly is a management, planning and scheduling platform for Instagram. Its visual layout makes it particularly user-friendly.

Sendible

Sendible is a platform for engaging with customers, measuring results and monitoring your brand across multiple social media channels at once.

Sprout Social

A social media management tool created to help grow social media presences. Communicate with customers, collaborate across teams and measure effectiveness.
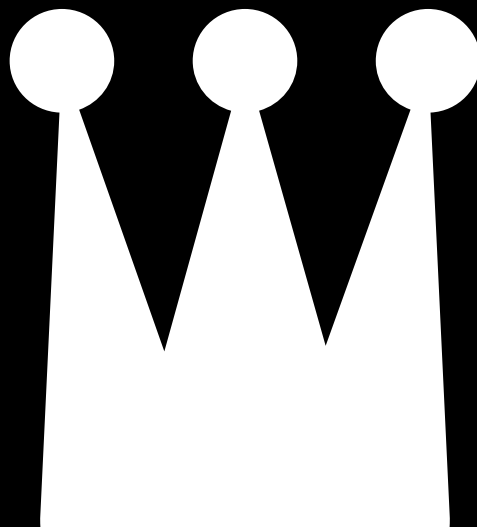
Tailwind

Tailwind is a Pinterest/Instagram scheduling platform. It helps to maximise your time and efficiency and offers analytics to see what works and what doesn't.

Team Communication

Slack

Slack is a workspace that powers your organisation and is a messaging app for teams. It brings all your team's communication and files in one place.
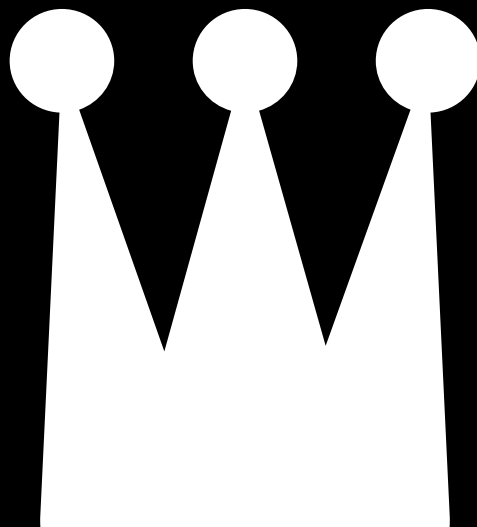
Voxer

Voxer is a live messaging application for smartphones. You use it similar to a walkie-talkie and can send quick questions or info to your team members on the go.

Video

Amara

Amara is a captioning software for videos. It enables you to translate videos and add subtitles or captions.

Camtasia

Camtasia, created by TechSmith, is a screen recording and video editing platform.

iMovie

iMovie is a video editing software application by Apple.

Loom

Loom is a free screen and video recording software.

Pixels Videos

Pexels Videos makes it easy to find free stock footage for your website, promo video or anything else. All videos are free for personal and commercial use.

Promo

A simple and user-friendly platform to create videos to promote your business.

QuickTime

QuickTime is a video software developed by Apple that plays videos but it also allows you to record audio and record your screen.

Rev

Rev is a text to audio converter that enables you to transcribe audio, caption videos, and even add foreign subtitles.

Shotcut

Shotcut is a free, open source video editor that makes movie making straightforward.

VideoHive

VideoHive is a catalogue site for the buying and selling of royalty-free footage and motion graphics.

Vimeo

Vimeo is a video hosting and sharing platform.

Wistia

Wistia is video hosting platform that allows users to embed videos on their website and to monitor their engagement.

Webinar
Software
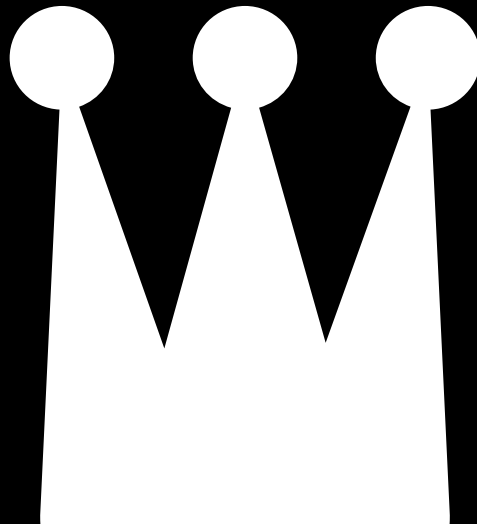
Adobe Connect

This conferencing system enables you to host webinars, in addition to virtual classrooms and meeting rooms.

BigMarker

This webinar platform enables you to host and stream live webinars, with up to 9 hosts.

GoToWebinar

Powered by LogMeIn, GoToWebinar is a simple to use webinar platform to aid your ability to train and educate in an online space.
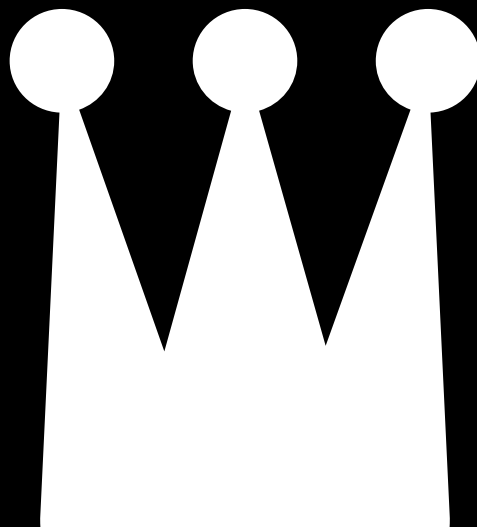
Zoom

Zoom is a leading video conferencing and webinar software provider.

Websites

Shopify

Shopify is an e-commerce platform that simplifies the process of building and managing an online store.

SiteGround

SiteGround is a web hosting company that offers a variety of hosting packages for your website and services more than 500,000 domains world-wide.

Squarespace

This all-in-one website builder is packed with features, including domains, e-commerce, hosting, galleries, and analytics.

WordPress

A platform that allows you to build a website or blog. They have templates and analytics, but you have the option to add plugins to boost capabilities.