



Co-funded by the  
Erasmus+ Programme  
of the European Union

## SKILLED MOM FOR THE FUTURE

Project Reference: 2021-1-IT01-KA210-VET-000032846

Start date 28-02-2022

End date 27-08-2023

Eu Grant: 60.000,00 €

Programme: Erasmus+ Key Action: Partnerships for cooperation and exchanges of practices

Action Type: Small-scale partnerships in vocational education and training

Countries covered: 4

Topics: Overcoming Skills Mismatch And Addressing The Needs Of The Labour Market Promoting Gender Equality Digital Skills And Competences

WEBSITE <https://www.piattaformaprogetti.eu/skilled-mum-for-the-future/>



Cultura e Democratica



### Summary

#### Objectives

The general objective is to improve young mothers' access to quality training tools, to implement their digital knowledge and transversal skills for new professions.

The specific objectives are

- i) creating specific training paths for young mothers
- ii) improving the training of trainers on inclusive digital pedagogy linked to the use of digital tools

#### Activities

The activities of the project will be

- 1) initial kickoff meeting to illustrate the aspects that contribute to delineate the boundaries of the project
- 2) transnational workshop, composed of four working groups to outline guidelines on digital and transversal competences
- 3) an online training course on inclusive digital pedagogy addressed to trainers
- 4) a final dissemination event, for the presentation, dissemination and exploitation of the results.

#### Impact

The expected results are: i) creation of guidelines, in open source digital format, outlining training paths directed to young mothers for the acquisition and growth of digital knowledge and transversal skills for the new professions; ii) creation of short video lessons realised through the application of digital tools and with an inclusive digital pedagogy, having as content the guidelines designed in the previous result

## Guidelines of digital knowledge and transversal skills for the new professions

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### JAVA

Java for beginners: <https://www.youtube.com/watch?v=elrMbAQSU34>

### SOCIAL MEDIA

Social media marketing course 2022: <https://www.youtube.com/watch?v=zbhwHDKmkXM>

The A-Z for your Brand's Social Media Style Guide: <https://influencemarketinghub.com/social-media-style-guide/>

### LINKEDIN

<https://www.youtube.com/watch?v=X3OzK2w8kUs>

### MICROSOFT OFFICE

Word for beginners:

[https://www.youtube.com/watch?v=HC13M8FGINc&list=PLmkaw6oRnRv8UYcRLpxon4rPQm\\_pud8nd](https://www.youtube.com/watch?v=HC13M8FGINc&list=PLmkaw6oRnRv8UYcRLpxon4rPQm_pud8nd)  
[https://www.youtube.com/watch?v=IS1nHBJ2Yc&list=PLmkaw6oRnRv8UYcRLpxon4rPQm\\_pud8nd&index=8](https://www.youtube.com/watch?v=IS1nHBJ2Yc&list=PLmkaw6oRnRv8UYcRLpxon4rPQm_pud8nd&index=8)

Excel for beginners:

[https://www.youtube.com/watch?v=k1VUZEVDJ8&list=PLmkaw6oRnRv8UYcRLpxon4rPQm\\_pud8nd&index=2](https://www.youtube.com/watch?v=k1VUZEVDJ8&list=PLmkaw6oRnRv8UYcRLpxon4rPQm_pud8nd&index=2)  
[https://www.youtube.com/watch?v=bhZckWTLkJM&list=PLmkaw6oRnRv8UYcRLpxon4rPQm\\_pud8nd&index=7](https://www.youtube.com/watch?v=bhZckWTLkJM&list=PLmkaw6oRnRv8UYcRLpxon4rPQm_pud8nd&index=7)

Powerpoint for beginners:

[https://www.youtube.com/watch?v=u7Tku3\\_RGPs&list=PLmkaw6oRnRv8UYcRLpxon4rPQm\\_pud8nd&index=3](https://www.youtube.com/watch?v=u7Tku3_RGPs&list=PLmkaw6oRnRv8UYcRLpxon4rPQm_pud8nd&index=3)

Teams:

[https://www.youtube.com/watch?v=bAesljrem7E&list=PLmkaw6oRnRv8UYcRLpxon4rPQm\\_pud8nd&index=16](https://www.youtube.com/watch?v=bAesljrem7E&list=PLmkaw6oRnRv8UYcRLpxon4rPQm_pud8nd&index=16)

Outlook for beginners: <https://www.youtube.com/watch?v=UcikK-9oP00>

### HTML

HTML for beginners: <https://www.youtube.com/watch?v=qz0aGYrrlhU>

### CANVA

Canva tutorials: <https://www.canva.com/designschool/tutorials/>

Canva tutorial: <https://www.youtube.com/watch?v=zJSgUx5K6V0>

### PHOTOSHOP

Photoshop course for beginners: <https://www.youtube.com/watch?v=NNkGiab2dWU>

### CASE STUDIES

- **The Blonde Salad:** Chiara Ferragni is a digital entrepreneur and one of the world's most famous icons of Italian style. She is the CEO and founder of TBS Crew srl and Chiara Ferragni Brand and has been a member of the board of directors of the Tod's Group since 2021. Her career began in 2009 when she launched

TheBlondeSalad.com, a blog dedicated to fashion and lifestyle, which over time evolved into a Talent and Marketing Strategy Agency. A few years later she gave birth to Chiara Ferragni, a footwear brand that later evolved into a total look. When the Harvard Business School dedicated two case studies to Chiara's career, her name was consecrated as one of the most influential in the digital economy, an achievement later sanctioned by Forbes America, which in 2017 crowned her the most powerful fashion influencer in the world.

- **Vera Lab.:** Cristina Fogazzi made a name for herself as a blogger - hence the nickname "Estetista Cinica" (Cynical Beautician) - but then started producing body and facial products under the VeraLab brand through her online shop. Now, Cristina Fogazzi is an entrepreneur and influencer in fashion, cosmetics and personal care. This led to her success first on social media, in bookshops and then also on television: to date, the cynical beautician boasts no less than 800,000 followers on Facebook and Instagram.
- **NYKAA:** Falguni Nayar comes from a Gujarati family but was brought up in Mumbai. She graduated from IIM, Ahmedabad, and was a former managing director at Kotak Mahindra. She is another example of how 'Age does not define anything'. At the age of 50, she left her job to run after her dream and make it a reality. Everyone told her it was too late, but she believed in her passion. With hard determination and an idea, Falguni Nayar started her business. She launched India's first cosmetics-based E-commerce company Nykaa. She has now curated over 850 brands and 35,000 products with stores spanning across the entire country. The company's uniqueness lies in what it's selling; Nykaa sells beauty and wellness products spreading a huge variety of brands from all around the world. She is set to become India's second-richest Women Entrepreneur.
- **CAMFED:** Ann Cotton was born in the Welsh city of Cardiff. Her educational career began in London where she founded an organization for girls who had been expelled from traditional schools. In 1991, Ann went on a study trip to rural Zimbabwe to find out why females were not enrolling in school at such a high rate. She went on to provide financial help for 32 girls to attend secondary education once she discovered poverty was the root of the problem. Camfed is a non-profit organization founded by Ann Cotton in 1993. Camfed is short for Campaign for Female Education and is working to increase girls' educational opportunities in rural Africa and supports girls who would otherwise be denied an education because of poverty. The organization has helped over 3.3 million children enroll in school and have improved the educational environment for over 5.7 million students. One of the charity's most innovative initiatives is the development of CAMA, a pan-African network of Camfed graduates and women leaders who offer local services, use their skills to improve their communities, and encourage more girls to attend school.

The Greatest stories of female entrepreneurs of the 21<sup>st</sup> century:

<https://www.forbes.com/sites/maggiemcgrath/2021/03/07/the-greatest-stories-of-female-entrepreneurs-of-the-21st-century/?sh=664ab3ac70a8>

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[YES] Can be added to free membership websites

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# Disclosure

I wrote this e-book after extensive research. It isn't an advertisement; any service provider does not influence it, and we suggest objective recommendations.

We only recommend impartially classified tools and services that we believe will add value to your business according to several criteria like pricing plans, benefits, available features, possible integrations, comparisons, etc.

These tools are either the most popular & trusted services, the highest-rated through the best reviews platforms, or recommended by online forums, influencer marketing, digital marketing courses, and certifications.

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## Best Digital Marketing Resources & Tools



### Digital Marketing Tools



Digital marketing toolbox allows newbie and experienced marketers alike to discover all the best Digital Marketing tools and software they need to succeed in one place.

These useful tools are either the most popular & trusted tools, programs, systems, apps, software, automation, and platforms, or the highest-rated through the best reviews platforms, or recommended by online forums, influencers marketing, digital marketing courses, and certifications.

Here's a quick recap of the best digital marketing resources that gives you a report about what's working right now: Over 600+ digital marketing tools are separated into the 50 most essential niche categories.







Turn Knowledge into income. Use the right tools to target the right people at the right time & place!

## Digital Marketing Resources: Categories

1. [Online Learning Platforms](#)
2. [Keyword Research Tools](#)
3. [CMS Platforms & Website Builders](#)
4. [Website Themes, Templates, and Plugins](#)
5. [Web Hosting Services](#)
6. [Email Marketing Service Providers](#)

7. [E-Commerce Platforms](#)
8. [Drop-shipping Platforms](#)
9. [E-Commerce Shipping Solutions](#)
10. [Online Payment Systems](#)
11. [Sales Funnel Builders](#)
12. [Landing Page Builders](#)
13. [Affiliate & Ad Networks for Publishers & Advertisers](#)
14. [Marketing Automation Programs](#)
15. [Web Analytics Tools](#)
16. [Heatmap Software](#)
17. [Social Media Management Tools and Services](#)
18. [Mobile App Development Tools](#)
19. [Online Graphic Design Tools](#)
20. [Freelance Graphic Design Websites](#)
21. [Freelance Services Marketplace](#)
22. [Online Logo Maker Tools](#)
23. [Customer-Relationship Management Tools](#)
24. [Project Management Software](#)
25. [Conversational Marketing Software](#)
26. [Call Center Software/ Web Phone](#)
27. [Tracking Software](#)
28. [Affiliate Programs & Referral Programs](#)
29. [Seller Ratings & Product Reviews Platforms](#)
30. [Survey & Feedback Software](#)
31. [Social Proof Software Platforms](#)
32. [Viral Competitions, Social Giveaway, and Sweepstakes Tools](#)
33. [Push Notifications Services & Tools, SMS Text Marketing, and Messenger Marketing](#)
34. [Lead Capture Tools](#)
35. [ADS Spy Tools](#)
36. [Online Video Editors and Software](#)
37. [Live Streaming Prerecorded Videos Solutions](#)
38. [YouTube Optimization Tools Video Publishing & Syndication System Create Video](#)
39. [Podcast Hosting Services](#)
40. [Web Conferencing and Webinars Platforms](#)
41. [Membership & Subscription Management Tools](#)
42. [Scarcity Marketing Solutions and Deadline Funnel](#)
43. [Stock Image Providers](#)
44. [Web Security Solutions](#)
45. [SSL Certificates Providers](#)
46. [Virtual Private Networks Services \(VPN\)](#)
47. [Website Translation Services](#)
48. [Appointment Scheduling Tools and Booking Systems](#)
49. [Custom apparel and Designs E-commerce Platform](#)
50. [Event Management and Ticketing Platforms](#)

## **Category 1: Online Learning Platforms**

 <b>Udemy</b> <b>The Online Learning Marketplace</b> <p>Udemy is one of the largest popular educational platforms with students &amp; instructors worldwide, a selection of over 100,000+ affordable online video courses and various new topics in a vast range of subjects.</p> <div style="background-color: #007bff; color: white; padding: 5px; text-align: center; margin-top: 10px;">VISIT WEBSITE</div>	 <b>Coursera</b> <b>Online Learning from Top Universities</b> <p>Coursera is an online educational platform, from top online companies and universities that offer online courses, specializations, and degrees in various subjects to online learners.</p> <div style="background-color: #007bff; color: white; padding: 5px; text-align: center; margin-top: 10px;">VISIT WEBSITE</div>	 <b>FutureLearn</b> <b>The Digital Education Platform</b> <p>FutureLearn is an accredited online course, program &amp; degree learning platform in association with leading universities, business schools, and specialist organizations through videos, articles, quizzes, and discussions.</p> <div style="background-color: #007bff; color: white; padding: 5px; text-align: center; margin-top: 10px;">VISIT WEBSITE</div>
		

### CreativeLive

#### The Online Education Classes

CreativeLive is an online education platform aimed at entrepreneurs, creative professionals, and writers that broadcasts 1500 live instructional classes taught to an international audience.

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### Acadium

#### Marketing Apprenticeship Platform

Acadium is a worldwide education platform that provides online training courses. It connects digital marketers students with startup employers, and small businesses entrepreneurs.

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### Bitdegree

#### The Digital Studying Platform

Bitdegree is a digital studying platform powered by the blockchain-based reward system that provides affordable education for everyone from hundreds of great free & paid online courses to teach new skills that land a job.

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### DataCamp

#### Data Science and Analytics Platform

DataCamp is the online learning & certification platform that allows students to learn data science language skills with video tutorials and coding challenges from over 100 intuitive courses on R, Python, SQL, Git, Shell, statistics & more.

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### Edureka

#### The E-Learning Systems Platform

Edureka is an online growing E-Learning platform that provides certification trainings & master's programs and helps professionals learn effective systems and trending technologies on AWS, DevOps, Python, Machine Learning, and more.

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### TreeHouse

#### Technology E-learning Platform

Treehouse is a reputable MOOC-based technology platform that offers both beginners & experts' students courses & on-demand videos in coding skills, web, game, app, and other similar product development taught by expert teachers for achieving a career in the tech industry.

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### John Academy

#### The Online Learning Platform

John Academy is an online learning platform that provides various awarding body accredited online courses of different levels for beginner and an expert' students to learn new skills and acquire certifications. Learn from more than 2000 Premium course list.

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### Codecademy

#### It has helped more than 24 million students

Codecademy is an online interactive education and learning platform that offers free and low-cost coding classes to millions of learners in 12 different programming languages in web development, programming, computer science, and data science.

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### ed2go

#### Online Continuing Education Provider

ed2go offers hundreds of online classes, career training programs, and certification prep courses from their partners.

- ✓ 750+ Online courses.
- ✓ 2,000+ Academic Institutions.
- ✓ Over 3 million students.
- ✓ 40+ industry specialties.
- ✓ 150+ certifications.

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### Simpliv



### International Open



### QuickStart

### The Online Learning Platform

Simpliv is a web-based platform for learning and teaching online courses. It helps e-learners learn various topics, business concepts, software, programming, marketing, data science, and more, from authors, educators, coaches, and business leaders, generally from expert industry professionals.

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### Academy

#### The Online Courses' School

Founded In 2009, International Open Academy is a training and online course platform created by professional educators for E-learners aiming for professional development and personal growth.

✓ 800,000 Students.

✓ 120 Courses.

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### The Online IT Certification Training

QuickStart is one of the leading IT skills training providers in the emerging technologies designed by some of the best experts and instructional designers for individuals and teams through online training, live virtual classroom courses, hands-on virtual labs, and more.

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### E-Courses4You

#### The Online Training Courses

E-Courses4You is an accredited online training course provider designed to start and grow business and individual life. E-Courses4You partners: Knightsbridge Trading Academy, Lynx Recruitment, Balance Global, Robust IT, David Key, and MET Recruitment.

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## Category 2: Keyword Research Tools



### Semrush

#### Marketing Analytics & Research Tools

Launched in 2008, SEMrush is an all-in-one marketing analytics & research suite of online-stores, Enterprises, competitive research, Agencies, tools for keyword research, SEO toolkit, PPC toolkit, content, social media strategies, market research, and much more.

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### LongTailPro

#### The Powerful Keyword Research Tool

LongTailPro is a powerful keyword research tool designed for Marketing teams, Agencies, and Freelancers to find profitable niche keywords, best longtail targeted keywords and less competitive keywords to improve their ranking in search engines and get more traffic.

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### WordTracker

#### The Keyword and Market Research Tool

WordTracker is an online keyword and market research tool that helps marketers reveal new keywords for their markets and thousands of profitable longtail keywords using the Keyword tool, Nicheexplorer, inspect tool, and Custom reports to boost traffic and rankings.

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## Serpstat

### All-In-One SEO Platform

Since 2016, Serpstat become an all-in-one keyword research tool & SEO platform that helps SEO specialists, analytics experts, PPC specialists, content managers, and digital-marketers automates the SEO process, PPC, search analytics, and content marketing.

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## SE Ranking

### All-In-One SEO Platform

SE Ranking is an all-in one SEO analysis & marketing tool that lets business owners, digital agencies, and SEOspecialists track theirrankings, suggest keyword ideas, monitor competitors,automate reporting, &more to optimize & promote websites on the web.

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## WebCEO

### The SEO Tool Kit

Launched in 2000, WebCEO is a suite of online SEO & digital marketing tools designed for professional SEO teams, marketers, and business owners to optimize & promote their websites for the targeted traffic and to improve results using 21 pro-level SEO software tools.

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## SeoPressor

### The WordPress SEO Plugin

SEOPressor Connect is a popular WordPress SEO plugin that will help you with the On-page optimization of your site or blog pages to take ultimate control of WordPress SEO and rank better on search engines. It powers more than 23 million WordPress pages worldwide.

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## Mangools

### All-In-One SEO Platform

Mangools is a suite of five simple and advanced search engine optimization tools made for beginners & professionals, bloggers, freelancers, marketing agencies affiliate marketers, and SEO professionals: KWFinder SERPChecke, SERPWatcher, Link Mine, and SiteProfiler.

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## Raven Tools

### The SEO ReportingTool

Founded in 2004, Raven Tools is an all-in-one SEO & marketing reporting platform designed for thousands of agencies, freelancers, in-house marketers, and media companies to grow their businesses by improving organic & paid traffic, and conversions.

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## AnswerThePublic

### Search Listening Tool

AnswerThePublic is a web-based search listening tool that allows over 200,000 freelancers, agencies, teams, and marketers worldwide to visualize Google autocomplete results, get consumer insights & detailed keyword research, and explore content ideas & inspiration.

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## Zonbase

### The Amazon Product Research Tool

ZonBase is an all-in-one research platform that helps Amazon sellers to find profitable niches & keywords, track product rank, estimate sales, & find the most accurate products among more than 20 million products in Amazon's database.

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## Site-Analyzer

### SEO Optimizer Tool

Site-Analyzer is a website analysis platform and a variety of SEO optimizing tools that help + 400,000 users to improve their online visibility in search engines using SEO javascript crawl, rank tracking tool, backlinks checker, page analysis, keyword research, SEO benchmark, and more.

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## RankPay

### Performance-Based SEO Services

RankPay is as performance-based SEO services that help thousands of businesses and agencies to improve higher search engine rankings, grow good organic traffic & improve lead generation and acquisition. It provides digital marketing solutions and services such as PPC management, Google Maps optimization, blog management, social marketing, website design, & more.

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## Category 3: CMS Platforms & Website Builders



### WordPress

#### The Leading & Most Popular CMS

Created in 2005 by Mike Little and Matt Mullenweg, WordPress is the most popular open-source content management system (CMS) in the world designed for every publisher to create a beautiful website, blog, or app using its plenty of features and plugins.

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### Joomla

#### The Free Content Management System

Launched in 2005, Joomla is a free & popular open source content management system (CMS) built to create, publish, and manage web content online and developed for websites and online application creators by a community of 1500 volunteer developers.

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### Wix

#### The Free & Flexible Website Builder

Launched in 2006, Wix is a leading cloud-based web development service used by millions of users to create, design, manage, customize, and develop free and professional websites, mobile sites, online stores, booking systems, members area, blogs, and more.

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### Site 123

#### The Easiest Free Website Builder

Site123 is a hosted website building solution that offers professional tools to create free websites using design tools divided into general categories like a business, online store, blog, restaurants & food, event, photography, and music.

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### Godaddy Websites

#### The Largest All-in-One services platform

Founded in 1999, "GoDaddy websites" is an all-in-one solution to create your website using hundreds of customizable templates, design themes, unlimited pages, SSL Certificate, Web Hosting, domain name, online marketing, 24/7 support, and more.

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### Gator website builder

#### All-in-one Website Builder

HostGator has grown into a leading provider of secure website hosting services and related services like website builder, domain names, daily automatic website backups, web design services, PPC management services, and SEO services for small businesses and enterprises.

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### iPage

#### The All-In-One Cheap Web Pages Builder

Founded in 1998, iPage is a web hosting solution that offers online businesses and webmasters a wide range of tools to create websites such as the website builder, Email address, SSL certificate, advanced website design, SEO service, and other marketing services.

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### One.com

#### Cheap & Basic Website Builder

Established in 2002 by Jacob Jensen, One.com is one of the leading suppliers of web hosting services, domain names, professional email address, website builder, WordPress hosting, online shop, and Office 365 that lets bloggers and small businesses build their professional business sites.

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### Strikingly

#### The Easy & Free Website Editor

Launched in 2012, Strikingly is a simple web development tool that allows millions of small businesses and small e-commerce stores to create their websites or blogs using plenty of features like the free website builder, predesigned templates, domain names, sign up & contact forms, analytics, and more.

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### Webflow

#### Great custom designer

Webflow is a website building and hosting software designed for 1M+ users, freelancers, agencies, marketing teams, business owners, and more, to design, build, launch, and manage websites, custom blogs, portfolios, e-commerce stores, and more.

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### Renderforest Website Builder

#### The Simple Website Builder

Founded in 2011, Renderforest is a cloud-based platform that offers advanced marketing tools that help over 8 million users to create videos, slideshows, infographics, animations, logos, landing pages, and websites.

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### Designmodo

#### Impressive Animated Website with Slides

Founded in 2010, Designmodo is a website & email builder for designers, developers, marketers, and business owners using an online drag and drop builder, pre-designed templates, 100+customizable email template modules, & more.

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### Ucraft

#### Free Website Builder

Founded in 2014, Ucraft is a free multi-functional website builder that helps over 360.000 active users to create professional websites, portfolios, blogs, or online stores using 80 pre-designed templates, domain name, hosting, landing page creator, logo maker, 2M icons, 1M free images, integrations, SEO, analytics, Free SSL, & more.

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### Webstarts

#### The Best Free Option to Create a Website

Founded in 2005, WebStarts is a free website builder that helps you create your website, online store, or blog using web hosting, custom domain names, drag & drop editor, design tools, SEO, calendars, memberships features, maps, SEO tools, business emails, social integrations, and more apps.

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### Brizy

#### The Page Builder for WP & Cloud

Brizy is a new page builder plugin realized in 2018 for WordPress and cloud to create websites using the drag & drop builder, over 400+ predesigned pages, blocks & pop-ups, over 4000+ vector icons, global styles, visual contact forms, sliders, dynamic content, landing pages, and more design tools.

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### Bookmark

#### AI-Powered Website Builder

Founded in 2014 by David Kosmayer, Bookmark helpssmall business owners create websites with artificial intelligence design assistant, the drag-and-drop editor, unlimited pages, unlimited bandwidth & storage, free domain, free hosting, free email, free SSL certificate, daily website backups, SEO, Analytics, & more.

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### Weblum

#### The A.I Website Builder

Weblum is a new AI-powered site builder to create a Website, portfolio, or blog, and more for free using a smart design supervisor, 200+ ready-to-use blocks & templates, hosting, domain, SSL security certificate, SEO tools, a library of 100K+ images, integrations, analytic tools, and more marketing tools.

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### MotoCMS

#### Easy for Beginners and Professionals

Founded by Demetrio Fortman in 2008, MotoCMS is an easy all-in-one website builder to create beautiful websites, blogs, or online store using 2500+ ready-to-use website templates, web hosting, domain, website customization, uptime monitoring, analytics, SEO tools, and more integrations & plugins.

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### Webnode

#### The Cheapest Website Builder

Webnode is a simple online website builder system designed in 24 language versions to create a free website, business website, online store, or blog using the online editor, custom templates, predesigned pages, form builder, domain names, reliable hosting, backup & recovery, professional email accounts, royalty-free photos, SEO tools, the membership registration, and more features.

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### Sitejet

#### The All-in-One Web Design Platform

Sitejet is an all-in-one web design platform built for professional graphic designers, web designers, web design agencies, digital publishers, and hosting providers to create, manage, and launch their websites using the website editor, content management, pre-made templates, customer website feedback tool, customer collaboration, hosting & security, SEO, analytics, and more features.

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## Category 4: Website Themes, Templates, and Plugins



### Envato market

#### The Largest Marketplace of Web Software

Envato is the largest global community of online creative people that provides digital and creative, from website themes & templates to stock footage to build websites, videos, apps, graphics, and more.

- Envato Market/ CodeCanyon
- Envato Market/ ThemeForest
- Envato Elements membership.

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### TemplateMonster

#### 50k+ Templates and Digital Products

Launched in 2002, TemplateMonster Marketplace is the biggest collection of web design products that offer 50,000 professional web themes, templates, plugins, graphics, and various digital products to build & maintain websites, online stores; and any web project.

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### Creative Market

#### The Marketplace of Digital Design Content

Creative Market is an online marketplace of digital design content containing millions of themes, templates, graphics, fonts, photos, and other design assets, designed by an independent community of talented creators worldwide. It offers 4,648,713 products to 7,152,910 members.

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### Thrive Themes

#### The WP Themes & Plugins

Thrive Themes was founded in 2013 by Shane Melaugh and Paul McCarthy as a WordPress suite of tools & products that provide optimized themes, templates, plugins, and additional resources like Thrive Architect, Thrive Leads, Thrive Ultimatum, and many more features.

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### Themeisle

#### WP Themes, Templates & Plugins

Themeisle offers various popular free & premium WordPress themes, templates, & plugins to build unique and customized websites. It integrates with all popular page builders like WooCommerce Elementor, Brizy, Beaver Builder, Visual Composer, SiteOrigin, and Divi Builder.

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### Inkthemes

#### WP Themes & Plugins

Inkthemes provides a marketplace of 2380 WordPress themes, 347 plugins, 344+ PHP Scripts, 35+ graphics & flyers, and more items used by 20000+ people across the globe to build their sites, e-commerce Stores, landing pages, video platforms, and a wide range of theme genres for every possible niche.

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### Themify

#### The WP Themes & Plugins

Launched in 2010, Themify is a drag & drop builder plugin for WordPress themes that helped 103,000 customers create WordPress sites using 42 themes, 12 plugins, 25 builders add-ons, 5 add-ons for post type builder & counting, and photoshop mockup files of all themes.

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### Gravity Forms

#### WP Form Builder Plugin

Founded in 2009, Gravity Forms is an advanced popular WordPress form plugin solution used by 1,000,000+ website owners to create unlimited professional contact forms, lead capture, order forms, email capture, user registration forms, surveys, quizzes, the checkout form, and more.

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### Themeum

#### WP Themes & Plugins

Themeum provides a suite of professional premium WordPress themes & plugins for startups & enterprises.

- 20 Themes: LMS (4), Crowdfunding (2), blog (4), Business (4), Event (3), Real Estate (1), and Shop (2).
- 5 Plugins:

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### CSSIgniter

#### The WP Themes and Plugins

Since 2012, CSSIgniter provides a collection of 80+ premium WordPress themes, 50+ Elementor templates, and 6 plugins that helped 100,000+ users to build unlimited websites. It offers the option to select the theme of your choice or complete access to all themes and plugins.

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### Athemes

#### The WP Themes

Athemes provides 22 free and 30 premium WordPress themes that helped 250,000+ users to create stunning personal and business WordPress websites. It allows you to buy a single theme or subscribe for a membership package to access all themes for a lifetime usage license and unlimited domain usage.

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### WPZoom

#### The WP Themes

WPZOOM offers free and premium WordPress themes compatible with popular WP plugins & page builders and is trusted by 75,000+ users and companies worldwide. It is a wide variety of easily customizable themes related to business, magazine, blog, food, portfolio, photography, & more.

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### Astra

#### The WP Themes

WPAstra is one of the most famous & fastest-growing WordPress themes providers that offer free & premium themes for 1,000,000+ users who built their awesome professional websites.

WPAstra is SEO friendly, compatible with popular drag & drop page.

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### WP Rocket

#### WordPress Caching Plugin

Founded in 2013 by Jonathan Buttigieg and Jean-Baptiste Marchand-Arvier, WP Rocket is a caching and performance optimization plugin that lets 1,218,000+ WordPress website get fast-loading time, positive conversion rates & search engine rankings, and more traffic & sales.

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### NinjaForms

#### The WP Form Builder

Created by WP Ninjas in 2014, Ninja Forms is a WordPress form builder used by 1,000,000 users to create beautiful forms, send emails, upload files, accept payments, accept donations, grow mailing lists, get more leads, using drag & drop fields, easy row & column layouts, and more features.

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### Webnus

#### The WP Themes & Plugins

Webnus was launched in 2013 and counted 49000+ customers. It is one of the most popular premium WordPress themes and useful WP plugins designed to create new websites. It provides attractive



### Appthemes

#### The WP Plugins & Themes

AppThemes provides 292 professional WordPress plugins & themes used by 48000+ businesses of all sizes worldwide to build blogs or websites. It has two pricing options related to premium



### EngineThemes

#### WordPress Application Theme Creator

EngineThemes is a WordPress application theme creator that offers 11 customizable themes and 57 extensions to let users build unlimited websites in various

customizable services and website elements like header, pages & footer builders, visual editor, and more.

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WordPress themes and costs \$69 for each theme or \$199 for all.

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projects such as listings websites, real estate, freelance marketplaces, Q&A websites, discussion forums, and more.

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### Premium Coding

#### WP Themes & Services

Founded in 2010, PremiumCoding is a theme creator for ThemeForest on the Envato Market. Today, the company provides 38 popular premium WordPress themes, tutorials, articles & much more in different niche categories, used by 32,000+ customers who built their blog, website, or store.

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### WP Job Manager

#### The WP Job Board Plugin

WP Job Manager is a lightweight and open-source WordPress board plugin designed for adding job-board functionalities to WordPress sites, with several short codes to output jobs in various formats. Being short code based, it can work with any theme and is really simple to set up.

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### BoldGrid

#### WP Themes, Plugins, & Builder

BoldGrid is an entire suite of plugins, themes, and services that help beginners and professionals to build & manage beautiful WordPress websites using a post and page builder, 200+ templates, contact forms, automated backups, upkeep plugin, real-time SEO analysis, loading speed optimize, & more.

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### Bluchic

#### WP feminine themes

Bluchic is a customizable feminine WordPress theme created to help female entrepreneurs and bloggers to build unlimited professional websites and blogs using landing page templates for sales funnel, customizable Canva templates, custom media templates, and more.

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### UltimateBeaver

#### Ultimate Addons for Beaver Builder

Beaver Builder is a well-known & popular drag-and-drop page builder plugin designed for WordPress used by 1,000,000+ websites worldwide. The Beaver Builder add-on provides a growing library of 60+ custom modules, 200+ row sections, and 100+ page templates.

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### UpThemes

#### The WP Themes

Since 2010, Upthemes offer simple WordPress themes with drag-and-drop content editing, speedy customer service, and helpful website-building tips.

It provides simple, clean, and easy-to-use themes including one year of support and automatic theme updates.

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## Category 5: Web Hosting Services



### Bluehost

#### The Best Web Host Overall

Like HostGator and iPage, Bluehost is part of the Endurance International Group (EIG). It is one of the leading & largest web hosting solution companies on the Internet that powers millions of websites with WordPress hosting, WooCommerce hosting, shared hosting, dedicated hosting, reseller



### HostGator

#### Overall Website Needs

Founded by Brent Oxley in 2002, HostGator is a leading provider of secure & reliable website hosting services like shared, reseller, virtual private servers, and dedicated web hosting. It is trusted by thousands of customers, from small business to enterprise, to create personal or business blogs,



### DreamHost

#### Web Hosting Services & DN Registrar

Founded in 1997 by Dallas Bethune, Josh Jones, Michael Rodriguez, and Sage Weil, DreamHost is a web hosting provider and domain name registrar that offer plenty of options to a community of 400,000+ web designers,

hosting, VPS hosting.

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websites, online stores, and more.

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developers, bloggers, and online businesses.

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### Hostinger

#### The Cheapest Web Hosting Plans

Created in 2004, Hostinger is an all-in-one web hosting provider & domain name registrar that offers fast, and reliable web hosting services with a decent uptime & fast loading times. It provides Zyro Website Builder to create websites or online stores using the drag and drop editor, and more marketing tools.

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### SiteGround

#### The Best Features

Launched in 2004 by three university students in Sofia, Bulgaria, SiteGround is a popular web hosting provider for personal and business websites, trusted by the owners of more than 2,000,000 domains worldwide. It offers different hosting options, including shared hosting, cloud hosting, WordPress hosting, and more.

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### Inmotion Hosting

#### Overall Web Hosting Services

Founded in 2001, InMotion is one of the oldest well-known web hosting services that aim to make websites fast, secure, reliable, and always online. It integrates with popular content management systems like WordPress, Joomla, BoldGrid, Drupal, shopping carts like OpenCart, LMS like Moodle, and e-commerce systems.

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### A2 Hosting

#### High Powered Web Hosting

Founded in 2003 by CEO Bryan Muthig, A2 Hosting offers fast & reliable web hosting solutions optimized to host Linux, Windows, Joomla, WordPress, WooCommerce, Drupal, and more CMS, and e-commerce software to launch new or existing simple personal blogs or popular business sites.

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### Liquid Web

#### Professional Managed Hosting

Founded by Jim Geiger in 1997, Liquid Web is a managed hosting provider that powers content, commerce & applications and manages 1.5 million+ sites for 45,000+ small businesses & large enterprises with affordable plans & a wide range of products.

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### Hostwinds

#### Affordable Pricing Plans

Hostwinds is a hosting company founded in 2010 to supports both Linux and Windows users. It covers all web hosting needs for individuals and businesses of all sizes with fast & reliable services, unlimited bandwidth, unlimited disk space, free domain, free website transfers, free SSL certificate, and more.

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### AccuWeb Hosting

#### Excellent Dedicated Hosting Plan

Founded in 2003 in Jersey (US), AccuWeb Hosting is a web hosting platform that supports both Linux and Windows users and offers plenty of services like shared hosting, VPS hosting, WordPress hosting, reseller hosting, Forex VPS, dedicated hosting, and cloud hosting.

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### GreenGeeks

#### Eco-Friendly Hosting Platform

Since its launch by Trey Gardner in 2008, GreenGeeks' web hosting platform aims to be faster, secure, and scalable for 45,000 users & 500,000 websites.

Hosting options: WordPress hosting, shared hosting, reseller hosting, virtual private server, dedicated servers, and more.

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### Media Temple

#### Cloud & Web Hosting Services

Media Temple is a cloud & web hosting company founded in 1998 by Demian Sellfors and John Carey in Los Angeles, California that hosts more than 1.5 million websites. It provides web hosting, managed AWS, managed VPS, shared hosting, managed WordPress hosting, dedicated hosting, and more.

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### HostPapa

#### Small Business Web Hosting

HostPapa is a web hosting & domain name Registration Company founded in 2006 by Jamie Opalchuk that offers shared, reseller, virtual private server, and WordPress hosting for 500,000+ currently hosted personal and professional websites.

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### InterServer

#### Affordable Shared & WP Hosting

Started in 1999 by Mike Lavrik & John Quaglieri, InterServer is a leading managed web hosting, cloud VPS hosting, WordPress VPS, dedicated server, reseller hosting, email hosting, e-commerce web hosting options, and colocation provider.

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### FatCow

#### Small Business Web Hosting

Launched in 1998 & acquired in 2004 by EIG, who also owns HostGator, iPage & Bluehost, FatCow is one of the oldest providers of affordable web hosting options like shared hosting, VPS servers, WordPress hosting, and dedicated servers for small businesses and individuals.

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### Mochahost

#### Web Hosting Company

Launched in 2002 & based in Silicon Valley, Mochahost provides cloud web hosting, managed WordPress hosting, VPS hosting, dedicated cloud hosting, 450+ web apps (WordPress, Joomla, Drupal, etc.), easy website builder, lifetime free domain name, free migration assistance, & more.

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### TMDHosting

#### Overall Hosting Plans

TMD Hosting is a web hosting service that provides shared hosting, cloud hosting, WordPress hosting, VPS hosting, dedicated server hosting, and reseller hosting. It also offers a free transfer, easiest drag & drop site builder, unlimited e-mail accounts, 24/7/365 free premium support, and more.

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### FastComet

#### Overall Hosting Services

Established in 2013 & based in San Francisco, California, FastComet hosts 50,000+ personal and small-business websites with shared hosting, cloud VPS hosting, dedicated hosting, WordPress, WooCommerce, Magento, OpenCart, Joomla, and SocialEngine hosting.

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### MilesWeb

#### Affordable Web Hosting

Founded in 2012 by Deepak Kori, Chetan Mahale & Chinmay Dingore, MilesWeb is a web hosting company that offers web hosting services with easy to use tools, free domain, free SSL & CDN, cPanel, unlimited SSD disk space, unlimited bandwidth, unlimited email accounts, and much more.

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### ChemiCloud

#### The Overall Best Host

ChemiCloud provides web hosting, VPS hosting, reseller hosting, WordPress hosting, Joomla hosting, Drupal hosting, Node.js hosting, and Python hosting, including excellent services like unlimited websites, website builder, free domain for life, unlimited email accounts, & more.

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### ScalaHosting

#### The Best-Value VPS Deals

Powering over 700,000 sites since 2007, ScalaHosting provides shared hosting, reseller hosting, managed cloud VPS hosting, business email hosting, and dedicated servers. It also powers the hosting of WordPress, Magento, Joomla, Drupal, Prestashop, Moodle, and WooCommerce.

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### RoseHosting

#### Best Managed Linux Cloud

RoseHosting is a leading web hosting provider since 2001 for 337K + business and personal



### BigRock

#### Low-Cost Hosting Services

BigRock is a leading domain registration & web hosting company that offers web plenty of



### BigScoots

#### Fully Managed Hosting Solution

BigScoots is a fully managed and reliable web hosting provider used by tens of thousands of clients of

websites. It offers a range of hosting services, including web hosting, VPS hosting, cloud dedicated servers, NVMe hosting packages, and managed hosting solutions for plenty of apps and hosting solutions.

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services for personal and small businesses, such as web hosting, Linux hosting, Cloud hosting, WordPress hosting, Joomla hosting, KVM VPS hosting, and dedicated servers.

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all sizes worldwide: WordPress Hosting, VPS, Shared hosting, Reseller hosting, and Dedicated server hosting solution.

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### WebHostingPad

#### Cheap Hosting Solutions

WebHostingPad is an affordable and secure web hosting solution that offers a free domain, website builder & WordPress, unlimited email accounts, free SSL certificates, and free analytics tools. It provides Website Hosting, WordPress Hosting, VPS Hosting, and Mini Hosting.

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### Nestify

#### WP/ WooCommerce Hosting

Nestify is one of the most straightforward managed hosting providers in the market that offers optimized and fully Managed WordPress Hosting, Managed WooCommerce Hosting, hosting for agency, and VPS Hosting, website security, backups, speed, Updates, efficiency, and more.

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## Category 6: Email Marketing Service Providers



### AWeber

#### The Oldest Email Marketing Tool for Small Businesses

AWeber is the oldest popular email marketing and autoresponder tool, specifically designed for small businesses to connect with their customers.

It integrates hundreds of tools related to a wide range of categories like social media, landing pages, content management, CRM, and more.

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### GetResponse

#### All-In-One Email Marketing Platform

Founded in 199, GetResponse is a simple all-in-one email marketing tool designed to send email newsletters, campaigns, online surveys, and follow-up autoresponders. It integrates with 150 tools, including WordPress, Shopify, PrestaShop, Zapier, Magento, Stripe, PayPal, Salesforce, Etsy, and more.

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### ConvertKit

#### The Emerging Email Marketing Provider for Bloggers

Founded in 2013, ConvertKit is a popular and emerging email marketing service that provides affordable marketing automation for professional bloggers, content creators, and e-commerce marketers to build an audience and grow their businesses.

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### Mailerlite



### Moosend



### Mailjet

### **The Affordable Email Marketing Software**

Mailerlite is founded in 2005 as a web design agency and became in 2010 an email marketing solution that allows businesses, startups, and freelancers to create, personalize, optimize, and manage email marketing using campaigns, popups, automation, landing pages, a website builder, and surveys.

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### **The Email Marketing Solution & Marketing Automation Platform**

Founded in 2012, Moosend is an all-in-one email marketing solution and marketing automation platform that lets businesses of all sizes manage professional email campaigns and mailing lists using all the essential features. It integrates with e-commerce platforms, CRM, CMS, and more apps.

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### **The Affordable Newsletter Solution**

Mailjet is a leading free all-in-one email marketing provider that help SMEs and enterprises to create, edit, send, track, and optimize better email campaigns and transactional email. It integrates with pre-built apps and tools like CMS, contact management, CRM, E-commerce platforms, & more.

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### **Automizy**

#### **The Email Marketing Automation Software**

Founded in 2015, Automizy is an email marketing automation platform that helps small and medium-sized businesses, agencies, and bloggers to send campaigns, build automations, create forms, manage their contacts, and provides them all the tools & services that will increase their email open rates.

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### **Benchmark Email**

#### **The Simple Email Marketing Solution**

Founded in 2004, Benchmark Email was founded by Curt and Denise Keller in 2004 as an internet-based service provider of email marketing and automation that helps businesses of any size to grow their audience & engagement and increase sales.

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### **Privy**

#### **Popups, Email & Text Messaging Tool**

Privy's was founded in 2011 and is used by 500,000+ brands from 180+ countries to grow their email lists and sell more online. It offers a suite of features like popups, landing pages, embedded forms, customizable templates, cart abandonment emails, and more.

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### **MailPoet**

#### **WordPress Newsletter Plugin**

Founded in 2011, MailPoet is a WordPress & WooCommerce email marketing plugin used by 300,000 websites around the world to interact with subscribers, send newsletters, post notifications, and set up email marketing automation using signup forms, welcome emails, & more.

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### **Email Marketing from GoDaddy**

#### **The Largest & Oldest Services Platform**

Founded in 1997 in the United States, GoDaddy is the world's largest services platform that offers to approximately 18.5 million customers worldwide the internet domain registrar, web hosting, website builder, web security, email marketing, & more.

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### **Interspire**

#### **The Email Marketing, Autoresponder, Survey, and CRM Software**

Interspire is an all-in-one email marketing software that helps businesses create, send, and track personalized email messages using autoresponders, list management automation, CRM, split testing, feedback & surveys, and more.

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### **RightMessage**



### **Mailify**



### **MailEngine**

### **Email Marketing Personalization and segmentation**

Founded in 2018 by Brennan Dunn & Shai Schechter, RightMessage is a website personalization tool that helps thousands of companies segment their audience and personalize everything to get more opt-ins, survey/ quiz their audience, turn more leads into customers, optimize landing pages, and more.

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### **Email, SMS Marketing & Automation software**

Mailify is an email, SMS, automation & marketing tool to create, send, and analyze email and SMS marketing campaigns using 70 responsive & customizable email templates, landing pages, automated multichannel campaigns, real-time monitoring and reporting, transactional-email, Opt-in forms, survey forms, CRM, AI, and more.

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### **The Self-Hosted Autoresponder Software**

MailEngine is a Self-hosted autoresponder system that helps small businesses send unique marketing emails using Gmail & G Suite and spin the content in the subject line and the body using Javascript redirection and an in-built spam filter words detector. It provides a list of email marketing features.

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## **Category 7: E-Commerce Platforms**



### **WooCommerce**

#### **The Free Customizable E-commerce Platform for WordPress**

WooCommerce is the most popular free open-source worldwide e-commerce plugin designed on WordPress CMS for small and medium businesses to set up your store, sell physical or digital products online, manage orders and customers, and more.

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### **BigCommerce**

#### **The Most Scalable E-commerce Platform**

Founded in 2009, BigCommerce is a popular SaaS customizable e-commerce platform on the market that allows business owners to create online stores and sell either physical or digital products online.

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### **Volusion**

#### **The Oldest E-commerce Platform**

Founded in 1999, Volusion is one of the oldest & popular all-in-ones hosted e-commerce solutions and shopping cart software that helps entrepreneurs create successful online stores, manage and grow their online business, and much more.

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### **Ecwid**

#### **The Best Free Store Builder for SMBs**

Founded in 2009, Ecwid is a SaaS e-commerce solution designed for small and midsize businesses to create online new stores, add an online store to an existing website, and sell on multiple online stores, like sites, social media channels, and mobile devices.

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### **3dcart**

#### **The Oldest E-commerce Platform for Small Businesses**

3dcart designs e-commerce software for businesses and online stores. 3dcart is an all-in-one great hosted e-commerce solution that allows entrepreneurs to create a complete e-commerce website, sell online physical and digital products, track sales, and more.

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### **Sellfy**

#### **Best for Creators and Online Businesses**

Sellfy is a cloud-based e-commerce platform founded in 2011 to help creators and online businesses build customizable & secure online stores and sell products & subscriptions. It offers integrated "Buy Now" buttons to social media or website established audiences .....

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### **Sendowl**



### **Payhip**



### Best for Digital Products and Services

Sendowl was created in 2010 by tech entrepreneur George Palmer as an e-commerce platform and shopping cart solution to help businesses sell any type of digital product, subscriptions, memberships, and also physical products, direct to their audience from websites and social media.

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### Digital Downloads and Memberships

Payhip was created in 2011 as a simple & affordable all-in-one e-commerce solution to help sellers start their all-in-one digital storefront, host, sell memberships, and all types of digital products to their fans and followers, such as ebooks, software, design assets, music, videos, images, and much more.

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### Thinkific

#### Best for Creators and Online Businesses

Sellfy is a cloud-based e-commerce platform founded in 2011 to help creators and online businesses build customizable & secure online stores and sell products & subscriptions. It offers integrated "Buy Now" buttons to social media or website established audiences .....

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### Teachable

#### The Online Course Platform

Founded in 2014, Teachable is one of the most popular all-in-one LMS providers that lets online entrepreneurs create, publish, and sell unlimited online courses to students using a fully functioning online school with learning management, sales & marketing tools, and payment gateways.

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### Podia

#### The Online Courses, Memberships, and Downloads

Launched in 2014 by founder Spencer Fry, Podia is a simple all-in-one hosted digital storefront of online courses, downloads, webinars, and membership platforms using email marketing, payment processors, quizzes, drip content, upsells, and more.

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### Selz

#### Digital Downloads and Memberships

Martin Rushe founded Selz in 2013 as a simple online custom store builder for growing small and large businesses to sell digital downloads and memberships online on their channels and websites using a Buy button or to set up a new store on Selz' web server.

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### Gumroad

#### One of the Cheapest Shopping Cart Solutions

Founded by Sahil Lavingia in 2011, Gumroad is a simple online e-commerce platform that enables over 40,000 creators and artists to sell music, software, comics, courses, books, films, and more products online instantly to their audience.

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### Format

#### The Portfolio Websites Builder

Founded in 2010, Format is an affordable photography online store builder for photographers, artists, designers, illustrators, models, architects, students, and many more creators to share their work and grow their business.

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### Sellbrite

#### Marketplace Management Listing Tool

Founded in 2013 & acquired by GoDaddy in 2019, Sellbrite is a cloud-based multichannel selling tool for online brands & retailers looking to list unlimited products on the major popular marketplaces to reach more customers.

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### Beeketing



### Jumpseller



### EasyStore



### **The Marketing Automation for E-commerce Stores**

Launched in 2011, Beeketing is an all-in-one marketing automation technology for e-commerce website owners of all kinds and sizes that provides a suite of marketing tools built to increase sales. It's trusted by more than 350,000 businesses worldwide.

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### **The Low-cost E-commerce Solution Stores**

Founded in 2010 in Porto, Portugal, Jumpseller is an all-in-one low-cost e-commerce solution that allows small businesses to set up and manage an online store and start selling. It provides all the E-commerce features you need to sell online, such as a secure shopping cart, ...

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### **All-In-One E-commerce Business**

Founded in 2013, EasyStore is an all-in-one e-commerce solution that supports 40,000+ small businesses to create & manage their online stores and start selling with their brands. EasyStore offers over 80+ advanced plugins and powers over 30,000 businesses worldwide.

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### **LifterLms**

#### **Online Training Platform and Community**

Founded in 2014, LifterLMS is an all-in-one learning management system and WordPress plugin designed to help education entrepreneurs build powerful LMS systems on their platforms using online courses & training programs, quizzes, and membership sites, and more.

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### **Ultracart**

#### **The shopping cart solution**

UltraCart is a shopping cart solution to build a complete e-commerce website and sell online using the StoreFronts visual builder, compatible buy buttons with CMS, Custom Checkout, Google products, Amazon, and eBay marketplaces. It provides a wide range of features like analytics, A/B testing, free SSL, ...

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### **ShopBase**

#### **White Label, Print-On-Demand & DropShipping Platform**

Launched in 2008, ShopBase is an e-commerce platform designed for white-label, print-on-demand & drop-shipping to help entrepreneurs create their online store and start selling. It provides all necessary features to build a Storefront using customizable themes, unlimited products, web hosting, ...

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### **PinnacleCart**

#### **All-In-One E-commerce Solution Platform**

Founded in 2003, PinnacleCart is an all-in-one e-commerce solution used by over 30,000 small and medium businesses to build, manage, and grow online storefronts designed as unique as their brand, the web store builder and customizable templates.

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### **Yondo**

#### **Sell live online group classes and videos on demand**

Founded in 2011, Yondo is an all-in-one e-commerce solution that allows online businesses to start an online marketplace, sell videos online, webinars & group classes, and live online consultations on their website. It integrates with some top online services...

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### **Shopio**

#### **E-commerce Store Builder**

Founded in 2008, Shopio is an all-in-one e-commerce platform and shopping cart solution that allows small to medium-sized businesses to create, market, promote an online store, and start selling their products online. It has a range of the required features to build an online store with customizable storefront themes, ...

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## **Category 8: DropShipping Platforms**



### Alidropship

#### AliExpress Dropshipping

AliDropship is a webdevelopment platform and e-commerce site designer that creates e-commerce tools and software for entrepreneurs to launch tested dropshipping web stores by selling AliExpress products in various niches.

AliExpress is a part of the giant Alibaba Company from China.

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### Dropified

#### Dropshipping Business Automation

Launched in 2015, Dropified is a drop-shipping platform that helps sellers research products, connect with suppliers, load products into their stores, process orders, and many options to automate their online store.

[VISIT WEBSITE](#)

### Wholesale2B

#### The Automated Dropshipping Solution

Wholesale2b is an automated drop-shipping service created in 2005 to offer entrepreneurs all their wholesale drop-shipping needs, inventory, order automation, store design, and hosting services to find great products at great prices and start their Dropship business.

[VISIT WEBSITE](#)



### Inventory Source

#### Dropship Automation Solution

Inventory Source is an inventory & order management system and a Dropship automation solution created in 2003 to help e-commerce retailers automatically browse the directory of dropship suppliers, upload products directly, sync supplier inventory, orders & shipment tracking.

[VISIT WEBSITE](#)



### Salehoo

#### The Ultimate Dropshipping Market Research Tool

Founded by Simon Slade and Mark Ling in 2005, SaleHoo is one of the largest wholesale directories & dropshipping services specially designed for eBay, Amazon & store owners that offer international contracts and global trading platforms between wholesalers and retailers.

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### Worldwide Brands

#### The Oldest Wholesale Suppliers Directory

Worldwide Brands is a Florida company founded by Chris Malta in 1999 for anyone looking to start a business in dropshipping and wholesale.

It's the worldwide trusted wholesale product directory for online sellers of products on Amazon, eBay, an online store.

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### GrooveKart

#### E-commerce Platform and Dropshipping

GrooveKart offers a drag and drop builder, custom domains, reporting & analytics, a converting checkout template, customer lookup, shipping features, native apps, scarcity, social proof, reviews, coupon & discount, funnels, upsells, downsell, bumps, retargeting, analytics, and so much more.

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### Dropship.me

#### WordPress Plugin for AliExpress Dropshipping

DropshipMe is a dropshipping store & free WordPress plugin that lets online sellers import 50,000 best-selling & trusted AliExpress dropshipping products to their online WordPress store with optimized descriptions, titles, and images.

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### DropshippingStore

#### AliExpress invoice Solution

Dropshipping.store is a dropshipping invoice solution for orders placed by online sellers on AliExpress and not shipped to the customer's address directly. This dropshipping tool is created by developers, designers, and marketers for your bookkeeping, administration, or any other purposes.

[VISIT WEBSITE](#)

## Category 9: E-Commerce Shipping Solutions



### Shipstation

#### Online Retailers Shipping Platform

Founded in 2011, Shipstation is a web-based shipping platform that enables online retailers who sell on multiple platforms to easily manage and ship physical goods to their customers and make shipping faster, easier, and more affordable.

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### Easyship

#### Worldwide Shipping Solution

Founded in 2014, Easyship is an all-in-one cloud-based shipping management technology platform built to assist global e-commerce merchants in selling worldwide, shipping with 250 shipping solutions, and managing every aspect of their shipping from getting a quote to tracking.

[VISIT WEBSITE](#)

### Spocket

#### Dropshipping suppliers, wholesalers, and distributors

Spocket is one of the biggest dropshipping suppliers, wholesalers, and distributors of thousands of suppliers worldwide. It enables entrepreneurs worldwide to choose the best products to sell from high-quality US/EU products.

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### Shippo

#### Multi-carrier E-commerce Shipping Software

Shippo is a multi-carrier shipping software company that helps e-commerce businesses connect to the best delivery options. It integrates shipping with multiple carriers like USPS, UPS, and DHL through their API and web application to achieve the consumer's expectations.

[VISIT WEBSITE](#)



### MarketScout by eComEngine

#### FBA intelligence for amazon sellers

Founded in 2006, eComEngine is FBA intelligence (Fulfillment by Amazon) and a market research tool for Amazon sellers that provide reliable data about items before adding them to the inventory.

[VISIT WEBSITE](#)



### Sellbrite

#### Multichannel inventory management

Sellbrite is multichannel selling software & inventory management solution designed for brands & retailers to list and sell products across channels, create & manage listings, control inventory, fulfill orders, and more features like channel analytics & inventory control functionalities.

[VISIT WEBSITE](#)



### Shipmonk

#### Multichannel Fulfillment management solution

Founded in 2014, Shipmonk is a 4-in-1 cloud-based inventory management solution designed for growing e-commerce companies to manage their inventory, orders, shipping, and warehouse with a customizable and scalable process.

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### Shipito

#### International Shipping Solution & US Address

Shipito is an international, popular shipping provider that allows people to shop from the US and European stores and get their items shipped to over 220 countries. Shop items online in the U.S. stores and ship it to your new delivery U.S. address.

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## Category 10: Online Payment Systems



### Payoneer

#### Global Payments Platform for Businesses

Founded in 2005 in New York City, Payoneer is an all-in-one leading payment platform that



### 2checkout

#### Online Payment Processing Service

Founded in 2006, 2Checkout is an all-in-one online payment processing service that helps e-



### PayKickStart

#### Shopping Cart & Affiliate Marketing Platform

Founded in 2016, PayKickStart is a shopping cart & affiliate management platform for online

provides digital payment services to send and receive payments to and from global entrepreneurs, online sellers, digital marketers, and freelancers.

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commerce merchants sell their products and services via multiple channels, leverage subscription billing models, accept payments online, accept credit cards, PayPal, and more.

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vendors to start selling online, accept payments, and recruit & manage affiliate partners to promote your digital & physical products and services.

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### SamCart

#### The Simple Online Shopping Cart

SamCart is a web-based checkout platform for online sellers that provide beautiful & optimized checkout designs & templates, 1-click upsell, order bump, subscription, and more tools designed to increase conversions. SamCart aims to be a simple way to sell products, goods, and services online.

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### 3dCart

#### Online Store & Shopping Cart

Founded in 1997, 3dcart is the oldest e-commerce software & shopping Cart designed for online businesses to build their online stores, start selling their products using a website builder, e-commerce templates, free themes, and payment gateways. It offers over 200 built-in features to create, run, and grow an online business.

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### X-CART

#### Shopping Cart E-commerce Platform

X-Cart is an open-source PHP shopping cart e-commerce platform launched in 2001 to let over 38,000+ online stores in 111 countries create e-commerce websites using customizable design templates, themes, marketing tools, 140+ payment gateways, and shipping carriers.

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### PayOp

#### Online Payment Processing with 300+ Methods

PayOp is an online payment processing service that helps businesses accept payments online, offering an international and local 300+ most popular payment methods available in 170+ countries, processing 200 currencies with real-time analytics & reporting.

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### MoonClerk

#### The Recurring Payment System

MoonClerk is an all-in-one payment processing service that helps 5,000 organizations to accept recurring & one time online payments via Stripe, credit, debit, ACH, Apple Pay, Google Pay, and Microsoft Pay. Its pricing is based on the monthly transaction volume, and offers a 14-day free trial.

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### 1ShoppingCart

#### Shopping Cart & E-commerce Software

1ShoppingCart is a payment processing & all-in-one e-commerce solution that lets small and large businesses create and run online e-commerce stores, process payments securely, and start selling online using a store builder, store templates, email marketing tools, and more.

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### Foxy

#### The Custom Hosted Cart & Payment Page

Launched in 2007, Foxy is a custom hosted cart & payment page that allows you to sell multiple physical goods, downloads, subscriptions, donations, and more using your existing website & CMS and supporting 100+ payment gateways and alternate payment methods including Authorize.net, NMI, PayPal, Stripe, Amazon Pay, Braintree, Square and Apple Pay.

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## Category 11: Sales Funnel Builders



### ClickFunnels

#### Landing Page and Sales Funnel Builder

ClickFunnels is a popular all-in-one website builder, marketing, and sales automation tool that helps entrepreneurs set up, build, and launch different high-converting marketing funnels to sell digital & physical products online and generate leads & sales.

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### Kartra

#### Advanced Marketing Platform

Kartra is an all-in-one e-commerce and marketing platform designed to create, edit, market, and launch online any type of product or service using pre-written funnels, email marketing, membership solution, affiliate management, analytics, checkouts, and more in just one platform.

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### BuilderAll

#### All-In-One Digital Marketing Platform

BuilderAll is a complete all-in-one digital marketing platform built for marketers to create, automate, and sell online any type of product and services using much more than website tools, such as sales funnel, landing pages, e-commerce, email marketing, CRM, & more.

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### Convertri

#### The Fastest Funnel Builder

Created by Andrew Fletcher in 2016, a professional software developer and internet marketer, Convertri is an all-in-one sales funnel builder & landing page builder that helps you create fast landing pages, sales funnels, and even full websites to sell products, manage orders, and track sales.

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### GrooveFunnels

#### The New All-In-One Funnel Builder & Sales System

GrooveFunnels is a new all-in-one funnel building platform and sales system that provides a suite of software for digital marketers to create powerful funnels, run an online business, and sell digital products and services online in order to get increase revenue.

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### Systeme.io

#### The Leading All-In-One Marketing Platform in the French Market

Systeme.io is an all-in-one marketing platform to launch any type of online business such as coaching programs, online courses, subscriptions, and more, using convertible tools such as sales funnels, autoresponder, and more.

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### Funnelytics

#### The Free Funnel Mapping & Analytics Tool

Founded by Mikael Dia in 2018, Funnelytics is a funnel mapping & tracking tool designed for marketers to plan, track, and analyze visual marketing and sales funnels maps in one visual tool. Funnelytics is not a page builder or an email auto-responder,

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### CartFlows

#### Sales Funnel Builder for WordPress

CartFlows is a sales funnel builder for WordPress websites that allow e-commerce entrepreneurs to build unlimited high converting funnels. This system uses ready-made funnel templates, your page builder of choice, unlimited upsells/ downsells, and more.

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### involve.me

#### The Online Interaction & User Engagement Tool

involve.me is a user engagement platform that uses interactive content at every step of the customer journey with sales funnels, quizzes, calculators, payment forms, surveys, lead Pages, and online forms to increase user involvement and grow sales.

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### Simvolly

#### The New Website & Funnel Builder

Simvolly is an all-in-one website & funnel builder that helps you create your pages, sales funnels, or e-commerce store quickly on one platform. It offers all the necessary features such as the drag and drop system, AB split test, one-step checkouts, upsells & down sells, and more.

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### CloudFunnels

#### More Than a Sales Funnels Platform

CartFlows is a sales funnel builder for WordPress websites that allow e-commerce entrepreneurs to build unlimited high converting funnels. This system uses ready-made funnel templates, your page builder of choice, unlimited upsells/ downsells, and more.

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## Category 12: Landing Page Builders



### Leadpages

#### Websites & Landing Pages Builder

Leadpages is the leading online lead generation platform that enables entrepreneurs and marketers to build professional-looking websites, landing pages, opt-in pop-ups, Opt-in texts, alert bars, and much more to engage an audience, generate leads, and increase revenue.

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### Instapage

#### Landing Page Builder & Post-Click Automation

Instapage is an all-in-one landing page solution and the leader in post-click automation designed for marketing teams & agencies to create, personalize, & optimize relevant and impactful post-click landing pages and maximize advertising clicks performance & conversion rates.

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### Landingi

#### Powerful Landing Page Builder

Founded in 2013, Landingi is a cloud-based landing page builder for marketing and lead generation that helps business owners create, customize, and publish great landing pages for campaigns with drag & drop editor to attract and convert visitors into paying customers.

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### Unbounce

#### Optimized Landing Pages for Conversions

Started in 2009, Unbounce is an all-in-one leading landing page & conversion platform that lets SaaS, Agencies, and e-commerce create and publish their landing pages, launch more campaigns faster and get more leads, sales, and customers.

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### Optimizepress

#### The Landing Page Builder for WordPress

OptimizePress is a cloud-based landing page builder and marketing funnels for WordPress designed for small businesses to create high-converting landing pages, opt-in pages, sales pages, thank you pages, webinar pages, and marketing funnels.

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### ProfitBuilder

#### Landing Pages & Funnels Builder at a One-Time Cost

Launched in 2014, ProfitBuilder is a drag & drop marketing page builder that lets marketers create relevant landing pages & funnels for any marketing page and any business campaign and install the plugin on their self-hosted WordPress website.

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### Brizy Cloud

Free Landing Page & Website



### LandingCube

Amazon Landing Pages Builder



### Landerbolt

### Builder

Brizy Cloud is a freemium landing page & WordPress page builder plugin to create highly converting sales pages, lead generation, marketing landing pages, website pages, and much more for your business using a simple drag-and-drop editor.

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LandingCube is a special Amazon landing page generator that lets sellers build customizable responsive landing pages for their Amazon FBA business to grow the average conversion rate and sales.

Integrations: MailChimp, ConvertKit, AWeber, ActiveCampaign, Drip, and more.

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### The Growing Landing Page Generator

Landerbolt is an all-in-one landing page generator system with multivariate split testing, designed for affiliate marketers to host, edit, build, and split-testing affiliate landing pages using pre-built or imported templates and an excellent visual editor.

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## Category 13: Affiliate & Ad Networks for Publishers & Advertisers



### PPC and CPM Networks

There are plenty of other cheaper alternative models to monetize your content online with CPC and CPM options as the most widely-used forms like Infoclinks, Propellerads, Adsterra, Exoclick, Adcash, PopAds, PopCash, Eroadvertising, and CPM Fun.

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### Native Advertising

The best growing and popular Native Ads Networks to monetize your website or app are Outbrain, Taboola, MGID, Content.ad, Revcontent, Yahoo Gemini, Nativio, Adnow, Adcash, NativeAds, and PayClick.

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### CPS Affiliate Networks

These are some best CPS affiliate marketing programs: Amazon Associates, eBay Partner Network, Walmart, Commission Junction, Impact, Awin, TradeTracker, TradeDoubler, LinkConnector, AffiliateFuture, Rakuten Marketing, Shareasale, Flexoffers, Jvzoo, Travelpayouts, and MarketHealth.

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### CPA Affiliate Networks

MaxBounty, Clickbooth, Clickdealer, Adscendmedia, Perform CB, Mobidea, W4, Admitad, A4D, Adscend Media, Convert2Media, AdWorkMedia, and more.  
Content Lockers & Incentive Affiliate Networks:  
Adworkmedia, Cpabuild, Cpalead, CPAGrip, Ogads, and MyLead.

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### Website Business Brokers

Flippa, Sedo, WebsiteProperties, Empire Flippers, FE International, Motion Invest, BizBuySell, Exchange Marketplace, Quiet Light Brokerage, WebsiteClosers, Micro Acquire, Dealflow Brokerage, DigitalExits, Investors Club, and SideProjectors.

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### E-commerce Platformss

These are some best CPS affiliate marketing programs: Amazon Associates, eBay Partner Network, Walmart, Commission Junction, Impact, Awin, TradeTracker, TradeDoubler, LinkConnector, AffiliateFuture, Rakuten Marketing, Shareasale, Flexoffers, Jvzoo, Travelpayouts, and MarketHealth.

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## Category 14: Marketing Automation Programs



### ActiveCampaign

#### Customer Experience Automation Platform

ActiveCampaign is an entire customer experience automation platform for small-to-mid-sized businesses, which combines email marketing, marketing automation, sales automation, messaging, CRM tools, and hundreds of integration possibilities.

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### Keap

#### Landing Page Builder

Infusionsoft by Keap is an all-in-one CRM, sales, and marketing automation platform designed specifically for small businesses to manage and optimize custom needs, customer experience, CRM, lead capture, and e-commerce to improve customer service, increase sales, and grow their businesses.

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### Ontraport

#### Business Automation Solution for Entrepreneurs and Small Businesses

Founded in 2006, Ontraport is an all-in-one business automation solution for entrepreneurs and small businesses that combine CRM, marketing automation, e-commerce, and reporting tools.

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### Wishpond

#### Complete Marketing Automation & Lead Generation Platform

Founded in 2009, Wishpond is a complete suite of marketing automation that lets you automate your digital marketing, create landing pages & online forms, track leads, send emails, create advertising campaigns & social promotions, and more.

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### Automate.io

#### Connect All Your Cloud Applications

Founded in 2015, Automate.io is a Cloud-based marketing solution that allows businesses to connect all their cloud applications and services to automate workflow, marketing, sales process, payments, and more business processes.

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### E-goi

#### Email marketing automation software

E-goi is a marketing automation software that provides an online suite of features to automate your business processes, including email marketing, SMS marketing, marketing automation, web push notifications, email & SMS transactional, and more.

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### SharpSpring

#### The Complete Sales & Marketing Platform for Agencies

SharpSpring was founded in 2012 and is located in the United States.

It is an all-in-one sales & marketing automation platform that helps marketing agencies and small- and medium-sized businesses automate and optimize their marketing, drive more leads, and increase sales.

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### Prospect.io

#### The Sales Automation Platform

Prospect.io grew & evolved to become a multichannel sales automation platform that helps 1,300+ companies to increase their outbound sales team productivity with more conversations, unlimited prospect lists, an unlimited number of campaigns...

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### Klenty

#### The Sales Engagement Platform

Klenty is a sales engagement software that lets growing sales teams automate the process of reaching out to prospects at scale, manage prospects & leads, send personalized emails, automate their followups, using email tracking, sales outreach, calls, sales prospecting, CRM integrations, and A/B testing.

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## Category 15: Web Analytics Tools



### SEMrush

#### Marketing Analytics & Research Tools

Launched in 2008, SEMrush is an all-in-one marketing analytics & research suite of tools that offer online-stores, Enterprises, competitive research, agencies tools for keyword research, SEO toolkit, PPC toolkit, content, social media strategies, market research, and more.

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### Supermetrics

#### The Reporting Automation Tool

Supermetrics is a set of data connectors and metrics automation tools for PPC, SEO, social, and web analytics. It collects marketing data from the popular platforms & brings it to your favorite analytics and reporting platform, including Google Sheets, data studio...

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### WickedReports

#### Marketing Analytics Platform

Wicked Reports is a marketing analytics platform for online marketers that provides reports of each stage of the customer's journey and aims to increase conversions and marketing ROI. It integrates with all popular CRM, marketing, e-commerce, email providers, order management platforms, & more.

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### Site-Analyzer

#### Website Analysis Platform

Founded in 2015, Site-Analyzer is a website analysis platform and SEO optimizing tool that help + 400,000 users to get complete website reports and improve their online visibility in search engines using features like SEO javascript crawl, rank tracking tool, backlinks checker, page analysis, keyword research, SEO benchmark, SEO popularity comparison, and white label export.

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### SegMetrics

#### Data Analytics Tool

SegMetrics is a data analytics tool that empowers hundreds of marketers to track leads, understand the performance of each step of their marketing funnel & the whole customer journey to get reporting, analyze, and optimize. It integrates with popular marketing tools like Infusionsoft, Ontraport, ActiveCampaign, Stripe, Drip, HubSpot, ConvertKit, MailChimp, AWeber, Bing, Facebook, and more.

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## Category 16: Heatmap Software



### Mouseflow

#### Behavior Tracker Platform

Mouseflow is a user's behavior tracker platform that analyzes and records visitors' behavior and lets you discover lost sales and the issues hindering the conversion process through heatmaps, session replays, funnels, and more to be able to optimize your site for users.

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### LuckyOrange

#### Conversion Optimization Suite

Lucky Orange is an all-in-one conversion optimization suite used by over 100,000 sites. It tracks and visualizes visitor behavior and helps businesses of all sizes answer why confused website visitors leave without subscribing, converting, checking out, signing up, subscribing, or reading more.

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### Freshmarketer

#### Intelligent Marketing Automation

Founded in 2010 & trusted by 250+ brands, Freshmarketer is a full marketing automation software and an intelligent conversion rate optimization solution that help fast-paced marketing teams to convert website visitors into customers. It provides many features ...

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### Smartlook

#### Intelligent marketing automation

Smartlook is a qualitative analytics solution for websites and mobile apps to understand your users' behaviors with visual insights, session recordings, and event tracking to increase revenue, decrease churn & retain users, and improve customer experience.

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### Sleeknote

#### Intelligent Lead Forms

Founded in 2013, Sleeknote enables smart online marketers to engage their visitors with on-site message tools to build their audience and engage website visitors. The application is easy to use and comes with simple and powerful features and functionalities.

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### Hitsteps

#### Real-time Website Analytics

Hitsteps Analytics is a powerful visitor manager and live chat tool that allows you to monitor & track visitors' activities in real-time, interact & engage them, and convert them to customers.

Hitsteps 4 in 1:

Web Analytics. Live Chat. Page Analysis. Uptime Monitor.

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## Category 17: Social Media Management Tools and Services



### Sproutsocial

#### Social Media Management and Optimization Solution

Launched in 2011, Sprout Social is an all-in-one social media management and optimization solution that helps brands and agencies of all sizes monitor, measure, and engage positive & transparent connections with people from a single platform.

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### AgoraPulse

#### Social Marketing Solution

AgoraPulse is a social marketing solution that enables agencies, large teams, and small businesses to create and schedule new posts, check inbox, and read reports in one place easily. AgoraPulse currently supports Facebook, Twitter, Instagram, LinkedIn, and Youtube.

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### Post Planner

#### Social Media Management Software

Post Planner is a social media management software that enables users to share content and schedule posts easily on Facebook and Twitter only. Find the best viral content niche-specific content for Facebook with its content recommendation engine.

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### SocialPilot

#### Simple Social Media Management Tool

SocialPilot is a simple social media management tool designed to improve social media presence and reach. It allows you to completely automate and schedule social media posts, improve engagement and analyze results through with ease.

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### Sendible

#### Easy Social Media Management Solution

Sendible is a good solution for digital agencies to start a winning social media strategy that helps them manage and oversee all their social media profiles and accounts effectively in one place for multiple clients, making the team collaboration more effective.

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### NinjaOutreach

#### The Influencer Marketing Tool

NinjaOutreach is an all-in-one influencer marketing tool and blogger outreach software that helps marketers, agencies, and small enterprises to find the influencers, manage the lead generation process, create a list to send mass emails, grow their presence online, and more.

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### Crowdfire

#### Good Social Media Management Platform

Crowdfire is an excellent social media management platform that helps entrepreneurs to manage their following and followers. It is an app that is also available for desktop that can help you schedule and publish content to Twitter, Instagram, Facebook Pages, LinkedIn, and Pinterest from one place.

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### Commun.it

#### Scheduler & Publisher Service

Commun.it is an online community management tool on social media designed for small business owners to build personal relationships, automate Twitter engagements, manage & increase followers, organizes & schedules sharing quality content, and expand the monthly reach.

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### Connectio

#### Automate & Optimize your Facebook Advertising

Connectio is a suite of social media tools designed for all businesses to automate & optimize their Facebook advertising. Connect your Lead Ads and Custom Audiences with over 50 autoresponders and CRM's like ActiveCampaign, and more.

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### Napoleoncat

#### The Suite of Social Media Marketing & Analytics

Founded in 2013, NapoleonCat is a cloud-based full suite of social media marketing & analytics solutions. It helps businesses of all sizes to monitor, analyze, automate, schedule, publish, report, and optimize your actions across Facebook, Instagram, Twitter, LinkedIn, Pinterest, and YouTube.

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### Viraltag

#### Scheduler & Publisher Service

Viraltag is an excellent social media marketing tool that helps you manage multiple social networks; schedule posts, recycled content, collaborate with your team, and analyze the performance from a single common dashboard. It also allows you to customize texts, image dimensions, and schedule posts on social media.

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### PromoRepublic

#### Localized Social Media Management Platform

Founded in 2014, PromoRepublic is a social media marketing solution that helps agencies, small businesses, freelancers, and franchisors to create, schedule, and post customizable content to connected social media channels from one convenient dashboard.

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### Insense

#### Content Creation and Amplification Platform

Insense is a creative & influencer marketing platform for branded custom content creation and amplification with professional and experienced creators. Connects a curated community of businesses with over 8000+ influential content creators matched for every brand project and campaign statute to produce excellent social content and run influencer campaigns at a scale.

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## Category 18: Mobile App Development Tools Services



### Andromo

#### Android App Make

Founded in 2018 by Indigo Rose



### Appy Pie

#### Mobile App Builder

Founded in 2013, Appy Pie is an



### Swiftic

#### Android & iOS Mobile App Maker

Company, Andromo is a fast and easy online app builder service that allows all businesses to create a better-looking Android App without any coding skills. Andromo app builder comes with a built-in feature that pre-translates the content on your app in 24 languages.

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online cloud-based mobile apps builder software designed for small businesses allowing them to create their app without any coding skills using simple drag and drop steps. Appy Pie is compatible with most devices, including iOS, Android, Windows, and BlackBerry.

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Started in 2010, Swiftic is an easy Android & iOS mobile app maker solution designed especially for small businesses that give them all the tools they will need to create a custom, and dynamic Mobile App that works with all smartphones and tablets.

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### Siberian CMS

#### App Development Software

Siberian CMS is open-source app development software that allows businesses to build their customizable app's design from a drag and drop interface, easily and without having to write codes, for iPhone or Android devices. It also allows its users to resell their created apps with the platform edition plan.

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### Mobincub

#### Basic Free DIY App Builder

Founded in 2013 in Spain, Mobincube is a DIY app creator with a visual app interface to create all kinds of free apps, without coding or programming knowledge, compatible with Android, WindowsPhone, and Apple devices. You can use the website in 8 languages.

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### IonicThemes

#### Mobile App Maker

IonicThemes provides optimal tools and solutions for website and app developers to create apps quickly with customizable templates and themes. Browse Ionic Templates to speed up and improve your mobile development from \$4.

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## Category 19: Online Graphic Design Tools



### Canva

#### Online Graphic Design and Video Editing Solution

Canva is a freemium online graphic design and video editing solution that enables small to large businesses to create, print, and publish professional-quality posters, logos, presentations, flyers, cards, infographics, business cards, t-shirts, resumes, brochures, invitations, book covers, and everything.

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### Fotor

#### The Online Photo Editor

Trusted by +300M users, Fotor is the easiest online photo editor tool to polish your collection of photos and to make them look their best with a good range of image-enhancing tools and filters, based on the conditions in which they were taken and the subject.

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### Visme

#### The Visual Marketing Tool

This Visual Marketing tool simplifies how over 2 million marketers, communicators, and educators from over 100 countries, create & share professional, engaging presentations, beautiful interactive infographics, stunning social media graphics, and other visual formats.

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### Snappa



### Stencil



### inPixio

### **The Graphic Design Tool**

Snappa is an excellent and easy tool that helps you create your graphics for social media, display ads, blogs, emails, infographics, and more with a lot of perfect images sizes, thousands of professional pre-made templates, and 1,000,000+ free, high-quality photos.

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### **The Online Photo Editor**

Stencil is a quick and easy marketing tool to create personalized images for social media marketers, small businesses, and bloggers, using a great library of images and fonts to increase social engagement. Create social media posts, ad graphics, email images & more.

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### **Photo Editing Software**

inPixio is an easy photo editing software that helps over 10,000,000+ users to remove, cut out objects, create photo montages, change photo backgrounds, and optimize images. It provides Photo Studio 10 composed of Photo Editor, Photo Eraser, and Photo Cutter for Windows and Mac.

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### **Penji**

#### **Photo Editing Software**

Launched in 2017, Penji is one of the newer online on-demand graphic design services for brands, marketers, and agencies globally that provides unlimited selections of custom designs, unlimited design projects, website & App design, illustrations, and unlimited brands, at a flat monthly cost and 15-day free trial.

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### **HireTheWorld**

#### **Design Community Services**

Founded in 2009, HireTheWorld is an international design community service that allows businesses to hire the world's best professional graphic designers and then receive 50-100+ custom designs for their projects to choose the best designs using a typical crowdsourcing design contest option.

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### **BookBolt**

#### **The Online Design Platform**

Book Bolt is an online design platform that helps you through every step of the no content book process to create books, book cover design, listing books on KDP, and more. Book Bolt Research allows you to explore thousands of book niches easily and expand your print on demand business through KDP on Amazon.

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## **Category 20: Freelance Graphic Design Websites**



### **99designs**

#### **The Global Creative Platform**

Since 2008, 99designs has grown from a small online forum into a global creative platform of skilled freelance designers explicitly tailored for agencies, businesses, and individuals. It helps you find and hire the right talented professional graphic designers; you'll love to get any perfect design.

[LAERN MORE](#)



### **DesignCrowd**

#### **The Graphic Design Marketplace**

Launched in 2008 in English, French, Spanish, and German, DesignCrowd is an excellent graphic design marketplace to get the perfect beautiful custom design for your business by a community of 717,487 professional freelance designers.

[LEARN MORE](#)



### **Designhill**

#### **The Visual Marketing Tool**

Designhill is an online design marketplace launched in 2014 to help business owners quickly hires freelance professional graphic designers to boost their business with high-quality marketing materials and have stunning custom-made graphic designs at affordable prices.

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### **DesignContest**



### **Crowdspring**

### The Design Marketplace

Started in 2003, DesignContest is a professional, individual, business, and organization designer's marketplace, available in English, German, Spanish, French, and Russian. It helps you launch your contest with all the specifications and requirements to receive dozens of unique designs submitted by over 228,700+ qualified professional designers from all over the world and select one that suits your preferences at an affordable price.

LEARN MORE

### Crowdsourced Creative Services

Launched in 2008, Crowdspring is an online marketplace that specializes in various crowdsourced creative services like logo design, web design, graphic design, product design, and naming that helps entrepreneurs, small businesses, startups, agencies, and non-profits to grow their businesses. Crowdspring Slogan: Good design is good business.

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## Category 21: Freelance Services Marketplace



### Fiverr

#### The Most Budget-Friendly Freelancing

Fiverr is the world's largest online freelance services marketplace. Founded in 2010, the company provides a platform for talented freelancers to offer digital freelance services in 250 categories to help entrepreneurs grow successful businesses at affordable prices, starting at \$5.

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### Freelancer

#### The Biggest Freelance Marketplace

Launched in 2008 in English, French, Spanish, and German, DesignCrowd is an excellent graphic design marketplace to get the perfect beautiful custom design for your business by a community of 717,487 professional freelance designers.

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### Toptal

#### The High-Skilled Marketplace

Toptal is a global remote freelancing platform that enables startups & enterprises to hire top talented freelancers, designers, software developers, finance experts, project managers, and product managers worldwide.

Toptal claims only to recruit the top 3% of all freelance talent ...

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### Truelancer

#### The Great Freelance Platform

Truelancer is an online global On-demand freelance community that allows thousands of small businesses & entrepreneurs to hire for work freelance professionals across the globe in various categories like IT & programming, graphic design, content writing, marketing, sales, and more.

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### Seoclercks

#### SEO Services Marketplace

SeoClerks is an online SEO Marketplace that includes a community of experts, freelancers, and professionals committed to offering professional services and products like link building, art & design, social networks, graphics & logos, content & writing, and so much more.

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### Gun.io

#### Freelance Technical Platform

Founded in 2011, Gun.io is a freelance technical platform that allows hundreds of teams to engage talented freelancers from a community of developers to deliver technical projects.

Some Gun.io freelance services include: Web applications, SAAS products, iOS apps, Android apps, MVP development & more.

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### Bark

Professional Services



### HireWriters

The Content Creation Service



### Tongal

The Online Creative Technology

### Marketplace

Bark is a web-based service's marketplace, launched in 2015, that matches customers with professional services like home & garden, health & wellbeing, weddings, & events, business services, lessons & training, and other services. It aims to be the Amazon of services and rated as the top 10% of platforms...

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HireWriters is an on-demand content creation service where you can find thousands of freelance writers that write articles and offer other services for your website at an affordable rate such as transcription, managed services, e-book creation, poetry and lyrics, data entry, and Facebook posts, and more writing tasks.

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Founded in 2009, Tongal is an online creative technology for content creation used by studios, brands, and talent worldwide. It connects businesses with an online community of 160,000+ global independent creators, writers, animators, directors, and production companies.

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### FreeUp

#### The Online Freelance Marketplace

Established in 2015, FreeUp is an online freelance marketplace for content creators that allow you to request and hire pre-qualified freelancers at hourly prices or affordable fixed rates. FreeUp aims to offer freelancing services from the Top 1% of thousands of online pre-vetted and skilled talents from web developers, customer support agents, customer service representatives to digital marketers, sales and marketing professionals, and much more.

LAERN MORE

## Category 22: Online Logo Maker Tools



### Canva Logo Maker

#### The Online Creative Technology

Canva is a graphic design platform that allows users to design, share and print business cards, logos, presentations, social media graphics, posters, and more visual content, using Canva's drag-and-drop feature, layouts, templates, millions of images, fonts, icons & shapes, and illustrations.

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### Wix Logo Maker

#### Free Online Logo Creator

Founded in 2006, Wix is a popular platform leader in Website Creation, empowering over 180 million users in 190 countries to create a professional website and manage their business with no coding or design skills needed. Wix Logo Maker is one of the Wix platform features that is powered by A.I.

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### Renderforest

#### Online Logo, Video & Animation Platform

Founded in 2011, Renderforest is an online popular video & animation, logo design, and website maker platform to create your intros, explainer animations, promotional videos, slideshows, music visualizations, logos, or even a professional website.

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### Placeit

#### Logos Design Template

Placeit was founded in 2012 and is



### DesignEvo

#### Custom Logo Builder

Founded in 2009, DesignEvo is a



### TailorBrands

#### Logo Design and Branding Tools

Founded in 2014, Tailor Brands is

part of the world's largest creative marketplace, Envato (best known for Theme Forest & Elements). It is an online design platform that allows you to create an excellent design, logo, video, mockup, and more using a growing library of over 42,000 smart templates.

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free online graphic design solution that lets small businesses, startups, and individual business owners create custom professional logos to use on websites, shirts, stationery, business cards, letterheads, and social media, and more.

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an online logo design and branding platform that empowers millions of businesses worldwide to create a unique professional logo design for their companies and brands using customized branding tools.

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### Brandcrowd

#### Easy-To-Use Logo Maker Tool

BrandCrowd is an online logo design platform that helps businesses create the perfect logo for any industry.

Customers can select a ready-made logo through thousands available from professional designers, customize it for free, and then purchase it.

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### Looka

#### Free Logo Maker Online

Launched in November 2016, Looka (formerly Logojoy) is an advanced AI-Powered Logo Maker and website builder that lets small business owners design for their online store, blog, or business website, new brand logo designs, social media kits, business card designs, or brand info using customizable templates.

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### LogoTypeMaker

#### Online Logo Maker Platform

LogoTypeMaker is an online logo maker platform that aims to help you create unique brand logos. 1 -

Type in your brand name and category; 2 - Choose a

Logotypemaker template; 3 - Personalize your logo in the logo editor. Change the color & the font, add shadow effects, custom gradient, cliparts, and more) 4 -

Download your logo.

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### Free Logo Design

FreeLogoDesign is an advanced HTML5 online logo maker that helps small businesses, freelancers, and entrepreneurs create custom logo designs for their businesses or projects. It offers various features like thousands of high-quality templates, user-friendly editor tools to customize your logo by editing color, shape, and font.

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### PixTeller

Founded in 2014, Pixteller is a graphic design platform to create logos, animated logos, graphic images, animated videos, Social Media design, posters, invitations, banners, flyers, covers, headers, video thumbnails, and more.

It's free online logo maker will help you easily create your professional business brand...

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### SmashingLogo

SmashingLogo is an online logo generation tool that lets businesses make beautiful brand logos with a modern and unique design. It offers professional logo design automation and unlimited possibilities to make your logo unique: A huge font library, hundreds of different patterns, and over 300 Pantone colors.

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### Easil

Easil is the online design solution that enables businesses of all sizes to create custom graphics designs using 1000s of professionally designed templates, free graphic elements, 1 Million+ free stock



### Turbologo

Founded in 2016, Turbologo is one of the easiest online logo maker services to create a quality custom logo design for business in few steps using a user-friendly editor, thousands of logo ideas and templates,



### 48hourslogo

Launched in 2010, 48hourslogo is an affordable online crowdsourced logo contest platform used by more than 40,000 small businesses and entrepreneurs to create custom logo designs using 19,875



images, GIF Maker, and more advanced features.

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and a collection of fonts & graphics.

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logo design ideas and an online logo design contest for only \$29

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### Logo Garden

Since 2011, LogoGarden has helped businesses in any industry create over 2 million custom logo designs using various design tools, 1000's brand symbols, hundreds of icons, colors, fonts, and editing features online. It provides you the opportunity to Do-It-Yourself with the free logo maker ...

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### Logo.com

Logo.com is a simple DIY logo maker & brand builder platform that has made, edited, and customized 10M+ beautiful logos for businesses using a virtual logo graphic designer that combines thousands of icons, hundreds of fonts, logo styles, layout options, colors, and more.

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### Laughingbird Software

Since 2001, Laughingbird Software offers a graphic design and visual marketing tools store such as logo design software, cinemagraphs for professionals, motion graphics templates & elements, YouTube channel art templates, social media templates, 650 design elements pack, the ad creator templates...

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### LogoNerds

Logo Nerds is an online logo design service that lets small businesses worldwide get an affordable professional logo designed for under \$27.

LogoNerds also offers social media headers, a one-page flyer, Brochure design, postcard design, web banner, Business card design, favicon, Ebook and software covers, and more services.

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## Category 23: Customer-Relationship Management Tools



### Hubspot

#### Free CRM, Marketing, Sales, and Customer Service Products

HubSpot is a worldwide leading developer and marketer software product designed in 2006 for marketing, sales, customer service, free CRM, free learning center lessons to help businesses attract, delight, and engage customers.

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### Pipedrive

#### CRM & Sales Pipeline Management System

Pipedrive is the best performing friendly customer relationship management (CRM) and sales pipeline management system to organize and visualize an excellent overview of your sales, allowing your team to spend less time managing and more time selling.

[LEARN MORE](#)



### Freshsales

#### The Sales CRM Solution

Founded in 2011, Freshsales is a sales CRM solution by Freshworks that helps businesses of all sizes to manage multiple aspects of their sales process and interactions with customers.

It's trusted by over 15,000 businesses from more than 80+ countries.

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### AgileCRM

#### Fully Integrated Sales and Marketing Solution

Founded in 2012, Agile CRM

Software is an all-in-one customer relationship management software that offers fully integrated sales, marketing, and service solutions for SMBs to engage customers and generate leads.

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### CapsuleCRM

#### The Affordable CRM Solution

Trusted by thousands of customers worldwide, CapsuleCRM is a CRM that allows you to build and keep strong customer relationships, get a complete view of your customers, be more organized, save time, collaborate and make more sales.

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### PipelineDeals

#### CRM For Small & Midsize Businesses

Founded in 2011, Freshsales is a sales CRM solution by Freshworks that help businesses of all sizes manage multiple aspects of their sales process and interactions with customers.

It's trusted by over 15,000 businesses from more than 80+ countries.

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### Dubsado

#### Business Management Solution

Founded in 2015, Dubsado is a client management system designed for businesses and freelancers to save time by managing clients, building relationships, scheduling appointments, and more functionalities to create workflows and streamline projects.

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### Thryv

#### The Small Business Software

Created in 2013, Thryv is an all-in-one customer relationship management software designed for small businesses to communicate with their clients, target & bring in new customers, manage activities on social media platforms, and get paid.

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### EngageBay

#### The CRM Automation Software

Founded in 2016, EngageBay is an all-in-one integrated marketing, sales, support, and free CRM automation software designed for small and medium businesses to acquire, nurture, engage and convert customers, boost revenue, and grow the company.

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### OnePageCRM

#### Sales CRM Automation Software

OnePageCRM was founded in 2010. It's cloud-based sales automation CRM software for sales teams of all sizes to implement an actionable contact management system and sales process that leads to sales by focusing on contacts' trust relationship by having continuous communication and consistent follow-ups.

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## Category 24: Project Management Software



### Monday

The Work Operating System



### Integromat

Workflow Processes Automation



### Wrike

Project Management Service

Founded in 2014, monday.com is a cloud-based work operating system that enables any business or remote teams to create workflow apps to plan, organize, collaborate, and track all their tasks, workflow, processes, projects, and everyday work in one visual tool.

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Integromat is an advanced online automation platform that connects hundreds of apps, services, and smart devices into automating manual workflow processes and any online task. It is a powerful solution that connects to any API and creates complex integrations using tools built-in apps.

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**Provider**  
Founded in 2007, Wrike is a project management service provider that helps teams of all sizes manage projects assignments, and resources and track time to enhance team collaboration and increase productivity.

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### TeamWork

#### Work & Project Management Software

Teamwork is an online work and project management software designed in 2007 for efficient in-house & remote teams to plan projects, collaborate, improve visibility accountability, complete tasks, and deliver the work. Teamwork offers an efficient remote work solution with teamwork chat...

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### Backlog

#### Project Management tool for development teams

Backlog is an all-in-one online project management & bug tracking tool launched in 2004 for businesses to improve team collaboration and for development teams working with marketing, IT, and design, and more. Backlog offers five pricing plans, including a free account.

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### TeamGantt

#### Gantt Chart and Project Planning Solution

TeamGantt is an online web-based Gantt chart software and project planning solution designed to plan either an in-house team project or a timeline project and help remote co-workers, teammates, and friends to create, manage, and deliver their projects on time.

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### Paymo

#### Work Management Software for Teams

Paymo is an online work management solution designed for remote teams, small and medium businesses to bundles advanced task management, planning, scheduling, time tracking, collaboration, invoicing, Gantt charts & reports visualizing, and more efficient features.

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### Process.st

#### Repeating Workflows & Processes Management Platform

Process Street is an online work management solution designed to bundles advanced task management planning, scheduling, time tracking, collaboration, invoicing, Gantt charts & reports visualizing, and more efficient features.

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### Zenkit

#### Project Management and Collaboration Tool

Zenkit is an online customizable project management tool that allow any business team to create custom workflows, have different views of project information, cultivate collaboration, and organize their projects. This collaboration app connects with 1000 via Zapier and more popular systems.

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### Bridge24

Reporting and Exporting App to



### ProWorkflow

Project Management Tool



### Todo.vu

Freelancers & Small Teams'

### Asana, Basecamp, Trello, and AceProject

Founded in 2017, Bridge24 is an enhanced professional reporting and exporting application that allows you to visualize, filter, organize, update, export, and more, through a powerful interface for your task and project information.

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Created in 2002, ProWorkflow is a web-based project management and time tracking software designed for remote managers of any size to create, track, collaborate, and deliver an improved project. It integrates with all the tools you need, including Zapier, Xero, Dropbox, Google Drive, Microsoft OneDrive, and more.

[LEARN MORE](#)

### Project Management Tool

Founded in 2014, Todo.vu is an all-in-one productivity suite for freelancers, consultants, and small agencies that provide a fully integrated CRM, task & project management, time tracking, and billing functionality for clients to improve efficiency, quality, and accountability.

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## Category 25: Conversational Marketing Software: Live Chat & Chatbot Software



### Olark

#### The Popular Chat Support Tool

Olark is created in 2009 as one of the most popular chat support tools that allow you to give your customers quick answers in real-time related to your products or services, claiming to serve more than 12,000 businesses worldwide.

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### LiveChat

#### The Best Online Customer

LiveChat is one of the best online customer service software available on the market since 2002. It helps over 28,000 companies' teams in 150 countries to build better relationships with customers about any support and sales query, using live support, help desk software, and web analytics capabilities.

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### JivoChat

#### Business Messenger Solution

JivoChat is a free live chat & business messenger solution that helps over 277,000+ teams worldwide communicate in real-time with their clients with chat, phone, email, and social media. It uses just one tool, which would motivate users to subscribe, read, or purchase in one window.

[LEARN MORE](#)



### LiveAgent

#### Live Chat & Helpdesk Software

Featured on the best software companies list by the most popular software review platforms, Live Agent is helpdesk software featuring an online live chat, phone support, and social media integrations for small and midsize e-commerce businesses.

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### Chaport

#### The Simple Modern Messenger Tool

Chaport is a simple modern messenger tool that helps you answer customer questions in one window via live chat, Facebook, or Telegram to quickly solve their problems, available for iOS, Android, Web, Windows, and macOS.

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### HelpOnClick

#### The Live Chat Tool

Founded in 2012, HelpOnClick is a cloud-based live chat & help desk solution for desktop and mobile that Help companies of all sizes to connect with their website visitors to increase sales and customer satisfaction.

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### Botletter

#### Facebook Messenger Marketing Solution

Botletter is a Facebook Messenger marketing automation solution that allows you to send newsletters & drip campaigns directly through Facebook Messenger. It offers two pricing plans and charges on a per-message sent to one subscriber.

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### Freshchat

#### The Modern Messaging Software

Founded in 2011, Freshchat is modern messaging software that power and manage millions of customer conversations for businesses of all sizes offering a sales sidekick that works 24\*7 through the website, mobile app, or social pages in one window.

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### Hellotars

#### The Highest Rated Chatbot Software

Hellotars is the highest-rated chatbot software through the G2 Crowd' review platform. It allows you to create intelligent conversational bots to interact with customers on multiple communication windows & across various devices.

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### Collect.chat

#### The Chatbot Builder Tool

Collect.Chat is a chatbot builder tool that allows you to create an interactive chatbot to collect data & feedback, build email lists, execute surveys, schedule sales meetings, and more that converts your visitors into customers to grow your business.

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### ChitChatChimp

#### The Intelligent ChatBot Building Platform

Chit Chat Chimp is an intelligent ChatBot building platform developed by Promote Labs Inc in 2017 to help you create a great looking bot easily to interact with your customers, gather feedback, and get higher sales conversions.

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### Tidio

#### The Intelligent ChatBot Building Platform

Founded in 2013 and trusted by 300 000 businesses, Tidio is a communicator software that provides live chat, chatbots, Messenger, Multilingual bot, Customizable Chat Widget, and e-mail in one place by engaging visitors in real-time.

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### ActiveChat

#### The Modern Conversational Chatbot

ActiveChat is an advanced chatbot platform created in 2017 for the modern conversational design to build voice and messenger virtual assistants for automated customer support, marketing, and businesses.

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## Category 26: Call Center Software WebPhone



### Grasshopper



### Nextiva



### RingCentral

### **The Virtual Phone System**

Acquired LogMeIn in 2018, Grasshopper is a virtual business phone system that can help entrepreneurs and small to midsize businesses organize & manage their calls online remotely using an app available for desktop, iOS, and Android.

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### **Business Phone System Provider**

Founded in 2006, Nextiva is a cloud-based VoIP phone system provider that enables businesses to work remotely with voice, text messaging, video conferencing, CRM, live chat, and online surveys in one platform on iOS, Android, or desktop.

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### **Business Messenger Solution**

Ringcentral's cloud communications solution is an advanced global phone system created in 2003 for all types of businesses that allows users to make and receive calls through the internet with integrated video conferencing, team messaging, contact center, and more.

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### **Freshcaller**

#### **Phone System & Call Center Software**

Freshcaller is a cloud-based modern phone system & call center software founded by Freshworks in 2011 to help businesses of all sizes set up IVR, inbound caller ID, desktop notifications, call notes, Voicebots, custom greetings, customizable performance reporting, call metrics, and more.

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### **PhoneBurner**

#### **The Outbound Call Center Solution**

PhoneBurner is an outbound call center solution founded in 2009 to increase sales teams of all sizes. It simplifies contact management by accelerating calls, callbacks, and live conversations, power millions of calls, email tracking, smart lead distribution, and reporting.

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### **JustCall**

#### **The Call Tracking Software**

JustCall is a Cloud-based call tracking software that integrates with your CRM or Helpdesk to collect phone numbers from 58 countries, make, record, monitor, and receive calls. It's designed for your sales team, remote team, support teams, Contact Centers, Freelancers, SaaS Companies, International Call Centers, & more.

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### **CloudTalk**

#### **The Virtual Phone System**

Founded in 2016, CloudTalk is a virtual phone system manager created for sales and customer service teams' small and medium-sized businesses from all around the world to build better customer relationships. CloudTalk integrates with over 25 business tools, including most popular CRMs, Helpdesks, and Business tools

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### **UnitelVoice**

#### **The Internet-Based Telephone Service**

Founded in 2011, UnitelVoice is an internet-based telephone service which provides a virtual phone system & toll-free number service provider that empowers entrepreneurs to start, run & grow their business and look more professional.

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### **CrazyCall/ Channels**

#### **The Web-Based Phone Solution**

CrazyCall is a Web-based phone solution designed to empower call centers, e-commerce, sales teams, small businesses, and support teams to build a reliable helpline and generate new leads. It was founded in 2014. It is now Channels.

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## **Category 27: Tracking Software**



### **ClickMeter**

Link Tracking, Affiliate



### **Volum**

The Real-Time Marketing



### **ClickMagic**

The Online Tracking Tool

### Tracking, and Conversion Tracking Link

Founded in 2013, AdsBridge is one of the most trusted global tracking affiliate platform designed for affiliate marketers, media buyers, and all types of businesses to track, manage, analyze, optimize, and monetize marketing campaigns and activities, with multi-user ....

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### Tracking Solution

Voluum is a Cloud-based and real-time marketing tracking solution designed to track, manage, and optimize their ad campaigns in one analytics platform. It helps you understand how successful your campaign has been and monitor & achieve your advertising activity's progress.

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ClickMagick is a web-based click-tracking, rotator, and link manager technology that helps you track and optimize all your affiliate marketing and lead generation campaigns like a pro everywhere you advertise online, all in one place.

According to the ClickMagick website, there are over 120 different features...

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### Adsbridge

#### The Global Tracking Affiliate Platform

ClickMeter is a web-based professional service that enables big and small businesses to monitor, compare, optimize, and understand their marketing campaigns in one place through a full report that increases the conversion rate.

Android.

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### RedTrack

#### The Ad Tracking Platform

Founded in 2015, RedTrack is a cloud-hosted ad tracking platform and digital advertising data solutions that provides data analytics and campaign optimization solutions for affiliates, Ad agencies, media-buyers, and advertisers. It offers users to choose from four affordable pricing plans: Basic, Pro, Team, and Agency.

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### Improvvelly

#### The Web-Based Tracking Platform

Improvvelly is a web-based tracking platform to track, test, and improve your online advertisements & campaign results, protect your advertising budget, and boost your revenue. It is loved by thousands of companies, freelancers, startups, SMEs, and large agencies worldwide.

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### BeMob

#### Traffic Tracking Solution

BeMob is cloud-based traffic tracking for ad campaigns' management that helps manage ad campaigns, identify the most profitable traffic sources, measure landing page performance, and provide detailed real-time reports.

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### Binom

#### The Ad Tracking Platform

Binom is a self-hosted tracking platform designed for professional affiliate marketers that help you track and manage your affiliate operations without any redirects. Eliminate racking errors like slow redirects (Click processing time is 5 ms).Eliminate racking errors like slow redirects .

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### CPV Lab Pro

#### The Self-Hosted Tracking Platform

CPV Lab Pro 5.0 is the newupdated and improved version of the secured web-based self-hosted tracking platform. It can track, test, and optimize all of your marketing campaigns across multiple traffic sources with an all-in-one Central Platform.

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### Clixtrac

#### Tracking Service and URL Redirection

Clixtrac is a useful free tracking service and URL redirection in one place that allows you to track, in real-time, URL links, Banner Ads, and Text Ads to see which ads to keep and which ads to discontinue.

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## **Category 28: Affiliate & Referral Programs**



### **GetAmbassador**

#### **The Referral Marketing Technology**

GetAmbassador is an all-in-one referral marketing software founded in 2010 to help businesses build, automate, and scale their referral, affiliate, influencer, or partner programs to increase customers & revenue and grow their business

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### **PayKickStart**

#### **Shopping Cart and Affiliate Management**

PayKickStart is a customizable all-in-one affiliate management platform and shopping cart solution designed in 2016 for online vendors and subscription-based businesses to recruit and manage affiliate partners to promote their products or services.

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### **Tapfiliate**

#### **The Affiliate Tracking Software**

Tapfiliate is customizable cloud-based affiliate tracking software designed for e-commerce and software-as-service (SaaS) providers to create personalized referral & affiliate programs, reward, track & incentivize their recruited & selected partners for promoting their products and services to their audiences.

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### **Post Affiliate Pro**

#### **Affiliate Programs & Networks Tracker**

Founded in 2004, Post Affiliate Pro is an affiliate tool for online stores and e-commerce websites to track affiliate programs & networks with personalized commission structures and settings.

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### **ReferralCandy**

#### **Shopping Cart and Affiliate Management**

ReferralCandy is a prominent marketing platform to customize and run a referral program that automatically rewards customers for their unique referral link. It provides customizable rewards like cash, store discounts, or custom gifts to acquire new customers & increase sales.

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### **Refersion**

#### **The Affiliate Tracking Software**

Founded in 2014, Refersion is an affiliate marketing strategy to launch, manage, track, and grow your custom affiliate tracking network and online promotions that work perfectly for your business to increase your incomes. It integrates with a lot of tools & apps and e-commerce platforms.

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### **LeadDyno**

#### **Affiliate Management & Tracking System**

LeadDyno is an affiliate management & tracking system that helps businesses of all sizes launch an affiliate program designed to recruit new affiliates, promote their store & products, and drive sales from sharing on social media.



### **Affiliatly**

#### **The Referral Tracking Platform**

Founded in 2014 & located in Bulgaria, Affiliatly is an affiliate tracking software to start your affiliate program for your e-commerce store that you can use to manage & track affiliate activities and get more customers & conversions.



### **OsiAffiliate**

#### **The Affiliate Tracking Software**

OSI Affiliate Software was founded in 1999 by Omnistar to increase traffic & sales and grow their business. It is a referral tracking platform designed both for referral marketing beginners and experts to recruit customers, Influencers, and affiliates and turn them to top brand advocates & promoters.



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### ReferralRock

#### Affiliate Management & Tracking System

Founded in 2014 and trusted by 500+ customers, Referral Rock is a referral marketing automation to refer friends and partner programs that help any business make it easy to share their business and get more customers and sales.

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### Rewardful

#### The Affiliate & Referral Program

Rewardful is a simple way for SaaS companies to set up affiliate and referral programs with Stripe to track referrals, discounts, commissions, and more. Currently, Rewardful is hyper-focused on being the best solution for Stripe rather than being everything to everybody.

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### iDevDirect

#### The Affiliate Tracking Software

Founded in 1999, iDevDirect is one of the most popular on the market and the leading affiliate tracking software to create an army of affiliate marketers with its built-in templates and integration modules to extend sales, increase traffic, and more search engine ranking.

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## Category 29: Seller Ratings and Product Reviews Platforms



### Ekomi

#### The Ratings & Reviews Collection

As a Google worldwide partner with over 250 employees and trusted by 15,025 customers, eKomi is the ratings & reviews collection company, which lets users collect more & better authentic product and customer ratings and reviews.

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### Brand24

#### Social Media Monitoring Tool

Brand24 is a cloud-based social media monitoring tool that allows small & medium businesses to identify, track, and analyze online conversations about their brands, products, and competitors through mentions across social media platforms, news sites, blogs, videos, forums, reviews, & more.

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### NiceJob

#### Reputation Marketing Platform

Founded in 2013, NiceJob is a reputation management tool that helps businesses get more reviews, referrals & sales online and build an excellent reputation across social platforms. NiceJob also offers other products like Engage (Social Proof), Convert (Increase conversion rate), and Add-ons.

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### Boast

#### The Video Testimonial Management Solution

Founded in 2013, Boast is an all-in-one online video testimonial management solution that helps you request, collect, manage, review, approve, and display video testimonials, surveys, online reviews, employee feedback and more, from your customers' iPhone, iPad, or Android devices.

[LEARN MORE](#)

### Outgrow

#### Custom Interactive Quizzes and Calculators

Founded in 2015, Outgrow is a cloud-based interactive content marketing platform that enables digital marketers to create high-converting interactive calculators & quizzes to acquire qualified leads & revenue and generate referral traffic.

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## Category 30: Survey and Feedback Software



### FeedbackFive by Ecomengine

#### The Amazon Feedback Software

Launched in 2007, eComEngine's automation feedback Software is designed for small-to-large Amazon sellers to manage feedback, inventory, sourcing, product research, and other processes, so they can grow revenue, increase profitability and become more efficient.

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### 123FormBuilder

#### Form Builder & Survey Creator

Founded in 2008, 123FormBuilder is an online form builder & survey creator that helps individuals, small businesses, and enterprises create and launch web forms, custom surveys, quizzes, polls, and more. The 123FormBuilder survey maker allows you to set up beautiful questionnaires that complete your survey, collect event feedback, and more.

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### Survicate

#### The Survey and Feedback Software

Founded in 2013, Survicate is a survey and feedback software that helps business owners and marketers to collect client feedback & insights and deliver the experiences they enjoy.

INTEGRATION TOOLS: Analytics, Collaboration, CRM, Customer support, Data & Enrichment, Email software, and Marketing automation.

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### Xsellco

#### eDesk, Repricer, and Feedback

Xsellco is an e-commerce platform that allows 5000+ retailers to use the sales productivity suite to adjust prices on Amazon, automate feedback requests on Amazon, eBay & more, and use eDesk, the e-commerce customer service Software.

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### SurveySparrow

#### Survey Management Platform

Founded in 2017, SurveySparrow is an online survey and feedback management platform that helps businesses of all sizes create surveys, collect feedback from their targeted audience, turn them into engaging conversations and get a better response rate.

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### MySurveyLab

#### The Online Survey System

MySurveyLab is an online survey system & questionnaire software for big international corporations, small companies, and professionals that manage survey creation, automates response collection, and report generation. It has all the required professional features for those in employee insights...

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## Category 31: Social Proof Software Platforms



### Proof

#### The pop-up Social Proof Tool

Proof is a pop-up social proof tool that lets you easily personalize your website for every visitor and display recent sales & leads to increase conversions. Proof integrates with all the apps you are already using, like Clearbit, Segment, Marketo, HubSpot, Pardot, and more.

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### Repuoso

#### The Social Proof Tool

Repuoso is a cloud-based reputation management tool that helps you automatically collect and organize your online positive reviews & social testimonials to one dashboard and display the best selected one through widgets embedded in your website as social proof.



### MarketerMagic

#### The Suite of 9 Marketing and Conversion Tools

Created by Kevin David in 2019, MarketerMagic is a new suite of marketing, conversion, optimization, and tracking tools designed for digital marketers to maximize their business traffic profit. It gives you access to the 9 most powerful suite of marketing, conversions, optimization, and tracking tools

[LEARN MORE](#)[LEARN MORE](#)

### Fomo

#### Social Proof Marketing App

Fomo is a live social proof marketing app that helps small and large enterprises show online experience notifications like purchases, newsletter signups, and more to gain credibility online and increase trust, credibility & sales. It connects with 89+ popular apps and services to show off recent customer interactions...

[LAERN MORE](#)

### Provely

#### The Proof Conversion Tool

Launched in 2017, Provely is a customizable Social Proof Popup addition to any website that will boost conversions and increase sales and engagement. This tool displays a visual and audible notification that calls visitors to make a sale, register for a webinar, or subscribe to an email list.

[LEARN MORE](#)

### NotificationX

#### WordPress Plugin Social Proof

Designed by Team WPDeveloper, NotificationX is a social proof solution & Fomo marketing plugin for the WordPress platform community. NotificationX helps users display notification alerts, comments, reviews, and more on their websites, to gain trust & credibility and increase conversion rates.

[LEARN MORE](#)

### Notifia

#### Marketing Automation Tools

Notifia is a suite of 30+ marketing automation tools designed for Entrepreneurs & Online Marketers to convert more traffic and grow their online business.

This platform offers effective solutions developed for various purposes related to the acquisition, feedback, activation, retention, referrals, and more.

[LAERN MORE](#)

## Category 32: Viral Competitions, Social Giveaway, and Sweepstakes Tools



### Gleam

#### The Business Growth Platform

Founded in 2013, Gleam is a "business growth platform" that offers four online marketing apps to grow and engage customers via contests, giveaways, email forms & collecting user-generated content.

[LAERN MORE](#)

### Upviral

#### The Viral Contest and Giveaway Platform

Launched in 2015, UpViral is a viral marketing application & referral system designed for businesses and enterprises of any size that aims to generate more site traffic build lists, and grow a business online using viral contests, sweepstakes, and rewards apps.

[LEARN MORE](#)

### Shortstack

#### The All-in-one Contesting Platform

Founded in 2011, ShortStack is customizable all-in-one contesting software to build custom landing pages & emails for social contests, giveaways, quizzes, and more to interact with customers, generate lead collection, and marketing automation.

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### EasyPromos

#### Social Giveaways and Contests

Launched as a digital promotional application on Facebook in 2010, EasyPromos is an interactive marketing platform that helps marketers, agencies, and individuals create giveaways, contests, and more promotions for Facebook, Instagram, Twitter, YouTube, or any web.

[LAERN MORE](#)


### Vyper

#### Viral Marketing Campaigns Tool

Founded in 2016, VYPER is a reward marketing program that helps businesses, organizations, and individuals create giveaways, viral contests, sweepstakes, leaderboards, and more to get referral traffic, add followers, engage & grow audience, and increase conversion rates.

[LEARN MORE](#)


### Woorise

#### Contest and Giveaway App

Founded in 2016, Woorise is an online marketing platform that helps more than 20,000 businesses to run an unlimited viral contest, giveaway, polls competitions, & more campaigns. It provides the drag-and-drop campaign & form builder, pre-made layouts & templates, customization & more.

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### SweepWidget

#### Contests, Giveaways, and Sweepstakes Tool

Founded in 2018, SweepWidget is a digital marketing tool that helps thousands of brands and counting to run contests, giveaways, and sweepstakes across unlimited campaigns using a Drag and drop builder, advanced design editor, custom form fields, 90+ entry methods, 30 social media integrations, 103 different languages, & more.

[LAERN MORE](#)


### Heyo

#### The Social Marketing Platform

Founded in 2010, Heyo is a social giveaway, contests, sweepstakes, and interactive promotion campaigns for social media, mobile, and the web using a campaign builder, design editor, templates, 30+ widgets, unlimited leads per month, multi-format contests, 3rd party email integrations, and more.

[LEARN MORE](#)

## Category 33: Push Notifications Services & Tools, SMS text Marketing, and Messenger Marketing



### iZooto

#### The Push Notifications Solution

iZooto is an engagement & retention audience marketing solution designed in 2016 to help businesses own, build, engage, and grow your engagement audience via unlimited personalized & targeted contextual Web Push Notifications.

[LAERN MORE](#)


### PushEngage

#### Mobile and Web Push Notifications Platform

PushEngage is an online marketing tool that enables sales teams and marketers to manage and send personalized browser push notifications for their mobile and desktop websites. It provides automatic segmentation, auto-responders, and drip campaigns, to engage and bring back lost visitors.

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### Aimtell

#### Web Push Notifications Solution

Founded in 2015, Aimtell is a cloud-hosted marketing solution for mobile and desktop that helps digital marketers and businesses to send targeted & personalized web push notifications to re-engage website visitors and gain subscribers.

[LEARN MORE](#)

## Category 34: Lead Capture Tools



### Thrive leads

#### List building plugin for WordPress

Thrive Leads is one of the most powerful options related to an all-in-one list building plugin solution for WordPress through the best conversion tactics used by smart businesses and growth hackers to achieve an explosive list growth.

[LEARN MORE](#)



### Optinmonster

#### WordPress Email Opt-in Form Plugin

OptinMonster is an online lead generation tool and conversion optimization software Launch in 2013 to help businesses reduce cart abandonment, grow their email list rapidly, improve conversions, and get more subscribers & customers.

[LEARN MORE](#)



### HelloBar

#### Free Lead Capture Tool

Founded in 2010, Hello Bar is a WordPress lead capture plugin that sits at the top of a webpage with a call to action, showing sales announcements & leads magnets, collecting emails, notifying customers of deals, and plenty else.

[LEARN MORE](#)



### Justuno

#### Visitor Conversion Rate Optimization Tool

Justuno was designed in 2010 for e-commerce, publishing, and SaaS. It provides a suite of tools like intelligent lead captures, personalized website messaging, and audience analytics to grow email listings, increase traffic conversion, and drive more sales.

[LEARN MORE](#)



### TryInteract

#### The Lead generation quiz

Created in 2013, TryInteract is an online quiz maker tool made for new businesses & entrepreneurs, consultants & small businesses, and agencies and marketing teams to attract your target audience and convert quiz takers into subscribers and buyers.

[LEARN MORE](#)



### OptiMonk

#### On-Site Message Toolkit

OptiMonk is an all-in-one conversion optimization, lead generation, and exit-intent popup solution created to turn your traffic into sales, collect emails, grow messenger list, collect customer feedback, reduce cart abandonment, promote special offers, facilitate social sharing, and increase cart value.

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### Poptin

#### Lead Capture Platform

Founded in 2017, Poptin is a lead capture tool that helps digital agencies, marketers, bloggers, and e-commerce websites create unlimited engaging website popups & widgets, embedded forms, and autoresponder for subscribers.

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### UpLead

#### Lead generation platform

UpLead is a lead generation platform, data provider, and sales intelligence solution that allows businesses of all sizes to build highly targeted B2B lists, to find, connect, and engage with qualified prospects to get targeted sales leads.

[LEARN MORE](#)



### ConvertPro

#### Email Opt-In & Lead Generation Tool

Convert Pro is an email opt-In & lead generation for WordPress that converts your website traffic into leads, subscribers, & customers. This WordPress popup plugin can be used by WordPress 4.1 or higher websites, online marketers...

[LEARN MORE](#)

## Category 35: Ad Spy Tools



### SEMrush

#### Online Visibility & Marketing Analytics Software

SEMrush is an all-in-one SEO platform designed in 2008 for digital marketing professionals, E-commerce, and enterprises to develop perfect content and advertising strategies, benefit from competitors, drive more sales, and boost online-stores.

[LEARN MORE](#)



### JungleScout

#### The Amazon FBA Product Research Tool

JungleScout is a web-based research solution and Google Chrome extension created in 2015 to give Amazon sellers the resources & tools they need to build a successful Amazon business from profitable product research, product launch to optimizing a product listing...

[LEARN MORE](#)



### PowerAdSpy

#### The Social Media Ad spy tool

PowerAdSpy is a social media advertising spy tool that helps you find the best profitable social media ad campaign & replicate the successful ones instantly in any niche for your business. Access the largest database of over 6 million ads from 15 plus countries with thousands of new ads.

[LEARN MORE](#)



### BigSpy

#### The Largest Ad Creatives & Intelligence Database

BigSpy is a freemium digital ad spy marketing tool for monitoring social ads that cover every ad type, all niche markets, and countries on the desktop and mobile. BigSpy supports 6 platforms' advertising spies: Facebook, Instagram, Google, YouTube, Yahoo, Pinterest, Twitter, & more ad spy tools.

[LEARN MORE](#)



### Anstrex

#### The Push and Native Ad Spy Tool

Anstrex is a competitor spy ad tool that allows marketers of all kinds to uncover advertisers' secrets, spy on top 15 push notification ads and 27 native advertising campaigns.

Who Uses Anstrex? Brand Advertisers, Content Creators, Direct Sales Marketers, and Affiliate Marketers.

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### Pexgle

#### Spy Top Selling Products

Pexgle is an all-in-one spy ads toolkit that helps Dropshippers & e-commerce Entrepreneurs track and analyze the top stores to find at the right time suitable products to sell.

Pexgle offers three paid subscriptions: Prom Guru, and Business.

[LEARN MORE](#)



### FunnelSpy

#### The Sales Funnel Spy Tool

FunnelSpy is a sales funnel research tool that lets marketers see the competitor's business strategy and sales process to build a profitable sales funnel for their business on all of the hidden pages.

There is no need to purchase your competition's product to get the insights scoop.

[LEARN MORE](#)

## Category 36: Online Video Editors



### Renderforest

Online Video & Animation



### WeVideo

The Online Video editing



### Promo

The World's Leading Video

### Platform

Founded in 2011 in Armenia, Renderforest is a cloud-based all in one design platform that helps businesses and individuals to create professional videos intros, animation, logo, slideshows, music visualizations, landing pages, or even a creative website for their content.

[LEARN MORE](#)

### solution

WeVideo is an online video editor platform for business, educators, nonprofit, and student creators that provides everything to create and publish great videos to YouTube, Instagram, Facebook, and other social media channels.

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### Maker

Launched in 2006, Promo.com is the world's leading video maker solution on the market that provides tens of thousands of customers a collection of services & tools & a strong creative team to create and customize engaging premium video clips on their own.

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### Vyond

#### The Video editing platform

Founded in 2007, Vyond is a video editing platform built for businesses, enterprises & everyone in all industries to create unique professional & dynamic videos to engage & captivate any audience. It provides an extensive library of prebuilt templates that covering a wide range of industries...

[LEARN MORE](#)



### Wave.Video

#### The Online Social Video Maker

Wave.video is a web-based video maker and Social Media Marketing tool designed to create engaging, high-quality marketing videos stories, ads & posts for websites, social media, or other purposes that will build their audience and grow their business.

[LEARN MORE](#)



### InVideo

#### The Video Editor Tool

Founded in 2017, InVideo is an online video editor tool that helps media companies, small businesses, and brands of all sizes transform their content into great videos of different types and engage their audience. Over 3500+ templates and 1000 premium online video designs.

[LEARN MORE](#)



### Placeit

#### The Online Design Tool

Placeit is an online design tool to make unlimited logos, videos, mockups, flyers, business cards, and social media images using a growing library of over 58,000 templates designed by professional experts.

Placeit offers a drag-and-drop video-makers tool to create and edit engaging slideshow videos...

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### Toonly

#### Desktop Video Maker

Toonly is a desktop video maker application by Doodly designed to create fast, professional, and high-converting animated explainer videos using the drag and drop tool and tons of custom images & audio regardless of your niche, industry, or profession.

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### Offeo

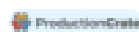
#### The Animated Online Video Maker Platform

Offeo is an animated online video maker platform created in 2018 to help marketers and designers create impressive video ads, promos, and social videos. It provides thousands of professional templates, intro templates, photos, videos, and audio...

[LEARN MORE](#)



### HippoVideo



### ProductionCrate



### Rocketium

### **The video personalization, marketing, and distribution platform**

According to Hippo Video, It is a video personalization, marketing, and distribution platform that helps 5000+ enterprise businesses achieve their goals by creating personalized videos and distribute them through multiple channels.

[LAERN MORE](#)

### **The he web's archive of over 10,000+ creative assets**

ProductionCrate is the web's archive of over 10,000+ creative assets like visual effects, music, graphics, and more that serve over 850,000+ producers worldwide at an affordable price.

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### **The online design automation solution**

Rocketium is an online design automation solution used by over 80000+ design teams, marketing teams, developers, agencies, and mall Businesses to create graphic design productions like videos and images for display ads, blogs, websites, social media, emails...

[LEARN MORE](#)



### **Vidnami**

#### **The Online Video Creator Platform**

Vidnami is an online video creator platform launched in 2015 to help you make unlimited professional videos by automatically combining your text, clips, voice track, and music. It offers a library of 790,000+ clips, 30,000+ royalty-free music tracks, 125,000,000+ royalty-free images, ...

[LAERN MORE](#)



### **VideoCreators**

#### **The Online Community for YouTube Creators**

VideoCreators is founded by Tim Schmoyer in 2006 as an online community for YouTube creators and entrepreneurs to help them learn YouTube growth strategies and master its skills to build a highly engaged YouTube audience.

[LEARN MORE](#)



### **Instant Video Wizard**

#### **The Online Video Marketing Tool**

Instant Video Wizard is an online marketing tool to create unlimited high-quality videos, upload it to YouTube, and schedule live events on YouTube, using thousands of images, video clips, and a huge selection of music tracks.

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## **Category 37: Live Streaming Pre-Recorded Videos Solutions**



### **Ecamm Live**

#### **Live-streaming Software for Mac**

Ecamm Live is the all-in-one live-streaming software solution created in 2002 for Mac users to Facebook, YouTube, Periscope, and Twitch or multiple platforms at once. It helps marketers, videographers, educators, producers, church leaders, and anyone creates professional live stream broadcasts.

[LAERN MORE](#)



### **Onestream**

#### **Live Streaming Pre-Recorded Videos Tool**

Onestream Live is a cloud-based service that helps businesses involved in marketing schedule and live-stream pre-recorded video content any time in any place across the most popular 40 social media platforms simultaneously like Facebook Live, YouTube, Twitch, Mixer, ...

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### **LiveReacting**

#### **Interactive Facebook live video streaming**

LiveReacting is an interactive cloud-based Facebook Live tool designed in 2016 to schedule & stream pre-recorded videos, games, countdowns, and polls as if it is live. It provides interactive elements and graphics to get more views, followers, and engagement.

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### **SocialKickstart**

**Facebook, LinkedIn, Youtube, and Twitter Marketing Tool**



Launch in 2017, Social Kickstart is the All-in-one digital Facebook, LinkedIn, Youtube, and Twitter marketing tool that helps marketers and online entrepreneurs to live stream pre-recorded video to grow their social presence and traffic.

[LAERN MORE](#)

## **Category 38: YouTube Optimization Tools**



### **TubeBuddy**

#### **The Video Optimization Toolkit**

Launched in December 2014, TubeBuddy is a YouTube extension available for both Firefox and Chrome. It's the premium toolkit that can help Creators, Brands, Agencies, and Networks manage, optimize, and grow their YouTube channels.

[LAERN MORE](#)



### **vidIQ**

#### **Youtube Video Analytics**

vidIQ is an SEO & analytics tool and video optimization solution created in 2012 for video creators, brands, and digital marketing agencies to learn how to get more views & subscribers, manage, and grow multiple Youtube channels & videos.

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### **VideoSeeder**

#### **Video Publishing & Syndication System**

To go viral and drive organic traffic from every niche, you have to get the maximum amount of traffic from your videos by syndicating them to 15 multiple videos, social and blogging platforms through the Videoseeder Traffic Multiplier System.

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### **AdsCrisp**

#### **The Video Ads Creation Suite**

AdsCrisp is a cloud-based app with a 37-in-1 video ads suite designed for marketers in 2019 to create instantly converting video advertisements in 3-click fast and easy for the 7 available social media platforms including Facebook, Instagram, Snapchat, Youtube, Pinterest, LinkedIn & Twitter.

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# SOCIAL MEDIA MARKETING MADE SIMPLE



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# INTRODUCTION





## Introduction

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Weirdly, if you were to search for “social media marketing” on your favorite search engine, you will likely receive results from the same couple of websites, as well as an assortment of targeted ads. This is a prime example of social media marketing in action. Search ranking, recognition, and branding are essential elements of your future marketing strategy,

Throughout this book we will be referring to the concept of brand loyalty; it is an appropriate goal of many businesses, and with it will come sales and engagement. To reach brand loyalty: you must first have brand awareness and recognition: this is where social media marketing comes in.

Social media marketing involves consistently using appropriate strategies to engage your audience and raise awareness of your brand. Simply posting is not enough. Your posts need to be relevant and strategic.

This eBook will make social media marketing simple. The concept of social media marketing can seem challenging and convoluted. And, with a haphazard attempt towards it, social media marketing can be. You will need to have a clear strategy, that will help you reach your clearly defined goals. When it comes to the results of marketing, ignorance is not bliss. You would never implement a traditional marketing campaign without first clearly planning it and outlining several specific goals; so why would you do it online? One of the biggest mistakes people make in implementing social media marketing is not acknowledging the stark difference between regular marketing and online marketing. Many of the foundational principles are the same, yet new skills and elements exist and will be necessary to comprehend.

Before beginning, it is important to note that this eBook not directed towards one specific business type, it is for everyone who is using social media to market. The eBook may include phrases like “your product”, “your service” or “your business.” What is meant, is whatever you have to offer! Use the elements that apply to your business, do not falsify a business to fit with anything other than your goals.

We will begin by discussing what social media marketing is. It is important to have a complete understanding first so that you can do a better job of working through the remainder of the book. It may be prudent to answer all the rhetorical questions posed within the coming pages to truly outline your overall business goals and how you can use social media marketing to achieve them.

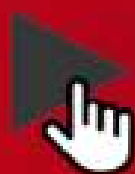
The eBook will then go on to discussing the key elements of social media marketing; this section will provide you with a list of ideas and questions that you can include in a strategy. It is important to remember that not every part of social media marketing will be relevant to you and your business. You need to find and focus on the elements that are most applicable to you and your goals, while also taking into account your audience and their media usage. We will then go on to discuss how you can implement a media marketing strategy; it will provide you some tips and hints of the top things that you should be considering in creating a strategy and provide you with ideas for some goals that you could set. The book will then discuss branding which is in itself a kind of marketing. Having a brand would be a central aspect of building a loyal audience.

This eBook will then run through the importance of analytics. Tracking analytics and data is some of the most essential skills for someone who is trying to run a business online to have. Without them, you will not be able to

tell your progress, nor will you know if your marketing is effective. We will discuss how you can use tools to do so as well as simple metrics to track.

Following this, this book will discuss the benefits of some of the different social media platforms. However, it will not go into detail into which demographics use which platform. It simply will provide an overview of the types of content that will be created on them.

Throughout all this, however, it is important to remember that each business and each audience is different; for this reason, there is not a one size fits all approach to marketing. Rather than giving you a strategy, this book will give you the tools and understanding that you need in order to produce your own. This will allow you to build a tailored strategy to your goals, skills, and abilities in order to make the most out of your strategy.



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# CHAPTER 1

## THE BEGINNING:

### WHAT IS SOCIAL MEDIA MARKETING?



## **The Beginning: What Is Social Media Marketing?**

---

You may be asking, is it not enough to simply have active profiles on social media? Unfortunately, no, it is not.

In this day and age, almost every person, and, even, many pets(!) are on social media. For this reason, there is an undeniable need for the existence of an enhanced and consistent social media presence to be able to run a business on social media. There is an abundance of content that you will need to compete with, so, above all, you need to try to have a high-quality brand.

But, people do not only use social media to be social with their friends and family—as it was originally intended. Social media is used to build connections and make business decisions and, of course, learn about new and exciting products.

Social media was designed with the intention of keeping us on our phones and to constantly refresh our feeds to see what new and exciting content is available for us. And it certainly worked. Social media usage is constantly increasing, with platforms finding new ways to keep us posting and most importantly buying.

When social media was first introduced, it was ad-less and free. But, as sites grew, so did the ability of it to be used for marketing. Now, in amongst pictures of our family and friends, are sponsored posts and ads that the algorithms think that we might enjoy. The videos we watch are often paused momentarily to make way for a quick ad. Advertising has been seamlessly integrated into our feeds; but how do you compete with all that content? The answer comes in creating a social media marketing strategy.

In essence, social media marketing is defined as efforts made on social media to connect with audiences and achieve business goals, such as increased sales, increased followers, more traffic, and building a brand.

Through social media marketing, you will want your audience to develop brand awareness, then brand recognition, and finally, brand loyalty. We will discuss “branding” more specifically later, but it is important to keep in mind that as branding is how your audience perceives you, you want them to have a good impression.

Social media marketing is the combination of all your online activities that aim to drive user engagement and overall sales.

As with regular marketing, it can be proactive or reactive. Preferably of course you want proactive marketing to head off anything bad—ideally, you want your marketing strategy to seem effortless, not staged PR.

While it can seem like a challenge, the ideal social media marketing strategy does not seem like one at all to the audience. It should come across as natural, organic content.

# **CHAPTER 2**

## **KEY ELEMENTS OF SOCIAL MEDIA MARKETING**





## Key Elements Of Social Media Marketing

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Social media marketing is not the same as traditional marketing. Depending on one's industry and business goals, it may require traditional marketing as well as social media marketing to grow their business. There are elements of social media marketing that are inspired by traditional marketing, but one would be foolish not to have a solid understanding of social media marketing specifically to maximize the possible gains from it.

Whether you, yourself, are your brand or you are trying to run a business from social media you will still need to use social media marketing. Basically, you will not succeed on social media, irrespective of your endeavor, without a good social media marketing strategy.

If you have already started your business, it could be helpful for you to conduct an audit of the kinds of posts you have been doing and the success of these posts. Doing so will also help you learn the skills that we are discussing throughout this book. The sooner you learn to apply the skills, the better; so if you can do an audit of any content currently, it would be an advantage.

### The content

One element of social media marketing is the content that you will be producing. While we will discuss this in more detail later in the eBook, it is something that you must keep in mind. Content can be your every day or more casual posting style as well as specific campaigns that you run.

While marketing is *how* you do it, ultimately the content is what you are selling. You will be using analytics to understand the success of your content.

You can have the best marketing strategy in the world but if your content is not good, then your account will not be as successful as it could be.

## **The conversation**

You can monitor the conversation about what people are already saying about you and steer the conversation in new ways. Listening to the buzz about you and the feedback you are receiving is an important part of marketing and growing your business. For example, check in the comment sections, checking reviews, and checking message boards. It is not just enough to look on your own channels, you need to see how you are appearing in other places as well that you personally have less control over.

Checking your own notifications for mentions is one thing, but you also want to know what people are saying about you and not tagging you in. Sometimes when people air their grievances, they do not actually want to tag the brand itself, for fear of backlash or an uncomfortable conversation. This is why you just need to monitor things that include your name as well—just in case.

## **The “social” of social media**

It is right there in the name, there is no use just posting blindly into the void or shouting into an echo chamber: engagement is everything. It should be one of the primary goals of your marketing strategy. And do not forget, engagement goes both ways. Not only do you want your audience to engage with you, but you need to engage back. An element of this is your brand persona, but it also involves putting the time into replying and commenting and also creating a conversation and space for your audience where they feel valued, appreciated and, also have fun!



# CHAPTER 3

## HOW TO IMPLEMENT A SOCIAL MEDIA MARKETING STRATEGY

# How To Implement A Social Media Marketing Strategy

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Social media marketing can be divided into five categories:

- Strategy
- Planning
- Publishing
- Listening and engagement
- Analytics and reporting
- Advertising

In essence, you must first come up with your strategy including your goals plan and publish your posts, listen to feedback and view your engagement, and check the analytics to see whether the data backs up your goals.

Basically, your social media marketing strategy is a plan. You need to start at the beginning with planning, obviously, and as with most things, the better foundation that you build for yourself in the beginning, the better the understanding you have of the things that you want to achieve and who your brand is going to be: the better your strategy would be and, therefore, the better your chance of success is.

While it can seem tedious, it is worth taking the time to put in the effort to create a comprehensive strategy to have a successful business eventually.

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## **600+ Advertising and Digital Marketing Tips**

### **by Industry Experts**

We have compiled a comprehensive list of advertising and digital marketing tips to help you make an effective marketing strategy. In this article, you will get actionable advice for 34 categories and marketing areas from the most outstanding marketers all the time. Please take note of all the tips, get organized, plan, and get to it! 😊

### **600+ Marketing & Advertising Tips**

#### **to carry out in 34 areas of Digital Marketing**

1. [Tips for your Marketing Plan](#)
2. [Marketing Tips for Blog](#)
3. [Marketing Tips to improve your website](#)
4. [Marketing Tips for Facebook](#)
5. [Marketing Tips for Twitter](#)
6. [Marketing Tip for YouTube](#)
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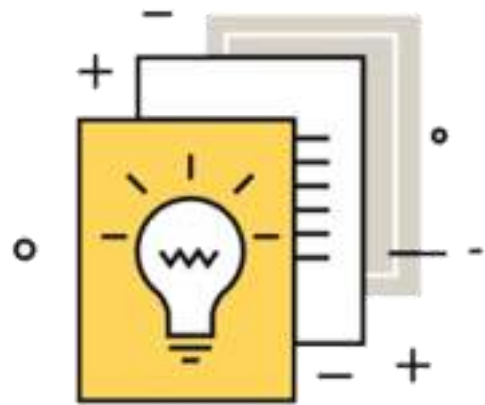
- 20. [Marketing Tips for Other Media Platforms](#)
- 21. [Personal Brand Tips](#)
- 22. [Networking Tips](#)
- 23. [Tips to improve your Product](#)
- 24. [Content Generation Tips](#)
- 25. [Design Tips](#)
- 26. [Marketing Tips for Forums and Groups](#)
- 27. [Marketing Tips for Promotions and Contests](#)
- 28. [Tips to Fix Marketing Errors](#)
- 29. [Tips to Improve Customer Service](#)
- 30. [Marketing Tips for your WordPress site](#)
- 31. [Marketing Tips for Geolocation](#)
- 32. [Marketing Tips to Engage Influencers](#)
- 33. [Tips for Web Analytics](#)
- 34. [Other Types of Valuable Options](#)

## 1. Tips for your Marketing Plan

1 - Do a **market and competition analysis**, also known as [benchmarking](#).

Make an in-depth study of your particular niche, the price study, and analyze the most demanded products and services.

2 - Study **what type of content** the companies in your niche publish to get a solid understanding of which ones work better, which ones worse, and get some ideas for your social platforms and blog.



3 - Decide on **branding** and reinforce your corporate image for your online presence. Prepare a series of required resources such as the logo, font, and other things needed to complete the website.

4 - Make a **list of all the social platforms** in which you have a presence. If you think any popular social platform is missing, then create a company profile on it. Unify the descriptions, cover images, brand logo, and make a small style guide to participate in each of them effectively.

5 - Study your **target audience** and define three people with names, characteristics, details, and tastes. You will think about them whenever you generate some content or look at which platform to participate in, to know if you are really responding to their possible interests and if your audience is there.

6 - Make a **SWOT** (Strengths, Weaknesses, Opportunities, and Threats), study your weaknesses and strengths, and get some detail that differentiates you from the competition. If you do not differ in anything, you can only compete for price and place, so it is good to search and add differential values.

7 - Define what **human resources** and what **budget** you have to carry out your marketing plan. Set a monthly amount that you will allocate, check month by month if you are going profitable in your advertising efforts, and know if you can increase or decrease this budget according to the results.



8 - Select some **KPIs or metrics** that allow you to study the results obtained month by month and know which actions work for you and which do not.

To better visualize it, you can use a Dashboard; this will allow you to visualize the information better, and thus you will be able to move and correct the actions to be carried out little.

From all the budget spent on marketing, you will calculate how many sales they have generated, and with that, you will have an average CPA (Cost per Acquisition) that should match the margin that you have established for each product or service you sell.

9 - Make an in-depth study of the **targeted audience** by extracting data from **Google Analytics** with the option of audiences, demographic data (age, gender), and behavior and interests plus geographic location; it will help you define your campaigns.

10 - Combine **demographic data from Google Analytics** with Social Platforms such as Facebook and Instagram to obtain an even more defined profile. You will get a better idea of who your buyer persona is.

11 - Carry out a study focused on your **customers' interests** to detect the insight of your brand and/or products. For this, you can use surveys or get feedback.

12 - **Create specific content** for your target audience only in the channels where it is found, and you can carry out marketing campaigns.

13 - Do a market study with **in-depth keyword research** analyzing the terms, products, and services to rank and classify them for your different organic and paid campaigns.

14 - Make a correct distribution of in which **channels** you are going to use your keywords: SEM campaigns, content on the blog, or copies on social platforms.

15 - Implement your **strategy for using keywords** on your website and in your content with a plan based on your users' search intent and technically combining it for Google.

16 - Create a **calendar of post scheduling** on social platforms to make it easier for you to develop your strategy for weeks and months.

17 - Include **important dates** for your brand and your audience in your publication calendar. These will help you develop strategic and collaborative actions both with your followers and with different references.

18 - Create a **content plan** based on the main products and services of your brand. Technically rank it with your blog and rely on social platforms to popularize it.

19 - ALWAYS provide **valuable content**, don't just think about selling. If you add value, you create an audience that helps you spread your content on social networks, and you will retain them to a greater extent.

20 - Create an **action plan** for weeks and months but also areas. It will help you organize and work on your brand's priorities and help you optimize your actions and your time.

21 - Develop a **plan of measurable**, achievable, and comparable **objectives** over time. You must set goals that you can achieve, not get discouraged, or feel frustrated to raise some in the short term and others that take longer to complete.

22 - **Measure** from the first day of work so that you can see the evolution of your actions and objectives in each area. And, in general, of your entire Marketing Plan.

23 - Integrate **Google Data Studio** to prepare and automate reports for each of your marketing channels.

24 - Specialize in a **specific marketing area** and surround yourself with the right professionals to cover the other specialties. Think about what you like the most; in this way, it will not cost you so much effort to train in it.

## 2. Marketing Tips for Blog

25 - Study the **most shared content** about the keywords you are going to use for your business. You can use different tools such as Buzzsumo to discover the ones shared the most on social media. If you can improve some of them or do something more complete, then they will be super good content for your blog.



26 - Investigate which are the blogs that have the **most visits** on the same topic. For them, you can use the Similarweb tool in which you can put many blogs and see how many approximate visits each one has. If they are the ones who have the most holidays, it will be for something. Now, get ideas for yours and be able to get maximum visits.

27 - **Improve participation** in your blog by asking a question at the end of all your blog posts if you open the readers' involvement. The blog is a two-way communication channel, and you should never leave the content for finished.

28 - Spend some time **answering all the comments** on your blog and talking to everyone who shares your content on social networks, such as Twitter, Facebook, and LinkedIn. It is useful to search your domain .com on Twitter

and other Social Networks to see who is sharing your content and has not mentioned you.

It is the best way to retain your readers, make them remember you, come back, and continue sharing you on another occasion.

29 - Check all the **titles of your articles** so that they have a hook and arouse the most significant interest. The titles you can change them as many times as you can. Take advantage of Twitter to share your content with different titles and check which ones work best. Go back to your articles and change the title.

30 - See if all your blog content **adds value**. The blog should not be there to share the news that interests your company, nor is it a diary of your adventures. The blog is to offer something useful or fun to your potential audience. If not, you will hardly get shares on social networks, links from other pages, or many visits. Do not make a blog about what the boss wants to tell, but what a client wants to read.

31 - **Redesign the sidebar** of your blog. My advice is not to overcharge it. Think which widgets provide actual value and which are essential. The reader's attention is rarely focused on this part, and you can also make the loading of your blog very slow.

32 - **Redesign the footer** of your blog. Huge footers are usually annoying, and their average reading does not reach 2% of readers. Do not leave

something that you consider very important since almost no one will read it.

33 - Add a **subscription form** to the side of your blog. Email is the best method of contact with your readers and the best way for them to become repeat readers. You can use Mailchimp, Mailrelay, Mail director, SendInBlue Aweber, or any other system.

Most of the platforms offer you to send up to 2000 subscribers without making any purchase.

34 - Add a form to **get** more advanced and effective **subscribers**: in Pop-up mode or at the end of your posts. You can use Magic Action Box, Optinskin, Optinmonster, Thrive Leads, or others.

35 - Add an **RSS icon** to get subscribers to use an RSS reader. You can also link directly to Feedly or Flipboard, which are currently the most used readers.

36 - Make sure to use the **Read More** link in all your posts so that your blog's home page is scannable and the reader can easily view various content and then decide which ones they are interested in reading.

37 - Study what **contents of your blog** have worked best to guide you in the next ones. Which ones have gotten more comments, more links, more shares on social networks, more visits, more conversions...?

38 - Use a **table of contents** at the beginning of your posts. It will guide users on the content included in the post, and the content will be better structured.

39 - Before starting to write, do **good research on keywords**. It will serve as a guide when structuring the different sections, you can include in your content and as a guide for your content table. A free tool that can help you in this work is [Ubersuggest](#).

40 - Remember to **structure your post's content** so that it is scannable and that it is easier for users to read it. For this, you must make a correct distribution of titles (H2, H3, H4) and make proper use of bold.

41 - Choose a **simple font** with the right size to make the content easier to read. However, if you want to emphasize a position, you can use a somewhat more attractive font to attract the attention of your users.

42 - Include **different types of content** in your post to facilitate its readers. In addition to structuring them correctly, it is interesting that you can include infographics or videos that add value and are related to the content you are presenting.

43 - Use different **Neuromarketing strategies** to improve your content and get users to increase their time spent on your website. For example, you

can place the most important content at the beginning and end of posts to activate the primacy and recency effects.

44 - If you have **different categories** on your blog, you can include a menu at the top that makes it easier for users to navigate through them. In this way, it will be easier for them to access the information that interests them the most, improving your website's usability.

45 - Take care of the **responsive design** of your blog. Today, users' browsing methods have changed, and many more mobile devices are being used, so the content must be viewed correctly.

### 3. Marketing Tips to improve your website

46 - Find a reliable **hosting** provider such as **Temok** that ensures the best speed and security features while facilitating the migration from your current hosting.



47 - Activate a **CDN** (Content Delivery Network) such as Cloudflare, [Managed Digital Ocean Cloud](#) with CDN or Amazon S3; it will serve your static content at ultra-speed from different servers spread all over the world, improving the loading times of your website. Did you think, why is CDN used? Here are [13 ways how it serves your website](#).



48 - **Optimize** your cover **images** to ensure that it is displayed in the shortest possible time. Save your images for the web before uploading them. If your website is developed using WordPress CMS, use any cache plugin to make sure you are using fully-optimized images.

49 - Create a **Vimeo account** to host your high-quality videos and thus serve them from your website using the embed codes. In this way, you will not consume webspace, and you will offer HD videos at the highest speed and with a personalized player.

50 - Analyze your **website's errors** with tools such as GTMetrix or [Pingdom Tools](#), which will show you the errors and the actions you must take to solve them.

51 - Check if your website is optimized for **mobile devices** using [Google WebMaster Tool](#) and fix the issues suggested by the tool.

52 - **Update** your **website code** to HTML5 and CSS3, the new standards, to obtain more outstanding performance, speed, and compatibility with the new standards.

53 - Replace images with fonts of **free vector icons** such as those from the Dashicons libraries or [Font Awesome](#). You will achieve a professional appearance while reducing web loading times.

54 - Replace the Flash objects on your website with **animations** created using CSS, which are loaded using clean code, small in size, and compatible with search engine rankings.

55 - Make your **contact page** user-friendly and visible. And if you don't have it yet, create it so that your potential clients will quickly find a way to communicate with you.

56 - Put your **social media links** in a visible place so that your visitors can find out about your news and services in real-time while expanding your business.

57 - Change the **color scheme** of your website; avoid using strong and bright colors.

58 - Make sure that all pages have a useful and **relevant call to action**.

59 – Don't forget to **add a subscription form** that collects your visitors' emails in platforms such as MailChimp to offer them services through email marketing campaigns. Adopt valuable techniques to [increase your email open rate](#) for effective marketing.

60 - Apply **design cards** into your layout to improve the user experience and responsiveness of your website. This type of design has become quite popular in user interface design for both web and apps, mostly thanks to

Google's trend with its implementation of Material Design in many of its web applications.

61 - Check if the fonts you use on your website meet these three requirements: legibility, sizes, and contrast. Fonts not only influence your page's aesthetics, so make sure not to use unreadable fonts, very small sizes for paragraphs (always above 16px), or backgrounds with colors similar to the texts that make them difficult to read.

62 - Check that there is **enough space between all the elements** so that the contents do not come together so much that it is difficult to differentiate them.

63 - Do you have an **SSL certificate** installed? If your website still does not load under the HTTPS protocol, it is time to switch to a secure environment by installing any valid SSL certificate. The advantages are clear: you increase the user's confidence who visits your website, improve SEO ranking, and reduce possible theft of private information.

64 - Remember that it is essential that you **comply** with the **GDPR** regulations in force within your website. For this, you must request your users' express consent both in the subscription forms and in the comments or in any place where you request personal data.

65 - Do not forget to include the [Cookies Law](#) to inform your users about their use and avoid possible sanctions.

[How to Choose Web Hosting | 25 Awesome Tips](#)

[Launching A Web Site With No Experience Has Now Become A Reality](#)

[Growing SEO Importance of SSL Certificates and Advantages to Install](#)

[PNG Vs JPG: Which One is Better for Your Website?](#)

#### 4. Marketing Tips for Facebook

66 - Study with **Facebook Insights** which content has had the most participation to date. Try to develop a typical pattern that tells you which types of posts you should repeat and which ones to stop.



67 - See what type of publications you can do to **encourage the participation** of your customers. Questions in your posts? Do you propose a challenge to your fans? Without involvement in Facebook, it will be challenging to grow organically without advertising.

68 - Study what is your **best time to publish** your social posts. Your fans will be much more participatory in one hour than others, so make sure you are scheduling your posts at that time. In order to understand the right time for your fans, it is necessary to analyze your page statistics.

69 - Do you have fans in different languages? **Segment** your posts in tongues , and you will find out. There are many types of targeting, but the language one works best since everyone has their Facebook in a specific language.

70 - Dedicate a day of the week or a month to **schedule** all your publications, and thus, you do not need to be creative every day.

71 - Create a **private Facebook group** in which you offer something extraordinary (discounts or coupon codes) to your most important clients. This way, you will be able to retain them and have direct contact with them. It is a significant opportunity to convert your clients into your brand's ambassadors.

72 – **Join private groups** related to your theme or business niche to participate as a person. Then you can dialogue and comment on the news and content of your niche, and from time to time, share your content.

73 - Make a list of **community Facebook pages** or without commercial interests in which you can participate with your company profile. Facebook is the largest forum in the world, and not everyone is on your wall. Get out there and think of content that will sink into those pages.

74 - Collect **photos of your clients** and make them protagonists of your page. If you can tag them to take the conversation with them to Facebook and thus be visible to everyone and future customers.

75 - Make a collage with **photos of your employees**. Humanize your brand and also make them the protagonists of your company page. Facebook is made for people, and putting them in value is always positive.

76 - Make a compilation of essential dates or Milestones of your brand and **publish in the past tense**. Tag or mention people to activate participation in those old dates of your timeline.

77 - Ask your most loyal customers to give you a **rating** and a recommendation on your page. The stars are apparent, and the advice can influence future customers.

78 - Define a system to monitor the **private messages** that arrive on your page. Now Facebook says the average response time of each page, so you should answer quickly. You can use Hootsuite, Zendesk, or other systems to find out right away.

79 - **Reactivate conversations** every so often. You can mention all the people who have commented on a post and thus continue a dialogue that gives older posts more visibility.

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