

# Best Digital Tools

v3.0

*As compiled by Joshua McNary, your friendly Marketing Technologist*



**42 essential**  
*digital marketing & business tools*  
to get more done in less time

# Best Digital Tools **v3.0**

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**Welcome to the *Best Digital Tools!*** After nearly two decades as a business, marketing, and technology practitioner, McNary Marketing & Design's Founder & CEO + Chief Marketing Technologist **Joshua McNary** shares his suggestions for tools you can use to get more done in less time. Enjoy!

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*Important Notes: Joshua McNary and McNary Marketing & Design cannot assure suggested offerings will be suitable to your needs or guarantee their level or service, claims, etc. Offerings noted here are provided for educational purposes only and should not be considered endorsement or guaranteed in any way. "Best" options will change in time as software and services evolve. Please refer to providers' marketing, terms of service, privacy policies, and any other documentation as you make decisions to use or not use any of these offerings.*

*Disclosure: Select links in this document include referral or affiliate links.*

*Release Notes: Best Digital Tools v3.0 was released May 16, 2018. Visit <http://mcnary.me/tools> for future updates.*

*For v3.0 various changes were made. Text edits were also made.*

**Need some help with your Sales & Marketing Technology?**

- ➔ Schedule Pro Bono Meeting: <http://mcnary.me/meet/>
- ➔ Questions via Email & Phone: <http://mcnary.me/contact/>



# Accounting



## QuickBooks Online

QuickBooks Online is used globally by over 1 million paying customers. Stay in sync with your bank, track expenses, send invoices, access on multiple devices, and connect integrated apps. **\$15-40/month**

[quickbooks.intuit.com/online](https://quickbooks.intuit.com/online)

*Bottom line: QuickBooks online offering leverages their commanding position in accounting tools and keeps getting better with regular updates.*



## Xero

Xero is an online accounting software that's easy to use, powerful and beautiful. Get free automatic updates – no forced migrations. Enjoy intuitive online software that's built for small businesses. Add unlimited users for free on any plan. Connect to over 350 other online business apps. **\$9-70/month**

[xero.com](https://xero.com)

*Bottom line: Known for its unique accounting workflow and fresh prospective on accounting.*



## Wave

Wave delivers financial services and free software to small- and micro-businesses. They provide Lending, Payments/Cash Flow, Payroll, Invoicing, Accounting, and Receipts. **Free; fees on Credit Card Processing and Payroll**

[waveapps.com](https://waveapps.com)

*Bottom line: Different solution with a different methodology than others. Free sans processing fees.*

# Communication & Chat



## Slack

Slack brings all your communication together in one place. It's real-time messaging, archiving, and search for modern teams. Includes many integrations with other web services to put all of your notifications in one place. *Free-\$12.50/user/month*

[slack.com](https://slack.com)

*Bottom line: The most popular chat tool among young and developer-centric users. Does have some learning curve for non-techie users.*



## HipChat

HipChat has web-based and self-hosted options for their team chat and communications offer. Similar in concept to Slack, HipChat offers seamless integrations with development tools (including those by HipChat maker — Atlassian). *Free-\$2/user/month*

[hipchat.com](https://hipchat.com)

*Bottom line: Use HipChat if you have an issue with Slack, but like the "Slack-like" chat model or want local hosting of the application.*



## Olark

Olark is a easy to use website chat box you can add to your site for sales, support, or other communication needs. Use their easy web app to chat, login with your favorite chat app, or when you are away have it default to an email form. *Free-\$17/user/month*

[olark.com](https://olark.com)

*Bottom line: Easy & affordable to try chat on your website. We've seen it increase visitor engagement.*

# Customer Relationship Systems (CRM)



## Pipedrive

Have a clear overview of your sales pipeline with Pipedrive. This truly effective sales methodology has been built into the software, which is why sales pros and deal makers love it. Various visual and list view options. *\$12/user/month*

[pipedrive.com](http://pipedrive.com)

*Bottom line: Unique visual pipeline views, auto-tasking, and simple yet effective reports make this solution worth a look for deal-based businesses.*



## HubSpot CRM

Step into the 21st century with the easy to use CRM system that eliminates manual work and actually helps your sales team sell. It's free, and you can start using it right now. HubSpot CRM adapts to your process, not the other way around.

*Free (paid premium features)*

[hubspot.com/products/crm](http://hubspot.com/products/crm)

*Bottom line: Free and functional CRM with ties to HubSpot marketing platform. Easily customizable fields and reports. Simple interface.*



## Zoho CRM

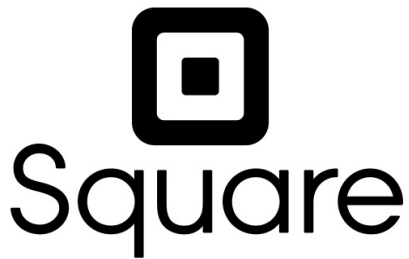
Zoho CRM gives you a 360-degree view of your complete sales cycle and pipeline. Identify trends, spot opportunities, increase efficiency, and reduce costs with the right answers, right now.

*\$12-35/user/month*

[zoho.com/crm](http://zoho.com/crm)

*Bottom line: Capable "traditional workflow" CRM emulating Salesforce and other expensive options.*

# Electronic Payment



## Square

Clear pricing, fast deposits. Get a free card reader. Pay 2.75% per swipe for Visa, MasterCard, Discover, and American Express. Get payments deposited in your bank account in one to two business days.

- 2.75% per swipe or with Online Store
- 3.5% + 15¢ per manually entered transaction

[squareup.com](https://squareup.com)

*Bottom line: Popular and easy to use mobile dongle and iPad apps best for retail (in-store) uses.*



## PayPal

Collect payments via PayPal account or credit/debit cards. Withdraw money to your bank account in as little as one business day.

- 2.9% + \$0.30 for most payments & invoicing

[paypal.com](https://paypal.com)

*Bottom line: Granddaddy of payment tools is robust and easy way to get payments going for your business.*



## Stripe

Stripe builds powerful and flexible tools for internet commerce. Whether you're creating a subscription service, on-demand marketplace, or an e-commerce store, Stripe's APIs and unmatched functionality.

- 2.9% + \$0.30 for pay as you go service

[stripe.com](https://stripe.com)

*Bottom line: If developing a custom online solution or can get a plugin or module that is compatible with Stripe, consider using it.*

# Email Marketing



## MailChimp

More than 9 million people and businesses around the world use MailChimp. Their features and integrations allow you to send marketing emails, automated messages, and targeted campaigns. And detailed reports help you keep improving over time. *Free-\$10+/month*

[mailchimp.com](http://mailchimp.com)

*Bottom line: Easy to use and free to start email tool. Features simple yet eye-catching templates.*



## Constant Contact

Constant Contact offers hundreds of professional-looking templates, powerful tools allow you to easily segment email lists, and real-time reporting means you can track your success and know exactly who's opening your emails. *\$20+/month*

[constantcontact.com](http://constantcontact.com)

*Bottom line: Longtime player in email marketing who provides a solid offering.*



## ConvertKit

Think of ConvertKit as best practices for email marketing for bloggers. Staying focused on bloggers doesn't mean ConvertKit is underpowered. Instead it combines simple, elegant sending with the automation and tagging features that you actually need as a professional blogger. *\$29-79+/month*

[convertkit.com](http://convertkit.com)

*Bottom line: Perfect solution for bloggers/writers with processes to have success email marketing.*

# Events Management & Ticketing



## Eventbrite

Fill in your event details, choose your ticket types, and you are ready for action! Invite people to your event and reach a new audience. Check guest lists, scan tickets, and throw a great event without a hitch. *Free (2.50% + \$0.99 per ticket sold) + (3.00% payment processing of ticket price)*

[eventbrite.com](http://eventbrite.com)

*Bottom line: Widely used ticketing system with useful admin & consumer features. Easy way to start.*



## Meetup

Meetup makes it easy for anyone to organize a local group or find one of the thousands already meeting up face-to-face. Groups get together in local communities each day, each one with the goal of improving their communities. *\$9.99-14.99/month/group*

[meetup.com](http://meetup.com)

*Bottom line: For community & local meetings. For business and charitable needs, plus other will find you.*



## The Events Calendar (WordPress Plugin)

Powerful and easy to use WordPress Plugin to manage your website's calendar with ease. Advanced features including recurring events, ticket sales, publicly submitted events, new views, Facebook event integration. *Free-\$149*

[theeventscalendar.com](http://theeventscalendar.com)

*Bottom line: If you use WordPress, take a look at this plugin as a way to have more control & less fees.*



# Phone, Voicemail, & Call Routing



## Grasshopper

Grasshopper lets you run your business using your cell phones. Keep your existing number, and phones, get a toll free or local number, have multiple extensions, includes call forwarding to mobile phones, have voicemails transcribed.

**\$12-199/month**

[grasshopper.com](http://grasshopper.com)

*Bottom line: Leader in small business/entrepreneurial phone services. Good place to start for basic needs.*



## Line2

Field calls and texts from your devices with a full-featured business phone service for you and your team. Includes group conferencing, text message handling, auto-attendant, after-hours settings, and more. **\$9.99-14.95+/month**

[line2.com](http://line2.com)

*Bottom line: More robust option for small teams and entrepreneurs needing more from their phones.*



## RingCentral

Powerful business telephony in the cloud. Includes unlimited calling, conferencing, fax, business SMS, mobile & desktop online meetings, integration with Salesforce, Zendesk, Desk, and toll-free minutes.

**\$24.99-44.99/user/month**

[ringcentral.com](http://ringcentral.com)

*Bottom line: Full cloud-based phone system with many features that emulate enterprise phone options.*

# Productivity/Text Apps



## Google Docs (Google Apps)

Google Docs (part of Google Apps) brings your documents to life with smart editing & styling tools to help you easily format text & paragraphs. Choose from fonts, add links, images, & drawings. Work together in the same the document at same time. *Free; paid storage or Google Apps for Business*

[google.com/docs/about](https://google.com/docs/about)

*Bottom line: If you use Google services, this fits right in. The best "live" collaboration features for document editing when sharing with others.*



## Microsoft Office Online (Office 365)

Whether you're working in your office or on the go, you get a familiar set of productivity tools. Office applications—always the latest versions—let you create, edit, and share from your PC/Mac or your iOS, Android, or Windows device. *Free-\$15/month*

[products.office.com](https://products.office.com)

*Bottom line: The Microsoft Office subscription service allows you to use the tools you know from the past with the power of the cloud.*



## Dropbox Paper

Dropbox Paper helps fast-moving teams create collaborative docs and share important information. Plus, there are Paper mobile apps for iOS and Android that you can use for on-the-go access. *Free (Dropbox Users)*

[paper.dropbox.com](https://paper.dropbox.com)

*Bottom line: Best for Apple devices by making sharing and editing easy & integrated with your life.*

# Project Management



## Basecamp

For over 10 years, millions have relied on Basecamp to help them get their projects done on time, on budget, and on point. Combine with their customer service and you've got a powerful package. *\$99/month (education: free; non-profits: 50% off)*

[basecamp.com](http://basecamp.com)

*Bottom line: Basecamp has led online project management tools for years with simple one-page projects and intuitive functions.*



## Trello

Trello is the free, flexible, and visual way to organize anything with anyone. Drop the lengthy email threads, out-of-date spreadsheets, no-longer-so-sticky notes, and clunky software for managing your projects. Trello lets you see everything about your project in a single glance. *Free-\$20.83/user/month*

[trello.com](http://trello.com)

*Bottom line: Visual project management using card system of tasks and columns. Includes sharing features.*



## Teamwork

Teamwork Projects is practical software that gets you organized so you can reduce unnecessary meetings and simply get things done. Keep all your projects, tasks, and files in one place and easily collaborate with your team. *Free-\$249/month*

[teamwork.com](http://teamwork.com)

*Bottom line: More in-depth clone of Basecamp with more features and project management options.*

# Social Media Management



## Buffer

Buffer allow you to write a bunch of posts at one time, choose which social profiles to send them to, and then Buffer will spread them out throughout the day or week so that you don't have to be at a computer all the time in order to have a social media presence.

*Free-\$99+/month*

[bufferapp.com](http://bufferapp.com)

*Bottom line: Manage and schedule all your social media in one place.*



## Hootsuite

Hootsuite's platform brings together your social networks and integrates with hundreds of business applications. It's the one place to build customer relationships, listen to the needs of the market, and grow your revenue. *Free-\$19+/month*

[hootsuite.com](http://hootsuite.com)

*Bottom line: View, schedule, and manage social media in one place (some limitations).*



## CoSchedule

Get your entire marketing strategy under one roof with CoSchedule, the #1 marketing calendar for everything you need organized. Their tag line is "Mission Control For Your Entire Marketing Strategy". *\$60+/month*

[coschedule.com](http://coschedule.com)

*Bottom line: Plan and schedule social media, content marketing/blog, etc. right in one intuitive app. Beginner and enterprise plans.*

# Storage & File Sharing



## Dropbox

Dropbox keeps your files safe, synced, and easy to share. Save files on your computer, then access them on your phone from the road. Keeps in sync automatically to all your devices. Share files and folders. *Free-\$20+/month*

[dropbox.com](https://dropbox.com)

*Bottom line: Popular cloud storage platform that is very reliable. Free plan great for most folks. New features have been added in recent past, especially for business users.*



Google Drive

## Google Drive (Google Apps)

Get access to files anywhere through cloud storage and file backup for your photos, videos, files, and more. Drive starts you with 15 GB of free Google online storage. Share files and folders. *Free; paid for storage or Google Apps for Business*

[google.com/drive](https://google.com/drive)

*Bottom line: If you use Google services, this fits right in. The best "live" collaboration features for document editing when sharing with others.*



## Box

Box is an enterprise content management platform that solves simple and complex challenges, from sharing and accessing files on mobile devices to sophisticated business processes like data governance and retention. *Free-\$15+/month*

[box.com](https://box.com)

*Bottom line: Competitor to Dropbox and been around for sometime. Enterprise features.*

# Website/Ecommerce Services & Platforms



## WordPress (Self-Hosted)

WordPress is web software you can use to create a beautiful website. It is built by a community of volunteers, and when you're ready for more, there are thousands of plugins and themes available to transform your site. Add [WooCommerce](#) plugin for your ecommerce store.

*Free (plus hosting, themes, plugins)*

[wordpress.org](https://wordpress.org)

*Bottom line: McNary Marketing's top choice for most websites we build; easy to use yet powerful enough to build amazing sites with endless features both now and as you grow.*



## SquareSpace

Whether you need simple pages, striking galleries, a professional blog, or an online store, it's all included with your Squarespace website. Best of all, everything is mobile-ready right from the start. Ecommerce abilities in top-tier plan. *\$12-\$40+/month*

[squarespace.com](https://squarespace.com)

*Bottom line: Best of the "do-it-yourself" website services with great-looking templates.*



## Shopify

Shopify is a complete ecommerce solution that allows you to set up an online store to sell your goods. It lets you organize your products, customize your storefront, accept credit card payments, and track and respond to orders. *\$29-299+/month*

[shopify.com](https://shopify.com)

*Bottom line: Best tool to get your ecommerce/retail store up fast with better than average customization options.*

# Website Domains & Custom Email



## GoDaddy (Domains or Email)

13 million customers trust GoDaddy with their domains. Experts help 24/7, make building a business a little less lonely. Low prices and a huge selection. *From \$2.99/yr (first year)*

[godaddy.com](http://godaddy.com)

*Bottom line: Well-known domain, host, email, and cloud service platform. Can be hard to navigate account and sales tactics are sometimes overboard.*



## Dreamhost (Domains)

Easy to use availability tool. Domain Privacy Protection included for free. Easily update your name server info along with your MX, CNAME, and other records. Flexible Auto Renewals.

*From \$9.95/yr*

[dreamhost.com](http://dreamhost.com)

*Bottom line: Reliable and user friendly platform for your domain, website, email, and other cloud service needs.*



## Hover (Domains or Email)

Hover simplifies domain management. Includes domain forwarding, no charge WHOIS privacy, powerful domain editing, advanced DNS management, bulk management tools and support.

*From \$12.99/yr*

[hover.com](http://hover.com)

*Bottom line: Easy to use tool for non-techies (though has powerful features). Adding custom email is easy.*

## Website Hosting (Shared Server or Managed WordPress)



### **Flywheel (Managed WordPress)**

WordPress managed hosting service. Includes free WordPress site migrations, staging sites go up with just one click, only pay when sites goes live, one simple dashboard for all your sites, nightly backups, & key WordPress update automatic. **\$15-75/month**

[getflywheel.com](http://getflywheel.com)

*Bottom line: Best WordPress solution for many with (slightly) higher cost; great support. Does require separate domain register.*



### **WP Engine (Managed WordPress)**

Looking for managed WordPress hosting for extremely high up-times, massive scalability, and bulletproof security? Look no further. Our managed WordPress platforms for Enterprise are trusted by governments and Fortune 50 companies the world over. **\$29-249+/month**

[wpengine.com](http://wpengine.com)

*Bottom line: Enterprise level Managed WordPress solution with great support. Does require separate domain register.*



### **GoDaddy (Shared or Managed WordPress)**

Both value-based shared server and managed WordPress hosting. Includes free domain with annual plan and account control panel. **\$7.99+/month**

[godaddy.com](http://godaddy.com)

*Bottom line: Well-known domain, host, email, and cloud service platform. Can be hard to navigate account and sales tactics are sometimes overboard.*





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Learn more & meet the rest of the team at [mcnarymarketing.com/about](http://mcnarymarketing.com/about)

## Need some help with your Sales & Marketing Technology?

With McNary Marketing & Design's help, our clients can leverage the enormous business, sales, and marketing toolbox available to them that they may not otherwise have the time or knowledge to take advantage of.

Schedule a pro bono review of your technology mix, website and online marketing presences, or business plan. Or contact us with your questions.

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