

# The Small Business Digital Stack

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The exact tools I recommend to every client — and why each one matters.

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## WHAT'S INSIDE

- 8 categories covering every part of your business
- 20+ hand-picked tools with honest pros, cons & pricing
- Difficulty ratings so you know what to tackle first
- Mac's personal picks for each category

### Mac Landon

Digital Transformation Consultant • NYC-based, remote nationwide  
maclandon.com • Book a free audit call at [maclandon.com/audit](https://maclandon.com/audit)

## HOW TO USE THIS GUIDE

# Start here.

This guide covers the tools I use and recommend across hundreds of small business transformations. Every tool here has been vetted — I only include things I'd actually recommend to a client.

You don't need all of these. The goal is to identify the gaps in your current stack and plug them one at a time. Start with the category that's causing you the most pain — that's usually Payments or Client Intake.

Each tool includes a difficulty rating:

**EASY**

Up and running in under an hour. No technical knowledge needed.

**MEDIUM**

Takes a few hours to set up properly. Some learning required.

**HARD**

Significant setup time. May need help or a developer.

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## A note from Mac

*"The biggest mistake I see small business owners make is trying to build everything at once. Pick one tool, implement it properly, and move on. A system you actually use is worth 10x more than a perfect system you haven't set up yet."*

— Mac Landon • [maclandon.com](https://maclandon.com)

## CATEGORY

# Booking & Scheduling

Stop the back-and-forth. Let clients book themselves.

## Calendly

Free – \$16/mo

EASY

[calendly.com](https://calendly.com)

Clients pick a time from your availability and it lands straight in your calendar. No emails, no "does Tuesday work?". Essential for any service business.

## Acuity Scheduling

\$16/mo

EASY

[acuityscheduling.com](https://acuityscheduling.com)

Like Calendly but with more customization — intake forms, packages, and payments built in. Great if you want booking + payment in one place.

## CATEGORY

# Client Intake & Forms

Collect the right info before the first meeting.

## Typeform

Free – \$25/mo

EASY

[typeform.com](https://typeform.com)

Beautiful, conversational forms that feel nothing like a Google Form. Higher completion rates, better first impressions. Use for onboarding, discovery calls, and lead

## JotForm

Free – \$34/mo

EASY

[jotform.com](https://jotform.com)

More powerful than Typeform for complex logic. Great for intake forms with conditional questions, file uploads, and e-signatures.

## Google Forms

Free

EASY

[forms.google.com](https://forms.google.com)

Not pretty, but it's free and connects to Google Sheets automatically. Good starting point for businesses just getting digital.

## CATEGORY

# Payments & Invoicing

Get paid online. Stop chasing cash and checks.

## Stripe

2.9% + 30c per transaction

MEDIUM

[stripe.com](https://stripe.com)

The gold standard for online payments. Powers most payment systems you've ever used. Best for businesses with a website or custom setup.

## Square

2.6% + 10c per transaction

EASY

[squareup.com](https://squareup.com)

Easiest to get started with — especially if you also take in-person payments. Free card reader, clean invoicing, solid reporting.

## Wave

Free (pay per transaction)

EASY

[waveapps.com](https://waveapps.com)

Free invoicing and accounting software with built-in payment processing. Best for solo operators who want simple and free.

## CATEGORY

# Document Management

Access everything from anywhere. Stop emailing yourself files.

## Google Drive

Free – \$12/mo

EASY

[drive.google.com](https://drive.google.com)

The foundation. Store, organize, and share documents, spreadsheets, and PDFs. Every client should have their own folder.

## Notion

Free – \$10/mo

MEDIUM

[notion.so](https://notion.so)

Part wiki, part database, part project manager. Great for SOPs, client portals, and internal documentation. Steep learning curve but powerful once set up.

## Dropbox

\$9.99/mo

EASY

[dropbox.com](https://dropbox.com)

Simple file storage with great desktop sync. Better than Google Drive for large files and creative assets.

## CATEGORY

# Automation & Workflows

Build systems that work while you sleep.

## Zapier

Free – \$19/mo

MEDIUM

[zapier.com](https://zapier.com)

Connects your apps together so they talk to each other.  
Example: new Typeform submission → create Airtable record → send welcome email. No code required.

## ManyChat

Free – \$15/mo

MEDIUM

[manychat.com](https://manychat.com)

Instagram and Facebook DM automation. When someone comments or DMs you, ManyChat sends an automatic reply, captures their info, and moves them through a flow.

## Make (Integromat)

Free – \$9/mo

MEDIUM

[make.com](https://make.com)

More powerful than Zapier for complex workflows. Visual drag-and-drop builder. Better value at higher volumes.

## CATEGORY

# CRM & Order Management

Know exactly where every client and lead stands.

## Airtable

Free – \$20/mo

MEDIUM

[airtable.com](https://airtable.com)

A spreadsheet that acts like a database. Mac's go-to for order tracking, client management, and custom dashboards. Highly flexible and visual.

## HubSpot CRM

Free

MEDIUM

[hubspot.com](https://hubspot.com)

Full CRM with contact management, deal tracking, and email sequences — all free. Overkill for some, perfect for others.

## Dubsado

\$20/mo

MEDIUM

[dubsado.com](https://dubsado.com)

Built specifically for service businesses. Proposals, contracts, invoices, and client portals in one platform. Mac's top pick for coaches and creatives.

## CATEGORY

# Email Marketing

Stay in front of leads and clients without manual effort.

## Mailchimp

Free – \$13/mo

EASY

[mailchimp.com](https://mailchimp.com)

The most popular email marketing tool for small businesses. Easy to use, good templates, solid automation on the free plan.

## Klaviyo

Free – \$20/mo

MEDIUM

[klaviyo.com](https://klaviyo.com)

The best tool for e-commerce email. Deep Shopify/Etsy integration, powerful segmentation, and abandoned cart flows that actually convert.

## ConvertKit

\$15/mo

EASY

[convertkit.com](https://convertkit.com)

Built for creators and service businesses. Clean, simple, and great for building email sequences that nurture leads over time.

## CATEGORY

# Website & Landing Pages

Your digital storefront — make it count.

## Webflow

Free – \$14/mo

HARD

[webflow.com](https://webflow.com)

The most powerful no-code website builder. Clean code output, full design control. Mac's pick for client websites that need to look custom.

## Squarespace

\$16/mo

EASY

[squarespace.com](https://squarespace.com)

Beautiful templates, easy to manage. Best for service businesses that want a great-looking site without touching code.

## Carrd

\$9/yr

EASY

[carrd.co](https://carrd.co)

The best tool nobody talks about. One-page websites for \$9 a year. Perfect for landing pages, link-in-bio pages, and simple portfolios.

READY TO IMPLEMENT ALL OF THIS?

# Let's build your digital stack together.

I audit your business, recommend the right tools for your specific situation, and build the whole system for you.

Most projects done in under 30 days.

[Book a free 30-min call →](#)

[calendly.com/maclandon/30min](https://calendly.com/maclandon/30min)

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