

# 28 tools to help you start your business with the lowest cost (part 2)

A tight budget is no longer a problem if startups know how to exploit these tools. Many of them are completely free but still guarantee to bring you the best benefits.

In part 1, readers have learned 14 very useful tools to realize the idea of ??starting a business without capital, including some outstanding names such as **Pexels 2.0** providing free stock images, quality high quality; **App Screenshot Builder** creates impressive images for pages in minutes or **Freebble** with a huge library of hundreds of fonts, icons and free templates.

In this part 2, TipsMake.com will continue to introduce you to 14 other tools on the list provided by **ProductHunt** page with lots of ideal solutions suitable for tight budget startups.

## UX (user interface)

### 15. User Onboard

**Decode the Onboarding process of popular websites / services.**



Want to see how popular web apps handle their signup experiences? Here's every one I've ever reviewed, in one handy list.

All first-time UX teardowns



[Apple Music](#)



[Asana iOS](#)



[Ashley Madison](#)



[Basecamp](#)



[Buffer](#)

When building something new it is best to learn from the success of some existing websites or applications. From there, you will avoid going into the dump like the previous ones.

On User Onboarding, you can find a series of "teardown" processes (analyzing a website conceptually and answering a few questions about it) to gain a deeper understanding of the user interface of web applications. The most popular and see how they control the experience at the sign up screen. This is a great tool to "borrow" used UX development tactics if you are looking for ways to optimize conversion rates quickly.

## 16. UXTesting

**Discover the feel of mobile users.**

**Understand your users**

Go to market faster with **UXTesting**. Record what test users do in your app, and record their faces for maximum feedback. Collaborate with your team on our easy-to-use platform.

**Intuitive Analytics**  
Gather heat map and user flow data to improve user retention and provide the best user experience possible.

**Improve Your App Now**

Free Trial - No Credit Card Required

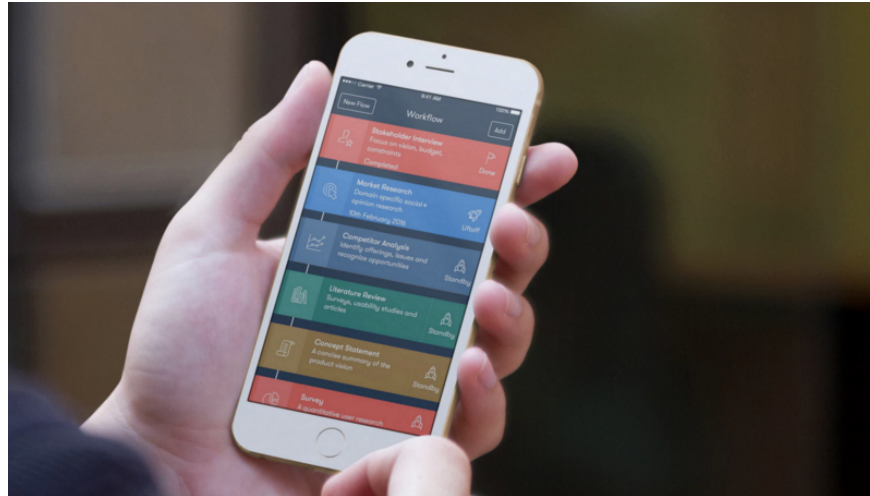
If you want to understand how mobile users will interact with your application before deciding to pour more money into it and / or launch the product in the form of "hard launch" (the main upgrade of an application /

Existing products to create a breakthrough in the market) you should try UXTesting.

When users are testing the application, you can view facial expressions and monitor their behavior via video. This is a great way to easily understand whether user behavior is instinctive and where you can optimize your site to achieve better business goals. This testing tool will help you save a lot of time and create great products than before.

## 17. UX Assist

**Workflow for designers is guided by activities related to user experience.**

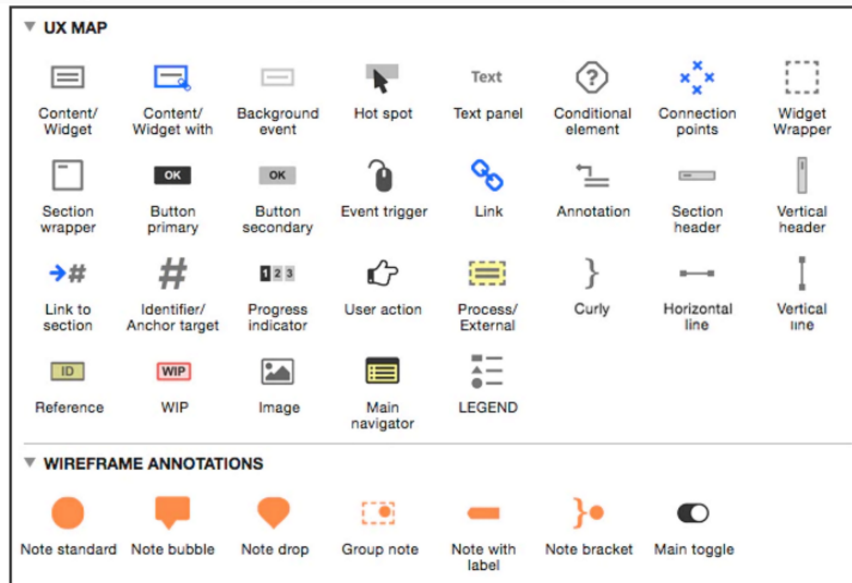


UX Assist is a useful application that provides workflows for designers. Here, you will find 12 unique directories, including: customer-based products (client-based products), data-driven products, and minimum feasible products ( data-driven products, optimum viable products and more.

The process is very simple: select the product type based on the business and product requirements. Then choose an intermediate (mobile, web, multi-platform) platform and get a predefined workflow with a list of UX jobs that you can optimize to fit your project. . Finally, set the deadline and mark the completed tasks during the deployment process.

## 18. UX Map

**Create compelling documents about UX without wasting time.**



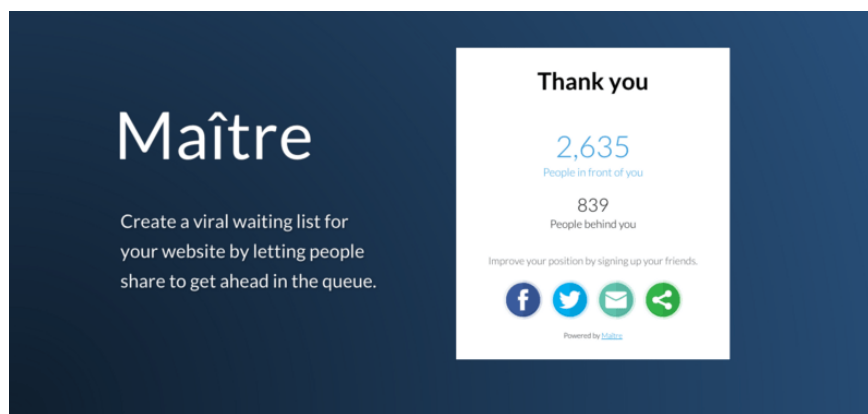
Prototyping is a process that requires a lot of time and effort. However, UX Map will help you make it very simple. If you want to record your design ideas and plan as potential user processes without spending a lot of wireframing time then you should use this tool.

With UX Map, you can write function parameters directly into each Wireframe on the web to display "user journeys" instead of performing on each document separately and not having a look. Clear about your vision from design. Whether working with designers and interior developers or a group of contractors, the UX Map will also help you see your vision right from the start so you don't have to watch it over and over again. When the development process has been done.

## Marketing

### 19. Maître

**Create a list waiting for (waiting list) to spread your product within 60 seconds.**

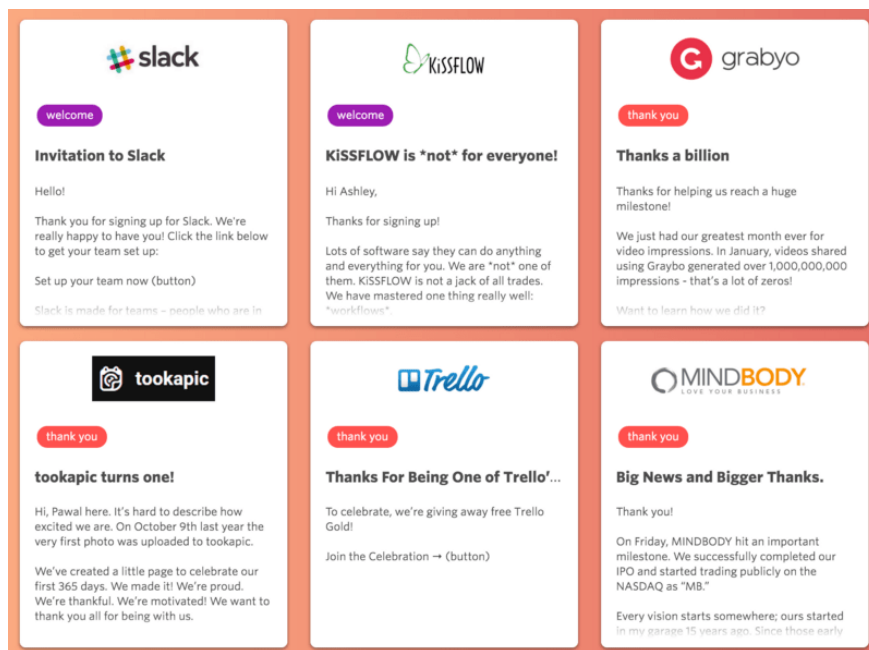


This is a very simple but highly effective tool to help you stimulate the curiosity and anticipation of users in the process of launching the latest product or service. You can create a widget - basically a waiting list with an integrated reference system for about 1 minute and embed it into any website.

Whenever potential customers "entice" them to be registered by their friends, they will be rewarded by moving to the top of the queue. This method is really worth a try if you are going to launch a new product, book or event .

## 20. Good Email Copy

Write copy by email to big companies.



Even if it is considered a counterproductive marketing channel, email is still one of the most effective ways to build and interact with customer databases. However, email copywriting seems to be one of the most "terrible" marketing jobs.

If you do not want to fall into this situation, you can use Good Email Copy - a collection of emails from big companies like Slack, Trello, Pinterest, Basecamp, Everlane, Eventbrite, Shopify and more.

You can also sort by tags (such as greetings, thanks, new features, invoice related issues, invitations, upgrades .) to make it easier to search for copies. Copy the form related to the type of email you are planning to write.

## 21. Upcall

Create outbound call campaigns (call out service) in less than 5 minutes.



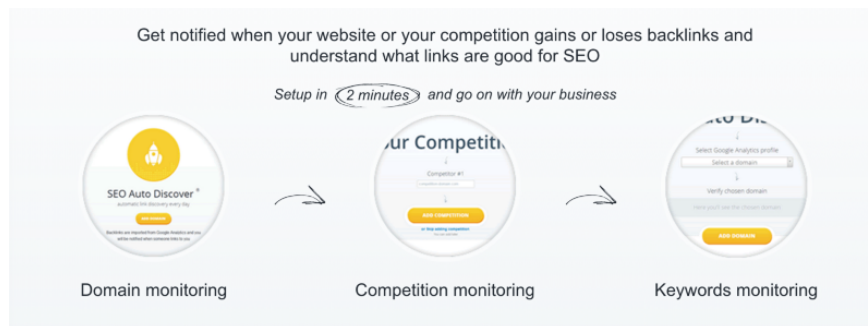
Creating outbound calls is probably one of the most time-consuming marketing / sales efforts you can face. Now, with Upcall, this activity is no longer so bad.

All you have to do is choose a list of people you want to reach and add any questionnaire / manuscript. Then, choose from thousands of "Upcaller" (callers) that fit your right call campaign objectives using criteria like language, geography, expertise .

You can also interact and train these callers directly as well as analyze campaign results in real time. This is really a highly scalable solution if the outgoing calls are part of your growth plan, you can call 100 or 1 million people in just a few hours in the form of payment. pay-per-use (pay-per-use).

## 22. Monitor Backlinks

**Track backlink of any website.**



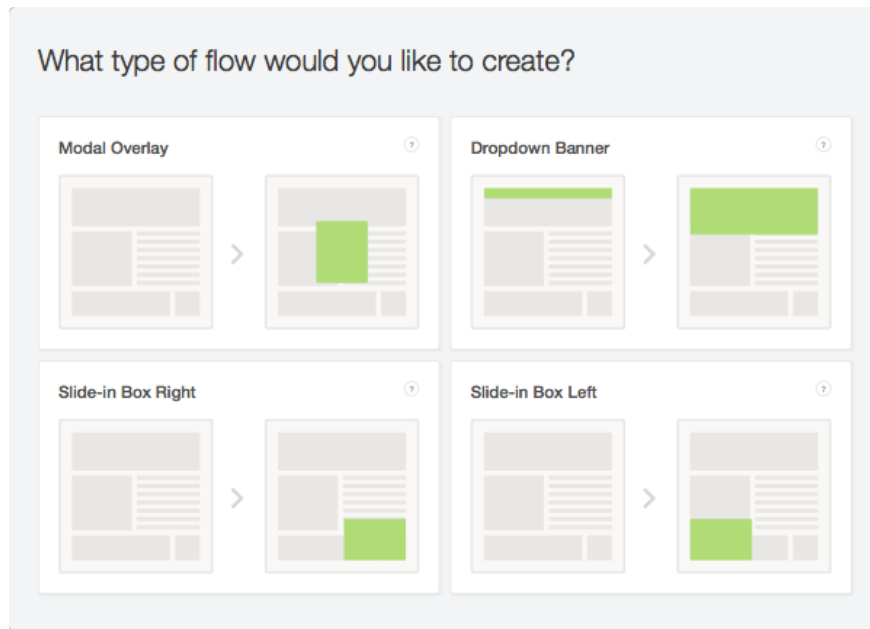
If you want to optimize SEO for your site, backlinks are important - but often not easy to control.

Monitor Backlinks will help you simplify this process. You can access a control panel as soon as you control the new backlinks, SEO process and traffic obtained by search engines. You also get useful insights about keyword rankings, social interaction links, nofollow links, dofollow and more.

Monitor Backlinks is really a great solution to monitor competitors' activities, useful for marketers and anyone who loves the development of websites.

## 23. Lead Flows

**The conversion popup (conversion advertising) "all in one" for your website.**

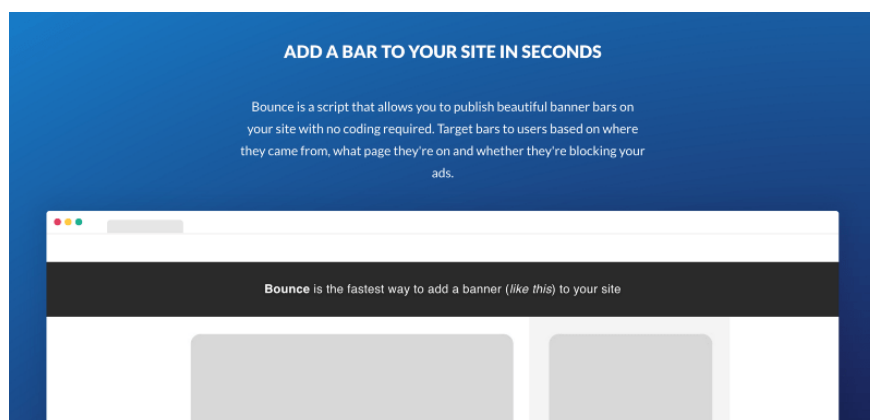


Lead Flows - a HubSpot product is a form of conversion advertising that integrates almost all the most useful features. You can convert visitors to leads through a popup widget with a high degree of customization. Basically, Lead Flows allows you to place CTA (Call-to-Action) buttons, forms and many other things just in that popup.

There are many interesting things that you can do with this tool, such as the target visitor, that accompany the appropriate content at a suitable time by designing the page and the starter kit. can bring the best effect for your product and business. In addition, Lead Flows also possesses another highlight which is that it is easy to measure and manage leads. Once someone converts, you can track page view, form submission history, learn about their concerns and more.

## 24. Bounce Bar

**Add "greeting" banners to your site in seconds.**



Bounce Bar is a script that allows you to publish eye-catching banner bars on your site without code. You can also target CTA to users based on the page they visit and find out if they use ad blocking tools. Besides, Bounce

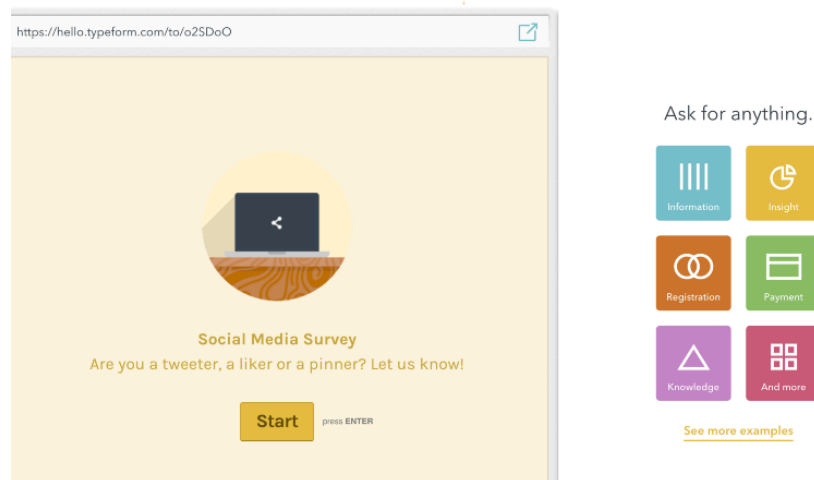
Bar also allows you to set different bars for each site, ideal for those who want to adjust CTA to the whole page.

This is a simple tool that has the potential to greatly impact your conversion rate no matter what you want visitors to do on your site.

## Feedback

### 25. Typeform

**Create surveys in seconds.**

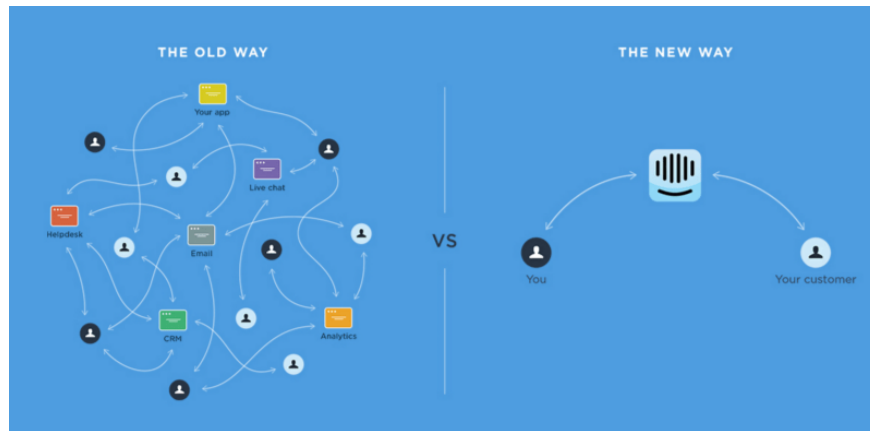


Creating questionnaires is a job that few people love and it is even more difficult to get users to complete them according to your wishes.

Typeform will make this process easier and more interesting for both the team and the users you want to receive feedback. This tool is quite simple, allowing you to create interactive and highly interactive questionnaires. If you need to get customer feedback and increase conversions, Typeform is the ideal choice.

### 26. Intercom.io

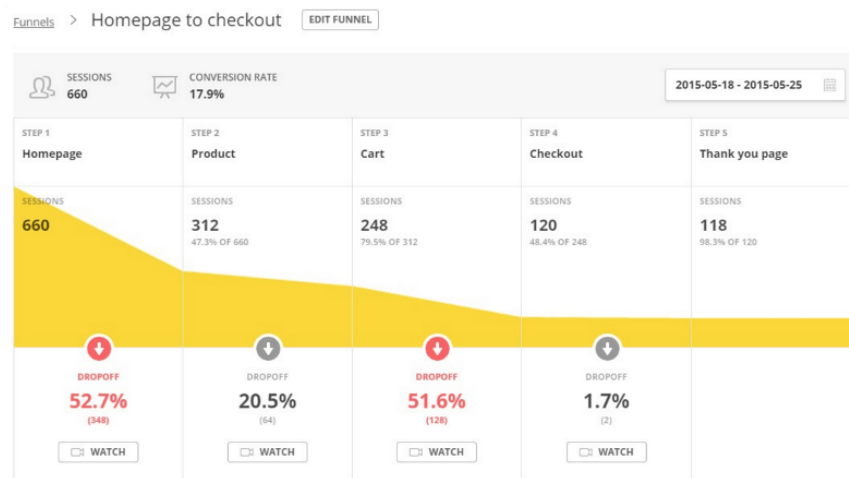
**Chat privately with each customer.**



Intercom.io is basically a new solution for communicating with customers, allowing teams, including marketing, products, sales, and support to identify goals and chat effectively with customers in the company. However, this chat feature requires a fee. You can only use the feature to keep track of what customers do.

## 27. Hotjar

Learn about how visitors actually use your site.



This tool is exactly what marketers are looking for. Hotjar is a conversion-ratio optimization solution that helps startups really understand how mobile users are using their website.

You can look at the heatmap to track where users click and scroll, funnel to understand the points that users leave your page, the form to learn about their insight and optimize the completion rate of forms .

Although it's free, users can also upgrade to a pro version or business to experience more advanced features.

## 28. Startup Launch List

Articles you need to read before starting a business.

## STARTUP LAUNCH LIST

Articles you need to read before launching a startup.  
Written by founders, designers, investors and thought leaders.

The Internet now has articles about startups and to avoid wasting time surfing from one web site to another, you can visit the [Start List Launchup](#) to find the most useful information related to the idea. Imagine, how to become a successful founder, team builder, create products, make money and more.

Developing a startup is not an easy task, but we hope these tools can at least help you to ease those difficulties. Even with a modest budget, you can completely turn your ideas into reality if you have enough energy and ambition.

You finished reading the article "**28 tools to help you start your business with the lowest cost (part 2)**" edited by the [TipsMake](#) team. We hope this article has provided you with many useful tech tips and tricks. You can search for similar articles on tips and guides. Thank you for reading and for following us regularly.