

Best Tools For Startups

Here is the very special list of best tools for startups, prepared for you by [InnMind](#) team. We send it to you to say **THANK YOU** for being with us and helping us to improve.

There are useful tools, which can help to optimize, automate, and improve every working part of your business - from sales and marketing, to employees and customers.

Implementing them into your everyday work can make your startup life easier, no matter what stage of development or growth you're in.

Many of these tools and many others will be soon presented on [InnMind ToolBox](#) section. We're negotiating with them to provide special conditions for InnMind users. It can take some time. We grant you this **full list** right now in order to save your time and start exploring them right now.

**Note: these tools are all great options not only for your everyday operations support, but also for scaling your business and engage new customers! Each section represents the best-chosen tools for the specific tasks and each of them offers something different. Spend time exploring all of them and pick the one that you think will align best with your business and goals.*

MARKETING TOOLS

1. **SumoMe** – For capturing and nurturing website leads, boosting traffic, and increasing brand awareness.
2. **Kissmetrics** – For increasing website conversions, tracking analytics, and personalizing experiences.
3. **Adwords** – For spreading the word about your business on Google through advertising.
4. **Optimizely** – For running A/B tests that help you optimize your website and influence interactions.
5. **Content Marketer** – For promoting your blog content, connecting with influencers, building relationships, and increasing traffic.
6. **Mailigen** – Complex marketing platform for your social media, email, sms and other marketing campaigns.

SALES TOOLS

1. **Drip** – For sending trigger-based and educational-based email campaigns.
2. **Close.io** – For automating the tedious tasks associated with closing deals.

3. **Yesware** – For automating and scheduling email communication.
4. **AppDataRoom** – For designing sales presentations that can be used on-the-go.
5. **ToutApp** – For automating and scaling your lead nurturing & sales processes.

PAYMENT TOOLS

1. **Stripe** – For online payments acceptance and management.
2. **ChargeBee** – For SaaS billing to manage subscriptions, recurring payments, invoicing, etc.
3. **Payfirma** – One stop payment solution for all business transactions.
4. **Xero** – For startup bookkeeping (online accounting software for small business).
5. **Chargify** – For complex management of recurring payment processes, including diversified subscription plans, billing, payments, taxes, etc.
6. **Square** – For accepting payments from anywhere and managing your team.

DATA/ANALYTICS TOOLS

1. **Google Analytics** – For tracking web traffic and goals and for optimizing experiences.
2. **Maptive** – For quickly data interpretation and action upon complex location-based data.
3. **Moz** – For optimizing SEO, word-of-mouth, and brand awareness.
4. **Chartio** – For organizing and understanding business intelligence data.
5. **Searchmetrics** – For SEO and content marketing analysis, recommendations, forecasting and reporting for companies that want potential customers to find them faster
6. **ClickTale** – For analyzing of user behaviors + sophisticated web analytics and segmentation

REFERRAL TOOLS

1. **Referral Candy** – For creating a custom, automated referral program to fit your store and budget.
2. **Getambassador** – For easily building and managing customized referral campaigns to engage customers.
3. **Referral SaaSquatch** – Complete customer referral marketing platform for SaaS enterprises.
4. **Gleam** – For engaging new customers and boost your traffic through complex contests, rewards-based email forms, rewards delivery (like promo codes), etc..
5. **Rafflecopter** - For running contests to engage more users to follow you on social medias and subscribe to your newsletters.

CUSTOMER SUPPORT TOOLS

1. **Groove** – For helping and interacting with customers.
2. **HelpScout** – For nurturing and improving relationships with customers.
3. **Zendesk** – For building a help center and providing live chat.

4. **Intercom** – For automating and optimizing prospect interaction and customer support.
5. **Carrot Quest** – Russian Intercom analogue, but minimum 2 times cheaper.
6. **Help.com** – For customer support and lead management.

PROJECT MANAGEMENT TOOLS

1. **Basecamp** – For project management and communication across multiple teams and departments.
2. **Asana, Wrike** – For project management and communication within your company or department.
3. **Trello** – For personal project management or smaller team-based project management.
4. **Evernote** – For personal project management.
5. **Voxer** – For team communication.

PRODUCTIVITY TOOLS

1. **RescueTime** – For tracking your time, eliminating distractions, and optimizing your daily productivity.
2. **AnyDo** – For building personal and professional task lists.
3. **Toggl** – For tracking time and optimizing productivity across your team.
4. **Google Drive** – For sharing documents, collaborating with team members, and working from anywhere.
5. **Pocket** – For saving helpful resources and reading them at a later time.

SOCIAL TOOLS

1. **Hootsuite, Buffer, Kuku** – For scheduling your social media updates.
2. **Buzzsumo** – For curating top-performing content.
3. **Canva** – For designing graphics for social media, blog posts, and your website.
4. **Flare** – For increasing social shares and engagement.
5. **Narrow** – For building a targeted following on Twitter.

EMPLOYEE TOOLS

1. **Slack** – For communicating with your team and departments.
2. **TinyPulse** – For keeping a pulse on employee happiness and loyalty.
3. **AnyPerk** – For showing employee appreciation and praise.
4. **When I Work** – For building employee schedules and communicating with your team.
5. **Jazz** – For hiring and onboarding your employees.
6. **UpWork** – For hiring freelancers and new staff for concrete tasks.

7. **Zenefits** – For managing all your HR needs in the cloud (payroll, benefits, compliance).
8. **BambooHR** – For centralizing employee information and managing your team.
9. **Gusto** (formerly ZenPayroll) – For all your payroll, compliance, and benefits needs.

LEARNING TOOLS

1. **Coursera** – For helping your employees grow in their careers.
2. **Udemy** – For mastering a particular subject before hiring someone else to do it.
3. **edX** – For learning more about your industry.
4. **Clarity** – For mentoring and coaching.
5. **UdaCity** - An online university "by Silicon Valley", which provider online courses built by industry leaders like Google, Amazon and Facebook.
6. **YouTube** – For entertainment and miscellaneous education.

We wish you good luck in implementing these tools and lots of success in your startup development and growth!

Sincerely yours,

InnMind.com team