



Real tech insights from entrepreneurs

Access tech experiences and recommendations that you can use to run and grow your e-commerce business.

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Platform Management

Every business has unique needs, so pick a platform that meets yours. The good (and bad) news is there's no shortage of options.

Shopify
Magento
BigCommerce®
WordPress
ChannelAdvisor
Zapier



Marketing

A big part of selling your product is selling yourself. Use these tactics and tools to get the word out and manage customer relationships.

Mailchimp
Constant Contact
Klaviyo
Canva
FotoFuze
Google Ads



Website Optimization

Your site is the face of your business—make them want to stay and shop with SEO, heatmapping, cart conversion tools, and customer support.

HigherVisibility
Klevu
Lucky Orange
Tone Messaging
Semrush



Social Media

Social media isn't just for millennials anymore. It can help build loyalty and grow your business. Try these tips to step up your online presence.

Mojo
Splice
Instagram Ads
Facebook Ads
YouTube
Buffer



Fulfillment

A seamless fulfillment process is essential. The more you scale, the more you should know which shipping and inventory software to use.

ShipStation
ShippingEasy
AfterShip
Finale
Unleashed
ChannelAdvisor
ReturnLogic
Now Back in Stock



Operations

From accounts to finances and payroll, the right tech will make your back end the foundation of a well-oiled machine.

QuickBooks
PayPal
Square
Zoom
Asana
Upwork
Gusto
Cloze