

33 KILLER TOOLS AND APPS

**THE FASTEST-GROWING
ECOMMERCE BRANDS
ARE USING RIGHT NOW**



Brand Growth
EXPERTS

I'VE GONE UNDER THE HOOD OF OVER 150 ECOMMERCE RETAILERS RANGING FROM \$500K IN SALES TO OVER \$150 MILLION.

While conducting my audits, I've found some incredible tools and apps that will help you grow your business faster, reduce your workload, and make your life easier.

Here are 33 apps and tools the fastest-growing brands in ecommerce are using to scale up.

Austin Brawner

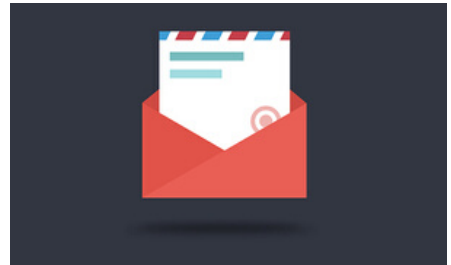
CEO OF [BRAND GROWTH EXPERTS](#)

HOST OF THE ECOMMERCE INFLUENCE PODCAST



CAPTURE MORE EMAILS

This is a space that's in dire need of some better players. Klaviyo is improving their opt-in tool and they're planning on making it best in class. It's not there yet. In the meantime, here are some options to help you capture more emails.



Tools to capture more emails:

- **Sumo.me:** This is a simple and inexpensive tool to start capturing leads. I start with Sumo.me and then determine if I need to upgrade to a more robust pop-up provider.
- **Justuno:** If you're looking for high levels of customization and don't want to code it yourself, try Justuno. The user interface isn't as intuitive as some of the other options, but it's more flexible.
- **Typeform:** I use Typeform when I'm building quiz funnels. They are reliable, effective, and they integrate with Klaviyo. The integration allows me to push answers into Klaviyo for deeper segmentation.

Do you want coaching to scale up your ecommerce business? We can help. [Click to learn more.](#)

SEND BETTER EMAILS

Recommended email service providers:

- **Klaviyo:** If you're sending emails from your online store, I recommend using Klaviyo. Klaviyo has invested in their platform like no other company in the space. It's easy to use, they've fixed the support issues they had early on, and it's getting better every day.
- **Retention Science:** I helped Dr. Axe move from Maropost over to Retention Science. For the enterprise level client, they are the only option besides Klaviyo I recommend.
- **Omnisend:** With this omnichannel marketing tool you can reach customers with relevant messages across a variety of channels. I haven't used Omnisend personally, but it's very popular in the ecom space and many businesses are seeing success with it.

Recommended email tools:

- **250ok:** If you're having deliverability issues, 250ok can help you. They provide a seed list to help determine if your emails are ending up in your subscribers' inboxes or in SPAM.
- **Litmus:** Not sure how your email looks on mobile? Test & track how email campaigns perform across different email clients. If you have over 70,000 people on your email list, I recommend getting it.
- **Hemingway App:** The Hemingway App makes writing emails easier. It gives suggestions to improve and simplify your writing. Write your email first in the app and then transfer to your ESP.

Do you want coaching to scale up your ecommerce business? We can help. [Click to learn more.](#)

IMPROVE YOUR WEBSITE

Build Landing Pages:

- [Shogun](#): Building landing pages for your store has been frustrating for a long time. Shogun makes it simple to design and build a landing page for your Shopify or Bigcommerce store. MVMT watches, Blenders Eyewear, Leesa, and more use Shogun.

Optimize Your User Experience:

- [UserTesting](#): Want to see your site through the eyes of a potential customer? UserTesting.com allows you to pay unbiased users to go through your site and give feedback. I've found it useful for testing out my messaging and finding issues on my site. It's expensive but they are the only game in town for this service.
- [Hotjar](#): Hotjar has many awesome functions, but one that I love is screen recording. You can watch your customers as they place an order, catching any issues or pain points along the way. You can watch exit page recordings to see where on the path your customers are leaving, and try to figure out why.

Recording and Sharing Video:

- [Soapbox](#): If you want to make short, simple videos that include your screen and your face, Soapbox is your tool. It's got the editing power you need, but is simple enough that you don't waste hours editing a basic video.

Do you want coaching to scale up your ecommerce business? We can help. [Click to learn more.](#)

MUST-HAVE SHOPIFY TOOLS AND APPS

- **Carthook:** This service helps increase average order value by allowing Shopify store owners to upsell customers after their order with one click. My clients have had great success with it. Read a [case study with Kettle and Fire](#) or [get a free trial here](#).
- **Fomo - Social Proof Marketing:** Fomo displays real-time orders as they happen on your storefront. Hotels and travel sites have been doing this for years, as it adds a little urgency to the sale. I've seen an increase in conversion rate for my clients, and I recommend it.
- **Katana:** This Shopify app allows you to manage your sales orders, raw material, production schedule, inventory and material purchasing from one dashboard. While I haven't used Katana personally, users love it because it makes production scheduling and inventory management easy.
- **Photo Resize:** This simple app resizes your photos into squares for consistent collection and thumbnail grids.
- **Recharge:** If you offer subscription products on Shopify, Recharge is your service. They allow you to offer recurring billing and are reliable. I recommend them to anyone offering subscriptions on Shopify.
- **Xporter Data Tool:** Great tool for exporting data from Shopify into a useable format. Excellent for data nerds like me.

REVIEWS, REFERRALS AND PARTNERSHIPS

Build Social Proof:

- [Stamped.io](#): A great tool to collect reviews of your products using surveys and in-email forms. Stamped is much cheaper than Yotpo, it integrates with Klaviyo, and it allows you to send NPS emails.

Loyalty Programs:

- [Smile.io](#): Smile is a loyalty program for your best customers. Set up a point-based rewards system, give referrals, and more. They integrate with Klaviyo for continuity. I have used them with a couple of clients and find them simple and effective.

Generate More Referrals:

- [Talkable](#): Most SaaS options for [referral marketing](#) don't have sophisticated fraud protection. Talkable is the exception. They've continued to innovate and make their software easier to use and integrate with. Talkable is the leader in referral marketing and I trust their software.

Find Brand Partners/Influencers:

- [DojoMojo](#): Looking for a brand or influencer to partner with for a giveaway? DojoMojo is a great resource. They have a network of thousands of brands they can connect you with and they make it easy to set up a giveaway. [Use this link](#) or promo code BGEXPERTS to get your 1st month free & 25% off your 2nd month.

Do you want coaching to scale up your ecommerce business? We can help. [Click to learn more.](#)

MANAGE YOUR TEAM, PROJECTS, AND SUPPORT

Manage Your Team/Projects:

- **Slack:** I didn't understand the value of Slack right away. But after a year of using it, I don't know how we'd operate without it. This is the hub of our internal communication and if you've got more than 2 people on your team it's time to start using it.
- **Monday:** There are a lot of project management systems out there and I've tried most of them. We switched to Monday from Trello and have been very impressed. It's the right combination of structure and flexibility. We run our entire business using Slack and Monday.

Manage Support Tickets:

- **Gorgias.io:** This is a new tool designed for Shopify stores. It's a one-stop customer support shop with all the different integrations. If you sell on different channels, you get questions in different places. As inquiries come in, your support team won't need to jump between platforms. Facebook Messages, Emails, comments on IG ads...they're all answered in Gorgias.
- **Help Scout:** The OG all-in-one support desk and customer service center. I use Help Scout to manage support emails. You can set up automatic replies and assign tickets to your team. They are a great simple option for support.

SAVE TIME AND MONEY

- **Brex:** Brex is the only corporate credit card built specifically for ecommerce. With 60-day float with no interest, you can invest more in advertising and inventory. There's no personal guarantee and you'll access discounts and perks with the companies you use most like AWS, Google Ads, Klaviyo, and more. [Sign up via this link](#) for a \$1,000 sign up bonus and waived card fees for life.
- **Be Focused:** This is a Pomodoro timer app for Mac users. I set 25-minute timers.
- **Facebook Newsfeed Eradicator:** This Chrome Plugin hides your Facebook newsfeed from you. It's helpful when you're working in Facebook creating ads or responding to not get sidetracked.
- **Freedom App:** I need help reminding myself not to view Reddit or ESPN.com during the NFL season. Freedom keeps me from wasting time by blocking the websites and apps I choose. There are free options out there, but I like the simplicity of Freedom.
- **Toggl:** This is a simple and effective time tracking app. I track my time every couple of months. It's been the most effective thing I've done to improve my personal productivity. Listen to this podcast to learn about why you should track your time: [Productivity Hacks to Make 2018 Your Most Productive Year Yet.](#)

Do you want coaching to scale up your ecommerce business? We can help. [Click to learn more.](#)

MAKE TRAVEL BETTER AND EASIER

- **LoungeBuddy:** If you travel a lot, LoungeBuddy will make your life better. Add your credit cards and lounge access to the app and it will tell you which airport lounges you have access to. This app has saved me from overcrowded terminals many times.
- **Tripit:** “Holy sh\$& Tripit is cool” was my exact reaction when my buddy first showed it to me. If you travel at all, you should use Tripit. It pulls flight and hotel confirmations from your email and creates an itinerary.



ARE YOU READY TO BUILD A MORE PROFITABLE ECOMMERCE BUSINESS?

If you want to scale up your business, Brand Growth Experts can help.

We work with the top brands in the world to help them define their marketing strategy, scale their advertising, and hire the team needed to get to the next level.

With our personalized coaching and live workshops, we help businesses scale, profitably. If you want to grow your brand and stop leaving money on the table, [find out how we can help](#).

LEARN MORE



"A lot of what helped MVMT grow to our first \$10 million in sales, I learned from Austin. He's smart as hell and I highly recommend working with him!"

Jake Kassan, CEO of MVMT Watches