


50+ SaaS Tools for Every Startup To Consider - 2020

Tools can be make-it-or-break-it game changers for SaaS marketing. There are numerous new and tools are available in the market to comfort our needs. To make your job easier, we have a list of tools that we have been carefully selecting for early and growing startups.



Operations and Organization			
	Tool	Description	Link
1	Airtable	Airtable is a hybrid between a spreadsheet and a database for non-developers.	airtable.com
2	Todoist	This task management tool is the best SaaS tool for Getting Things Done method, Todoist is the SaaS tool that best fits the workflow.	https://todoist.com/
3	Agenda	Agenda is a light-weight note-taking app for Mac.	https://agenda.com/
4	Dashlane	When you work with a new SaaS client in the first month, you usually waste 3 to 10 hours dealing with getting access to SaaS tools and receiving permissions.	https://www.dashlane.com/
5	Gsuite	Email, calendar and file storage, all-in-one. When you top this with the rest of the apps in the suite, Gsuite is an easy winner when it comes to team communication apps.	https://gsuite.google.com/
6	Gmelius	Gmelius is the beautiful, more successful brother of Boomerang. Gmelius integrates seamlessly with the Gmail UI and saves you from cringing every-time you click a non-native Gmail interface.	gmelius.com
7	Baremetrics	Baremetrics is a must have for all savvy startup entrepreneurs and marketers.	baremetrics.com
8	Upwork	Upwork is the best place to find freelancers for lead generation, data entry, and other repetitive tasks.	https://www.upwork.com/
Human Resource Management			
	Tool	Description	Link
9	Bamboo HR	Small, medium, or large, a business needs the best people to do its job. For this purpose, businesses can consider using trending HR software solution known as BambooHR.	https://www.bamboohr.com/
Project Management			
	Tool	Description	Link
10	Jira	JIRA is a popular project management software that caters mostly to agile, software development teams.	jira.com
11	Postman	Postman is a tool for API requests. It streamlines the development process and captures a single source of truth about our APIs.	getpostman.com
12	Asana	the Asana project management software offers Tasks, projects, conversations and dashboards.	https://asana.com/
13	Basecamp	Basecamp is a popular project management software that is widely used by many project management teams.	https://basecamp.com/
14	Proof Hub	ProofHub is an online project management app that places an emphasis on simplicity.	https://www.proofhub.com/
15	Trello	Trello is unlike these other project management softwares in that it is an online kanban tool.	https://trello.com/
Team Management			
	Title	Description	Link
16	Slack	Slack is the perfect team collaboration tool for teams who need to be in constant communication.	slack.com
17	Microsoft Teams	You can use Microsoft Teams for group discussions and chats between coworkers who are on the other side of the office.	https://teams.microsoft.com/
18	Zoom	A perfect saas tool for remote teams, Zoom's free account option lets you share screens with up to 25 participants and host an unlimited amount of meetings.	zoom.us
CRM			
	Title	Description	Link
19	Pipedrive	Pipedrive is another great CRM tool for sales and a strong software on our list of 10 best CRM software tools.	https://www.pipedrive.com/
20	FreshSales	Freshsales is a single CMS that you can use to manage many leads. The product allows the standard tools of CRM solutions.	https://www.freshworks.com/
21	Zoho CRM	Zoho CRM is one of the best CRM software from software development company Zoho's stable in India.	https://www.zoho.com/crm/
22	Hubspot CRM	HubSpot CRM is a CRM software tool developed in USA which has functionalities includes company database, social media, drag-and-drop communicator, customized views & phone, website and email integration.	https://www.hubspot.com
Customer Support			
	Title	Description	Link
23	HubSpot Service Hub	HubSpot customer service software makes it easy to solve customer problems with speed, accuracy, and delight.	https://www.hubspot.com/service/
24	Zendesk	It does everything you can really think of, which is why Zendesk is so well known. The design is beautiful, and everything “just works.”	https://digital.com/go/zendesk/
25	Freshdesk	Freshdesk is arguably the second of the “big two” of customer service software, right behind Zendesk.	https://freshdesk.com/
Accounting			
	Title	Description	Link
26	QuickBooks	Quickbooks is an accounting SaaS software that does numerous accountancy tasks automatically, thus saving you a significant amount of time and workforce.	https://quickbooks.intuit.com/
27	Xero	Xero is an accountancy software that allows businesses and their owners to access and keep tabs on real-time financial data from any location at any time. What's more, you can access this system on several devices.	https://www.xero.com/us/
28	Zohobooks	The solution has advanced features such as the custom domain, invoice templates, bulk payments received, recurring journals, and project deletion.	https://www.zoho.com/us/books/
29	Freshbooks	Another efficient accountancy related software is FreshBooks. Currently, FreshBooks has over five million users across the globe.	https://www.freshbooks.com/
Marketing			
Marketing Automation			
	Title	Description	Link
30	HubSpot Marketing	HubSpot is responsible for pioneering the inbound methodology so commonly used by today's digital marketers, so it stands to reason it would have a platform built for just that.	https://www.hubspot.com/
31	Marketo	Marketo is a well-established platform that marketers would be wise to consider when deciding which marketing automation software to use to implement their inbound marketing strategies.	http://www.marketo.com/

32	AutoPilot	Autopilot is a visual and easy-to-use marketing automation solution that helps companies of all sizes create automated journeys for their customers.	https://www.autopilothq.com/
Market Research and Analytics			
	Title	Description	Link
33	Google Analytics and its other free tools	Keeping the pulse on our website traffic, most visited pages, sources, campaigns and conversion events. In combination with UTM links, this is a no-brainer tool for all marketers.	https://analytics.google.com/
34	ProfitWell Metrics	Metrics will help you understand where your SaaS company is doing well, and where it is not.	https://www.profitwell.com/subscription-analytics-software
35	Mixpanel	Mixpanel is another great tool for product usage analytics. It gives deep insight into product, engagement, retention, and what parts of your product are used more than others.	https://mixpanel.com/
SEO Marketing			
	Title	Description	Link
36	Screaming Frog	The Screaming Frog “crawls” through your whole website and creates a list of all your internal pages.	https://www.screamingfrog.co.uk/seo-spider/
37	SEM Rush	Many professional SEO’s even consider SEMrush to be the very best SaaS-provider (Software as a Service) on the market, in terms of its ability to easily solve most SEO-tasks.	https://www.semrush.com/
38	SEOquake	Another free SEO tool for your browser. SEOquake comes from the creators of SEMrush.	https://www.seoquake.com/
39	Yoast WP Plugin	Hands down the most useful SEO plugin for WordPress. Yoast uses gamification to help you optimize your WordPress pages for the search engines.	https://wordpress.org/plugins/wordpress-seo/
40	Ahrefs	Powerful and very easy to use SEO tool. Ahrefs is better for link building and link tracking, while SEMRush (Ahrefs's prime competitor) outshines Ahrefs when it comes to keyword research.	https://ahrefs.com/
Social Media Marketing			
	Title	Description	Link
41	Buffer	Buffer recently redesigned their user-friendly interface to an even user-friendlier interface. Currently, the tool is by far the most frictionless tool for social media scheduling.	https://buffer.com/
42	Social Warfare	Recovers social shares when a URL change has happened. If you've ever transitioned your blog to another domain name, you know how painful it is to lose all your shares.	https://warfareplugins.com/
43	Sprout Social	Sprout Social is a complete social media management tool for Twitter, Facebook, Instagram, LinkedIn, and Pinterest.	https://sproutsocial.com/
44	Hootsuite	Hootsuite enables you to schedule posts on your Facebook, Twitter, LinkedIn, YouTube, Google+, and even Instagram accounts ahead of time, and also enables you to engage with your following right from the SaaS itself.	https://hootsuite.com/
45	Post Planner	Post Planner is a simple tool designed to help you find and share content on your social media accounts.	https://www.postplanner.com/
46	Zoho Social	Zoho Social has many of the same tools and features that the other platforms have, but they also have Facebook lead ads, advanced reporting features, a SocialShare browser plugin, and CRM integrations.	https://www.zoho.com/social/
Email Marketing			
	Title	Description	Link
47	Mail Chimp	The tools are easy to use, although the workflow can be simplified a bit. This is the platform to use if you are looking for a service that holds your hand through the process.	https://mailchimp.com/
48	Constant contact	Constant Contact has great contact management and detailed reports, but the image library is teeny-tiny. Unsubscribers can also fill out feedback forms, which is a nice touch.	https://www.constantcontact.com/
49	Campaign monitor	Campaign Monitor is a solid platform with a useful mix of advanced and standard features.	https://www.campaignmonitor.com/
50	Aweber	AWeber is one of those tools with no free plan or trial available. Thankfully, it costs only \$1 to get started for the first month.	https://www.aweber.com/
51	Campaigner	Campaigner hits all our major requirements, with unlimited emails, helpful customer support, ability to have multiple administrators on the account, and extensive auto-responder and user segmentation rules.	https://www.campaigner.com/
Content Marketing			
Content Writing tools			
	Title	Description	Link
52	Grammarly	Grammarly has a fun feature where they will email you a list of all the words you wrote in the last month.	https://app.grammarly.com/
53	Hemingway Editor	Hemingway App is a helpful tool that can improve your writings by pin-pointing hard-to-read passages and challenging to understand constructs in your work.	http://www.hemingwayapp.com/
54	Ulysses	Distraction free writing. Ulysses is a Mac app for writers.The tool has a handy Goal feature that aims to keep your creative mind disciplined.	https://ulysses.app/
Designing tools			
	Title	Description	Link
55	Canva	Canva is used everyday in our office. Imagine having a cloud-based version of Photoshop that anyone can use.	https://www.canva.com/
56	Piktochart	A simple yet powerful, easy-to-use visual storytelling tool. We’re kind of partial to it.	https://piktochart.com/
57	Pablo	A simple web-based image editor from our friends at Buffer. Add quotes, logos, or text to any image.	https://buffer.com/pablo
58	Withoomps	The easiest way to create a beautiful logo for your business, even if you don’t know a single thing about graphic design	https://withoomph.com
59	Weld	A free-form web design tool. Create an account, design a website, hook up a few services, and publish your page without writing a single line of code.	https://www.weld.io/
60	Squarespace	Everything you need to design and publish your website without writing code.	http://squarespace.com/
Photography tools			
	Title	Description	Link
61	Pexels	Thousands of high-quality images you can use without attribution. In fact, most of the images in this post came from Pexels!	https://www.pexels.com/
62	StockSnap	A search engine for beautiful photography.	http://stocksnap.io/
63	Unsplash	Free, high-quality photos you can use everywhere (including this blog post). An amazing side project created by the folks at Crew.	https://unsplash.com/
64	Pixabay	Over 410,000 high-quality photos, illustrations, and graphics that are free for commercial use.	https://pixabay.com/
65	Stock Up	Search more than 10,000 free stock photos across 26 websites.	https://www.sitebuilderreport.com/stock-up
66	Gratisography	Free high-resolution pictures you can use on your personal and commercial projects.	https://gratisography.com/
Icon Picking tools			
	Title	Description	Link
67	Iconfinder	A marketplace that helps creatives find high-quality icons and icon sets (and helps designers get their work seen).	http://iconfinder.com/
68	The Noun Project	A collection of icons that The Noun Projects says is “creating, sharing, and celebrating the world’s visual language” by simplifying communication	https://thenounproject.com/
69	Find Icons	The site with the “largest searchable free icons database in the world and both a sophisticated search filtering and result matching system make it possible for you to get an icon you need for every design task.”	http://findicons.com/
70	Freepik	This site is a great resource for many types of graphic resources – icons, vectors, photos, and PSD files.	http://www.freepik.com/

71	Freebbble	More than 1000 design freebies made by some of the best Dribbble users.	freebbble.com/
Video editing tools			
	Title	Description	Link
72	Adobe Premiere Rush	This is an advanced editing software, and while it is possible to learn, if you're looking for a quick turnaround, you might want to start somewhere else.	https://www.adobe.com/products/premiere-rush.html
73	Magisto	Magisto allows you to make incredible videos without ever leaving your smartphone in three easy steps: First you'll choose your video editing style (the type of story you're telling), then you'll choose the photos and video clips you'd like included, and lastly you'll pick your music from Magisto's built-in music library.	https://www.magisto.com/
Video Marketing tool			
	Title	Description	Link
74	Wistia	Wistia is the video marketing platform for businesses. Although YouTube provides a great free option for video marketing, Wistia allows you to learn more about the people watching your videos and in turn, provide a better user-experience.	https://wistia.com/
75	Powtoons	Create high quality animated Video, Professional Presentations, Video Ads and directly export in different video formats that is required.	https://www.powtoon.com/home
76	After Effects	Adobe After Effects is a digital visual effects, motion graphics, and compositing application developed by Adobe Systems and used in the post-production process of film making, video games and television production. Among other things, After Effects can be used for keying, tracking, compositing, and animation.	https://www.adobe.com/in/products/aftereffects.html
Appointment Scheduling			
	Title	Description	Link
77	Calendly	To coordinate booking into calendars, you can use Calendly. It has got more love for its simplicity of the booking process that people undertake to make a time with us to chat.	https://calendly.com/
78	SimplyBook	It offers integration with more than two dozen payment processing services so that you can offer a system that works for your customers.	https://simplybook.me/en/
		https://www.agiratech.com/	Contact : +1 888 502 4472 Email : info@agiratech.com