



AUTOMATION TOOLS FOR SMALL BUSINESSES

	<u>PLATFORM</u>	<u>DESCRIPTION</u>	<u>AUTOMATION BENEFITS</u>	<u>PRICE RANGE PER MONTH as of May 2023</u>	<u>WEBSITE</u>
PROJECT MANAGEMENT	Process Street	Project management and workflow tool	Streamlines project organization and collaboration	Free; \$100+ for Startup	https://www.process.st/
	Asana	Project and task management platform	Simplifies task assignment, progress tracking, and teamwork	Free; \$10.99+ for Premium	https://asana.com/
TEAM WORK	Slack	Team communication and collaboration platform	Centralizes team conversations, file sharing, and integrations	Free; \$7.25+ for Pro	https://slack.com/
	Microsoft Teams	Chat, video meetings, and collaboration platform	Enhances team collaboration and document sharing	Free; \$5.00+ for Business	https://microsoft.com/
CRM	Streak for Gmail	A fully embedded workflow and productivity software in Gmail	Interfaces with Gmail and tracks sales activities	Free; \$49+ for Pro	https://www.streak.com/
	Zoho CRM	Customer relationship management software	Automates lead management, customer tracking, and sales	Free; \$14+ for Standard	https://crm.zoho.com/
NEWSLETTERS	Mailchimp	Email marketing and automation platform	Enables email campaigns, automates sequences, and analytics	Free; \$9.99+ for Essentials	https://mailchimp.com/
	Brevo	Email marketing and automation tool	Automates email campaigns, segmentation, and transactional	Free; \$25+ for Starter	https://brevo.com/
SOCIAL MEDIA	Buffer	Social media scheduling and management tool	Schedules and manages social media posts across platforms	Free; \$15+ for Pro	https://buffer.com
	Hootsuite	Social media management and scheduling platform	Streamlines social media posting, monitoring, and analytics	Free; \$99+ for Professional	https://hootsuite.com
FINANCE	Wave	Accounting and invoicing software	Tracks expenses, generates invoices, and manages finances	Free; Pay per feature	https://wave.com
	ZipBooks	Online invoicing and accounting software	Simplifies invoicing, expense tracking, and financial reports	Free; \$15+ for Smarter	https://zipbooks.com
PRODUCTIVITY	Toggl	Time tracking and productivity tool	Tracks time spent on tasks and projects for productivity	Free; \$10+ for Starter	https://toggl.com
	RescueTime	Time management and productivity tool	Monitors and analyzes time spent on various applications	Free; \$12+ for Premium	https://rescuetime.com
E-COMMERCE	Google Workspace	Suite of productivity tools including Docs, Sheets, and Slides	Enables real-time collaboration, document sharing, and storage	\$6+ for Business Starter	https://workspace.google.com
	Shopify	E-commerce platform for online stores	Helps set up and manage online stores, payments, and orders	\$39+ for Basic	https://shopify.com
INTEGRATION	WooCommerce	E-commerce plugin for WordPress	Provides tools for building and managing online stores	Free; <\$10 Starters, Add-ons priced separately	https://woocommerce.com
	Zapier	Task automation and integration platform	Automates workflows between different apps and systems	Free; \$19.99+ for Starter	https://zapier.com
	IFTTT	Automation platform connecting apps and devices	Creates conditional triggers and actions for seamless automation	Free; \$2.50+ for Pro	https://ifttt.com
	Calendly	Online appointment scheduling and meeting automation tool	Simplifies scheduling and automates meeting coordination	Free; \$8+ for Essentials	https://calendly.com/