Best SAAS Tool for the Job

Why These Tools?

Of course, there are many other awesome service-as-a-software available for online-marketing-driven businesses.

But there are many small and solo businesses who struggle to implement tools that work for their needs and budget. Sometimes they are trying to put an enterprise type product into a 2-3 person business. Other times, they have no-one to understand the software, do A/B testing, fix their sales funnel leaks, and get the most out of it. So they just keep placing ads, erratically following up, and losing marketing money.

Best Operations Tool for Ecommerce Startups or Complex Small Business:

ZOHO ONE   https://www.zoho.com/one/applications/
40+ apps that run a business   Mobile apps

Apps for your PC or Mac:
Invoice generator
Track time to invoice from
Creator for workflow

Browser extension for Zoho Social - allows instant sharing of articles.

Online Software
CRM - easy to use, task reminders, leads, accounts
Books - Cloud accounting software
Analytics -- manage the business with a full dashboard
Sales inbox - for salespeople to send emails to customers
Sales IQ - see and engage with your website visitors (chat); add form data to CRM
Social -- full social media scheduling and activity (LI, Facebook, LI personal, Instagram)
Campaigns -- create, send, and track emails
Marketing Hub -- integrated marketing automation software
Backstage -- run events
Projects -- plan and collaborate on projects
Meeting -- web conferencing tool
Forms -- build forms for lead gen and engagement online.

For much the same benefits as using Close (another sales SAAS) but with far more capability, ZOHO One is ideal for businesses with low user numbers. Pay in AUD.

Yearly:
AUD $38.50 per user per month or Max out at $110 per month for any number.
(Or $49.50 per user, monthly basis).

Best Management Tool for Digital/Website and Other Service Businesses (Australia)

QUIDDITY   https://www.quiddityapp.com.au

- CRM
- Tasks & to-dos: arrange and assign all tasks from one online platform
- Invoicing
- Marketing: Campaign tracks all types of emails - links to Mailchimp
- Project mgt: track completion rate and see visually the stages
- Time management: built-in time tracker and reporting
- Generate quotes and track leads: customise terms and conditions

A good tool for scoping projects, keeping track of lead pipeline, as well as turning quotes into live invoices. By far the best value of the tools mentioned. Won an innovation and value award.

User review via Capterra:
* Easy to use * Keeps track of client contacts
* Lead, Quotation and Invoice tracking is fabulous - you can measure how many leads you have won or lost over a period of time
* No more using Excel to keep track of client work or sales pipeline
* Everyone in the company can see what is happening with the client using Activity record feature
* Value for money, where else can you access a CRM system for such rate with full functionality?
* All documents can be saved in one place via the cloud per client, which makes finding documents so much faster instead of trying to remember where you saved that document.
* Fantastic communication tool internally

Annually A$20 per user per year
Monthly A$25 per user per month (small business)

Best Tool for *Free* Social Media Management:

ZOHO Social: https://www.zoho.com/social/

Post out your favorite articles (yours or others) onto LinkedIn (page/profile), Facebook (page), Twitter, and Instagram - this one only after accessing their phone app. The Chrome Extension is handy for this.

Price: Free

Upgrade to Pro (AUD 21.95 pm, but better price annually) to have the ability to *send scheduled posts* and repeat posts.

_____

Missinglettr (Artificial Intelligence post generation software) was also on this short-list, but owing to its hefty $27 US per month, did not win! Awww....

Buffer is another option for content scheduling. You can schedule or direct post to:

LinkedIn, Facebook, Twitter, Instagram and Pinterest, although you need Premium to do Instagram Stories on the app. A huge 60+ integrations available. Content calendar: yes!

Price: US $15 per month on up

Best Tool for Distributing Content, for Online Publishers and Content Agencies

Story Chief

Story Chief is an editorial software that lets you publish across all your channels at once, collaborate with your team, and get insights on how your content is performing.

With just a few clicks, your content will appear on your Wordpress, Medium, RSS feed, HubSpot-powered blog, social media channels, and your email newsletter! It's dynamic, so spot an error and you can fix it. You can add lead capture forms to your stories.

Try free or the Essentials US$10 per month for a soloist account (4 - 16 stories a month).

A Tool for Social Media Images

Like Canva? [RelayThat](#) gets you most of what Canva for Work does, but for a one-off cost of US49 via AppSumo.

Tool for Following up Sales in Small Business:

Hubspot free CRM   https://www.hubspot.com/

Did you know you can operate a CRM with a lot of capability for free? Hubspot is also viable for email marketing and keeping notes on your sales calls.

Features:
- Contacts & Accounts details
- Deals and tasks
- Reminders
- Email Marketing and templates

Prices: Free level recommended

Best Tool for WordPress-based Paid Membership Sites

MemberPress

If you're a solo entrepreneur/educator who is ready to roll out their member resources online but not ready for complex all-in-one tools, like Kartra, take a look at MemberPress. As a paid plugin, it fits nicely into a WordPress (self-hosted) site.

The advantage with this tool is that if you have a load of posts or pages (or a category) you want to make private and paid, you can easily do this with Access Rules.

Thing to remember is, you need to make the pages and install a mini-menu yourself, so that members can get from one page/section to another easily.

Basic costs US$129 *per year* — license for only one site.
Plus costs US$249 *per year* -- can be used for up to 10 sites.

Integrates with Mailchimp, Active Campaign, Paypal (this requires some fiddling to get the secured API), Stripe, ThriveCart, and loads more.

<mark>Best Email Marketing Software</mark>

MailerLite: [Free MailChimp Alternative](#)

MailerLite offers a step-by-step approach to completing tasks, in-app help and digital marketing tips, and free features, so it's a good option for solopreneurs and small businesses.

You can do email newsletters and implement A/B testing, even on Free Plan.

Vision6: Aussie Email System

Vision6 offers all the automation tools and templates but has fewer integrations to other common software. They offer up to 250 sends per month for free, over that it's only $9.90 per month for <500 subscribers.

I have used them for six years, their support is exceptional and I just use Zapier for integration.

💬 **Marketer?** If you want to offer multiple Lead Generating Offers and do complex, timed (drip) emails, then try ConvertKit - from AU $29 per month.

This report has been compiled by Jennifer Lancaster of Power of Words.

If you'd like a **copywriter and marketing coach** to look over your campaigns or website landing page copy, please call Jennifer on 0403 125 038 or email enquiry@jenniferlancaster.com.au.

Website Content Consulting hourly rate of $90 per hour is under digital marketing consultant rates of $130 - $180 p/h. For editing, we charge a little less. We also have an indie publisher academy for those getting into book writing.

Working with small business owners, marketing agencies, and indie author clients, Jennifer has written on the topics of email marketing, blogging, digital marketing, publishing, and copywriting. See www.powerofwords.com.au.

Power of Words ABN 80 544 508 158

See hourly rate sources:
https://www.getcredo.com/guide/digital-marketing-industry-pricing-survey/