

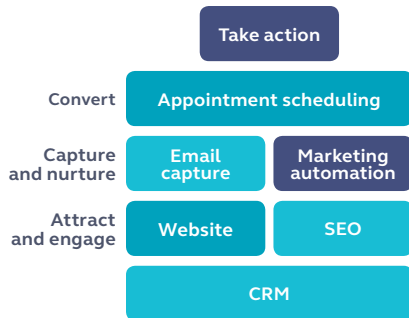


great resources to help elevate your tech game

Use marketing technology to help create efficiencies and scalability

Building your technology stack doesn't have to be hard. One way is to start at the bottom and work your way up by layering technologies.

Building a technology stack*



Customer relationship management (CRM) software

Tracks your leads, prospects and clients

Try these on for size: [Salesforce CRM](#), [Redtail](#), [HubSpot**](#)



Website creator

Establishes digital face of your business

Try these on for size: [Wix](#), [WordPress.com**](#), [Drupal**](#)



Email capture tool

Collects email addresses of your website visitors

Try these on for size: [OptinMonster](#), [SleekNote](#), [SumoMe**](#), [Privy](#)



Email marketing automation software

Sends automatic targeted emails to the right person at the right time

Try these on for size: [Mailchimp**](#), [SalesForce Marketing Cloud](#), [Ambassador](#)



Online appointment scheduling

Manages requests for appointments from your current and prospective clients

Try these on for size: [Calendly**](#), [Acuity](#), [Doodle**](#)



Social media automation

Establishes consistency for your social media posts

Try these on for size: [Buffer**](#), [Hootsuite**](#)



Search engine optimization (SEO) software

Improves visibility of your website (organically)

Try these on for size: [SEMRush](#), [SEOquake**](#), [BrightEdge SEO platform](#), [Moz Pro](#)



Search engine marketing (SEM)

Improves visibility of your website (via paid ads)

Try these on for size: [Google Ads](#), [social media ads](#)

*If you need to retain emails and site information for compliance purposes, be sure to vet each suggested vendor for retention capabilities.

**Free version of software is available.



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