



The Ultimate SaaS Toolkit for Small Businesses

Essentials

- Cloud storage (Google Drive, Dropbox, OneDrive, Box)
- Accounting (Sage, Xero, QuickBooks)
- Website builder/management system (Wix, Squarespace, WordPress)
- Online office suite (Google Apps for Work, Office Online, iWork)

Internal Communication

- Social intranet, instant messaging (Slack, HipChat, Facebook Workplace)
- Team collaboration (Trello, Basecamp)
- Video communication or VoIP (Skype, Google Hangouts)

Marketing

- Social media management (Buffer, Hootsuite, Tweetdeck, Followerwonk)
- SEO and analytics (Google Analytics, Ahrefs, Kissmetrics, Keyword Explorer)
- Email marketing (MailChimp, GetResponse)
- OR All-in-one digital marketing service (HubSpot, Marketo, Pardot)

Sales and Customer Support

- Online CRM (Capsule, Salesforce, HubSpot)
- Help desk (Intercom, Zendesk)

HR and Employee Management

- HR (PeopleHR, BreatheHR, Bamboo HR)
- Employee surveys (TINYpulse, OfficeVibe)
- Rotas and staff scheduling (RotaCloud)

Other

- Specialist software (eg. EPOS, GIS, fleet management, booking)

