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**2019 Best Cloud-based
Back Office Apps and Services**

Deployment of free or low-cost cloud-based services may permit a business dramatically to reduce overhead and gain business efficiencies. Here are some services that might be right for you. We can't begin to list every alternative. Make sure to vet them yourself and use at your own risk.

Business Need	Service or Application	Cost	Decent Alternative(s)	Comments
Advertising online	Google Ads	Free to register an account. Cost is per 3d party click on ads you create.	Bing Ads Facebook , LinkedIn, Twitter	Free ads to a point for qualifying nonprofits.
Backup of files	Carbonite*	~$70/yr for Home Office version		
Calendar	Google	Free		
Calendaring	Calendly.com	Free		Links up very smoothly with a Google calendar
Conference Calls	Zoom.us	Paid	Free Conference Call	
Content Delivery Network (CDN)	Cloudflare	Free to paid	Amazon Cloudfront (paid), Fastly, KeyCDN	
CRM	Zoho.com	Paid		
Document (e.g., word processing, spreadsheet, presentations) creation and modification	Google Docs/Drive	Free	OpenOffice.org (software); Zoho.com; Microsoft Office (paid)	
Document storage and sharing	Dropbox*	Free for basic; Paid services for more space available	Google Drive; Box; OneDrive (Microsoft)	
E-commerce on WordPress website	WooCommerce		Shopify	
Email	G Suite*	Between $4-5 per user per month	GoatCloud! (robust and cheaper than G Suite, but no link to office suite of services); Zoho	Paid for business is ~$50/user/year. Free for qualifying nonprofits.
Email Marketing	MailChimp	Free up to certain limits	Mad Mimi; ConstantContact; Sendgrid	
Email from website	Sendgrid	Free to a point		
Email address cleaning	Neverbounce	Paid		Sometimes you need to clean up email lists.

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Event and meeting organization	Eventbrite	Free to register an account or host free events. Per ticket charge for paid events.	Brown Paper Tickets; MeetUp (paid)	Can also use plugins like EventEspresso on WordPress sites
Expenses/ Timekeeping/ Invoicing	Zoho.com	$15 per month up to 500 customers	Freshbooks.com	
Faxing (outbound)				Does anybody fax anymore?
Filesharing	Cloudup.com	Free	Wetransfer.com	
Flowcharts	Google Drawings	Free	PowerPoint (paid)	
Image Creation	Canva.com	Free	SnagIt by Techsmith (paid); Adobe Photoshop ($10/mo); Google Draw	Pay $1 for use of certain stock images
Image Editing	Snagit	Paid	Irfanview; Gimp.org; Adobe Photoshop	
Images – Stock photography	Pixabay.com	Free	Unsplash.com, Death to Stock Photos, Flickr, Adobe	Watch those licenses!
Internet filtering	OpenDNS	Free for home use; business solutions paid	Google Wifi (requires hardware)	
Password Management	Lastpass*	Free to paid	KeePass, Dashlane, 1Password	Please, please manage your passwords well!
Payment & Point of Sale	Square*, Stripe, PayPal	Free account. Transaction fees.	Dwolla (very inexpensive, but not widely used); Square; Authorize.net; Bitcoin; Amazon Pay	Stripe, Square allow taking credit card payments over the phone
Phone and voicemail	Google Voice	Free with Google or G Suite account	MagicJack; Skype In/Out	Domestic calls are free, as is texting
Podcasting	Blubrry PowerPress for WordPress sites	Free to a point	Podbean, BuzzSprout, SoundCloud, Castos	
Polling	SurveyMonkey	Free to a point	Google Forms	
Project Management	Asana.com	Free	Basecamp.com; slack.com, Trello, Zoho	This is a space everyone is trying to get into.
Remote Desktop	Teamviewer	Free	Logmein; Join.me; Chrome Remote Desktop	But see Zoom.us for video conferencing

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Scheduling	Acuity Scheduling	Free to paid	Doodle.com, youcanbook.me	See calendly.com in "calendaring" above
Social Sharing	Buffer	Free to paid	Hootsuite; IFTTT	
Storefronts	Ebay.com, Etsy.com (for crafts)		Amazon.com	
Swag Creation	Printful	Pay by the transaction; free to set up in your WordPress store		
Teleconferencing / video conferencing/ webinars	Zoom.us*; Google Hangouts	Free for most	Google Plus; Skype	See Meetings Online
To-Do List	Gqueues	Free; paid version offers additional services	Zoho.com; Evernote; Google Keep; Google Calendar	Integrates with Google account
Website Health	Google Search Console	Free	Bing Webmaster Tools	
Web Traffic Analysis	Google Analytics	Free		
Website/Blog design, hosting & content management	Wordpress.org (software only, no hosting) Wordpress.com* (software and hosting)	Free with relevant and inexpensive paid add-ons for .com version.	Drupal, Joomla (compared to wordpress.org) Tumblr, Typepad, Medium, Blogger, Blogspot (alternative to wordpress.com) Wix, Squarespace, Weebly	"dotorg" version is more flexible but requires additional tech skills.

We offer affiliate incentives for some services because we use them and believe in them; visit https://goatcloud.com/affiliate-marketing-referrals/ to learn more.

Please tell us what we missed or got wrong by sending an email to cliff@goatcloud.com.