



Software Solutions for Small Business



Square is a payment processing software with a variety of hardware offerings that make simple payment processing easy for your business.

<https://squareup.com/ca/en>



Mailchimp is a e-mail mailing list manager which can be used to blast promotional materials and newsletters directly to your customers. *Note, customers must provide consent in order to legally be added to an emailing list.

<https://mailchimp.com/en-ca/>



Wave is a free bookkeeping and invoicing software that many small businesses use to keep track of their records. Additional paid features can be added if needed.

<https://www.waveapps.com/>



Ownr is a platform that can help you easily register or incorporate your business. They also have other offerings to help you manage your sole proprietorship or corporation, such as online/phone support, record management, legal support, and e-document storage. <https://www.ownr.co/>



Google My Business

Google My Business allows you to create a free profile that can amalgamate all the information you would like to showcase publicly about your business into a single Google search result. Also allows you to make posts about promotions or notify customers about temporary changes to your hours of operation.

<https://www.google.com/business/>



MileIQ is a paid CRA-approved software that allows you to use your phone's GPS data to track your driving to create accurate vehicle logs to assist with claiming vehicle expenses on your taxes.

<https://mileiq.com/>



HubSpot is a Customer Relationship Management platform that can be used to keep track of client information, sales leads, interactions, and metrics regarding your customers. HubSpot has extensive free offerings with additional paid features if needed.

<https://www.hubspot.com/>



Carrd is a free platform that can be used to make very simple one-page websites for small businesses that only need to showcase basic information to the public. This will allow your business to be discovered on search results, and tied to a Google My Business profile.

<https://carrd.co/>