



BizMagic

Online Business Tech Guide

Discover the top tech
platforms Virtual Assistants
and Service Providers use to
make their businesses hum.

www.bizmagic.co

Welcome!

I'm so excited to share this guide with you! As someone who has been supporting online businesses for a long time now, I know the important role that tech plays. And I also know how overwhelming it can be.

That's why this guide is a great tool in helping you choose the right platform for **the kind of work you are doing** in your own business or your clients' businesses.

If you have any questions about this guide, I welcome you to reach out to admin@bizmagic.co and ask!

To Your Business
Success,



CEO of
BizMagic CO.



For General Administration



Acuity Scheduling

(now Squarespace Scheduling)

An appointment scheduling assistant that helps you manage your client's calendar, meetings, and more. Acuity tends to have more features, but there is no free version.



Calendly

Like Acuity, use Calendly to manage all of your appointment scheduling so it is automated and seamless without all the back and forth via email. Robust platform with free version.



Google Drive

Store and share digital files, such as documents, spreadsheets, and presentations. Work collaboratively by enabling comments and edits.



Dropbox

Save, store, and share digital files such as videos, photos, and PDFs in the Cloud.

For Project Management



Asana

A project management tool that helps you manage remote teams, delegate tasks, and focus on your client's goals. Use Asana if you love a good to-do list with additional functionality.



Notion

An all-in-one digital workspace where you can create customized pages and databases. Use Notion to build an entire project management task board from scratch (or find a template) and customize to your own wants and needs for your business.



Trello

A project management tool that focuses on kan-ban boards and list building.



Airtable

Airtable allows you to easily create a database that holds the information that matters for your work, then use it to power the visualizations, processes, and integrations that make up a custom application that's truly unique to you.

For Customer Relation Management



17hats

Streamline, manage, and automate your whole client experience with one platform including invoices, contracts, intake forms, and more. User friendly and robust.



Dubsado

An all-in-one platform that is used to send contracts, invoices, proposals, and more.



Honeybook

Tools for the Modern Creative Professional: Manage projects, book clients, send invoices and get paid. Use for more simplistic and ready-to-use functions.



Notion

Create custom databases with Notion to track potential client progress, and current client activity.

For Social Media Management



Later

Later is a social media management platform and link in bio tool for every social network.



Buffer

Buffer's core feature is the ability to draft and schedule posts for sharing across multiple social networks including Facebook, Instagram, Twitter, LinkedIn and Pinterest.



Hootsuite

Hoosuite

Hootsuite is a social media management platform, extremely well suited to an agency environment where the user is working on multiple clients across multiple platforms.



Canva

Canva makes it easy to create professional designs and to share or print them. use Canva to create social graphic posts, stories, and reels. And directly post and schedule from inside of Canva.

For Email Marketing

ActiveCampaign >

ActiveCampaign

A complete email marketing tool with advanced automation capabilities. Use this for a wholistic email marketing experienced and to create targeted and customized email experiences for your audience.



ConvertKit

ConvertKit

ConvertKit helps you build a relationship with your followers with it's easy to use email campaign builder. Use this when you want something robust, but still simple. Automations are strong but not as advanced as ActiveCampaign.

mailer **lite**

MailerLite

Mailerlite is an email service provider with a great free option perfect for email marketing beginners. It's campaign builder is simple and user friendly.

For Online Course Management



ThriveCart Learn

Learn is an extremely powerful and flexible course platform that is available for free directly within ThriveCart for ThriveCart users. It allows you to easily sell your content to customers plus complete customization on how your content is delivered to your students.



Podia

Podia is used to build and sell courses, digital products, and host communities. Podia is free. And when you grow, it has all the tools you'll need along the way.

THINKIFIC

Thinkific

Create, market, and sell your own online courses or membership sites.

For Website Design



SQUARESPACE

Squarespace

Create a customizable website or online store with an all-in-one solution from Squarespace without additional plugins, updates, and potential hack-risks.



Divi Builder

Divi is more than just a WordPress theme, it's a completely new website building platform that replaces the standard WordPress post editor with a vastly superior visual editor.



WordPress

Open source software that you can use to easily create a beautiful website, blog, or app. While WordPress sites require more maintenance and upkeep, the customizations with these sites are endless.



Elementor Builder

Elementor is a visual WordPress website builder that replaces the basic WordPress editor with a live frontend editor.

Advanced Tech Platforms



Zapier

Workflow automation for everyone. Zapier automates your work across 5000+ app integrations, so you can focus on what matters. Use Zapier to create integrations and automations between platforms that don't already speak to each other.



Kartra

Like Kajabi, Kartra is an all-in-one marketing platform best to sell products (both digital & physical), memberships, and services.



Kajabi

Kajabi is a platform for creators and entrepreneurs to create, market, and sell digital content. It has everything from courses, digital products, email marketing, and memberships. While the learning curve makes it more advanced, it is a solid all-in-one.



ThriveCart

ThriveCart is a page and external shopping cart creation platform designed to help create cart pages and funnels for businesses, as well as manage the pricing structure.

Advanced Tech Platforms



SquareKicker

SquareKicker is an intuitive no-code design extension which allows you to bring your Squarespace sites to the next level without using a single line of code.



Google Analytics

Google Analytics lets you measure your advertising ROI as well as track your Flash, video, and social networking sites and applications.



Notion

Use Notion to build your (or your clients') entire business hub, tracking everything from your CRM to your Content Calendar to your Branding guides and anything else you can dream of.

Ready to take your tech skills to the next level?

If you're an entrepreneur who feels overwhelmed by the tech in your business and has the drive and desire to conquer it without having to endlessly Google or YouTube video tutorials, **OR** if you're a VA or OBM who wants to grow your tech skills so that you can start expanding your client offerings and make more money, **we have something for you!**

The **BizMagic Tech Vault** contains videos for over 50 of the most common platforms used in online business today **(including everything listed in this guide)**. You'll find full platform trainings, walk-through tours, and quick-hit tutorials. You'll also receive access to monthly tech trainings, so you can stay up to date on the most current tools you need to effectively work with the most important platforms.

Learn more at bizmagictechvault.com.

