



You may give away this ebook. It may not be sold or modified in any manner.

Brought to You by PLR-MRR-Products.com

Disclaimer

Reasonable care has been taken to ensure that the information presented in this book is accurate. However, the reader should understand that the information provided does not constitute legal, medical or professional advice of any kind. No Liability: this product is supplied "as is" and without warranties. All warranties, express or implied, are hereby disclaimed. Use of this product constitutes acceptance of the "No Liability" policy. If you do not agree with this policy, you are not permitted to use or distribute this product. Neither the author, the publisher nor the distributor of this material shall be liable for any losses or damages whatsoever (including, without limitation, consequential loss or damage) directly or indirectly arising from the use of this product. Use at your own risk. **Note** - publisher may receive affiliate commissions for products advertised in this ebook.

When you're trying to start an online business, all of your options can be overwhelming. There are so many different types of tools and so many options for all those types. Whether you're trying to figure out what mailing list autoresponder to use or you're looking to start an affiliate program for your products, there's a lot to consider. That's why we've done the research and created this report for you.

We've taken a look at 12 product categories and compared a total of 57 products, so you can pick the best options to grow your online business. The more knowledge you have, the easier it is to pick the right tool for your needs.

Of course, an online business can adapt and change with new technology, but picking the right tools from the start can save you a lot of headaches later. So take the time to read through this report and get your online business started out the right way.

This report has been divided into 12 sections, listed alphabetically. You'll find information and comparisons on:

1. [Ad Networks](#)
2. [Affiliate Networks](#)
3. [Affiliate Program Platforms](#)
4. [Autoresponders](#) (Mailing List)
5. [Live Video Platforms](#)
6. [Payment Processors](#)
7. [Shopping Carts](#)
8. [Social Media Platforms](#)
9. [Social Media Management](#)
10. [Streaming Video](#)
11. [Webinar Software](#)
12. [Website Analytics](#)

Let's get started...

Choosing the Right Ad Network

If you're looking to grow your audience and sell more products quickly, ad networks offer a tremendous opportunity to reach their engaged audiences. Some of the biggest networks include Google Adwords, Facebook, Twitter, YouTube and Instagram. It's not necessary to master all these networks and you'll probably find that some networks are more effective given your audience demographics and the skillsets and preferences you have.

Facebook and YouTube reach the largest audiences, but you might find your audience is more responsive on Instagram, for example. This comes through trial and error and exploring what the network offers.

Below, you'll see a comparison chart of the big 5 ad networks. As you can see, they all offer sophisticated targeting options, so you can reach your own specific audience. Facebook likely offers the most sophisticated demographic targeting and allows you to even target your website visitors and customers specifically as well.

Ad Networks Comparison Chart

NOTE: Comparison chart was created based on available information and features are subject to change.

| | Facebook | Adwords | YouTube | Twitter | Instagram |
|---|---|---|---|---|---|
| Targeting Options (gender, device, location, etc.) | ✓ language, relationship, education, financial, job title, ethnicity, parents, live events, website visitors, and more... | ✓ Keywords, location, language, device, contextual, topic, placement, audience, related posts, typical demographics | ✓ Demographics, language, location, Interest, retargeting, 3 rd party, user type, uploader, custom, single picks | ✓ Language, demographics, location, interests, user type, custom | ✓ relationship, language, education, financial, job, interest, title, parents, actions, more. |
| Analytics & Reporting | Custom ad Reports Post Likes, Engagement, Conversions, Overview and more... | Very in-depth and customizable reports available. | Channel, Content, Reporting API, metrics, customizable, performance, engagement | Compare campaigns Customize metrics Create multiple reports Export Data | Custom, likes, engagement, shares, conversions, overview, more. |
| CPC, CPA, CPV, etc. | CPC, CPA, CPM, CPL | PPC | CPV, CTR | CPC, CPA, CPV, CPI, CPL, CPF, CTR, DR, eCPE, engagement, Follow Rate, #hashtags, Impressions | CPC, CPA, CPM, CPL |
| Mobile Options | ✓ | ✓ | ✓ | ✓ | ✓ |
| Supported Ad Formats (links, images, videos, etc.) | Links, Video, Carousel, Canvas, Product Set, Mobile | Text, Responsive, Image, APP, Video, Product, Call Only, | Trueview, in-stream, search results, related, home page, watch page, partner, display network, bumper | Text, image, video, vine, conversational ads, app cards, image cards, website cards, summary card, video app card | Links, video, slide show, image |
| Reach | One Billion | Potential to reach 90 percent of Internet Users Worldwide (KissMetrics) | One Billion | Near 300 Million | 600 Million |

Facebook

Placing ads on Facebook is almost a no-brainer. Almost everyone has an account or will visit there at some point during the day. People use Facebook all during the day, every single day, and they do it from every place imaginable from their laundry rooms to the local restaurant.

The screenshot shows the Facebook Ads Manager interface. At the top, there's a search bar and navigation icons. The main area is titled "CAMPAIGN: Choose your objective." with links for "Help: Choosing an Objective" and "Use Existing Campaign". Below this, a question asks "What's your marketing objective?". The answer is presented in a grid with three columns: Awareness, Consideration, and Conversion. Each column contains several objective options with corresponding icons.

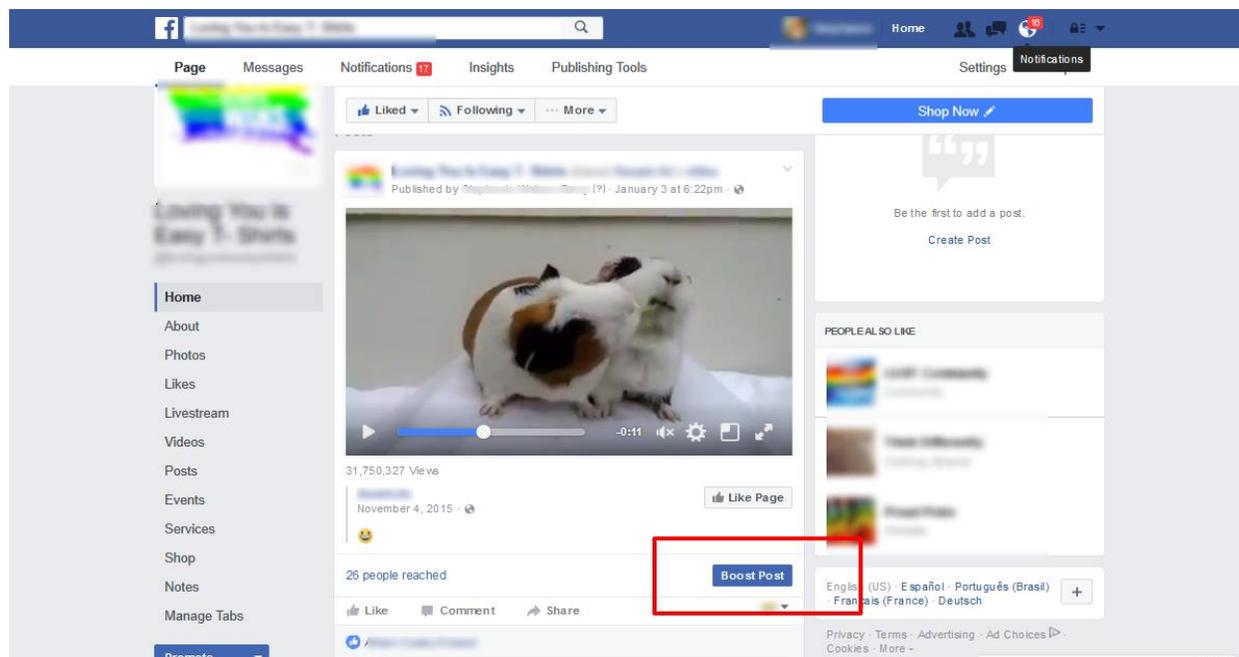
| Awareness | Consideration | Conversion |
|---------------------------------|---|--------------------------------------|
| Boost your posts | Send people to a destination on or off Facebook | Increase conversions on your website |
| Promote your Page | Get installs of your app | Increase engagement in your app |
| Reach people near your business | Raise attendance at your event | Get people to claim your offer |
| Increase brand awareness | Get video views | Promote a product catalog |
| Increase your reach | Collect leads for your business | Get people to visit your stores |

With over a billion active users on Facebook, if you can't find your audience, you may not have defined it well enough or you may need to use slightly different words and terms to find them. However, it can be tricky. No one is on Facebook to buy unless they're in a buying group. Most people tend to ignore ads, so you'll need to be creative. Fortunately, Facebook offers a lot of tools that help you create great ads that get results.

Facebook offers an easy way to run ads. They have an ad manager that works well and is easy to understand. You just need to go through the motions so that you can see for yourself how simple it is to use. One of the best things about the Facebook Ad network is that you can micro-target your audience and remarket to them using a Facebook Pixel that you install on your websites or landing pages.

Facebook offers editing of campaigns as well as detailed reporting statistics. The ad manager makes it simple to get started with Facebook Ads. All you do is verify your account, set up your payment method which can be via PayPal and get started. You can test ads for as low as five dollars a day.

Facebook sometimes limits your audience if your engagement is low. The ability to "boost a post" so that your targeted audience sees the new post can quite beneficial and effective.



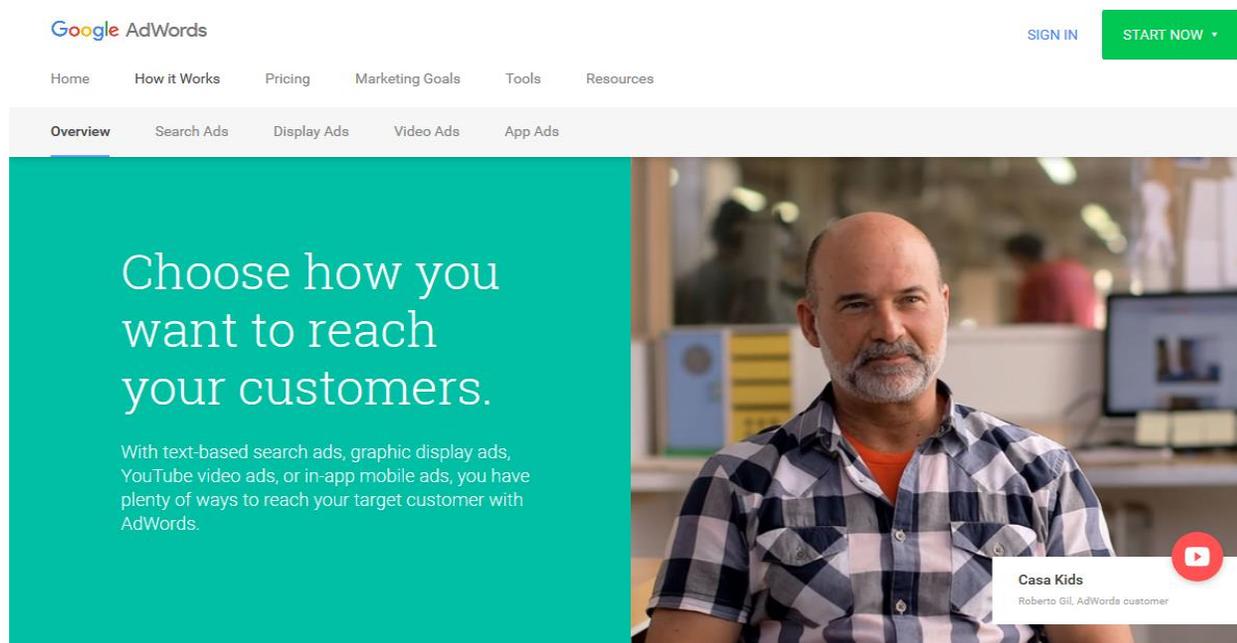
A variety of factors can be used to target a segment of your market, including their interests and earnings. Facebook's analytics and reporting tools include over 17 different demographics you can use to reach your specific audience.

You can also choose the pricing with CPC, CPA, CPM, etc. Facebook is mobile-friendly, so the ads can be seen on a variety of devices. Ads can link to your page, an outside website, a product set, and more. Facebook's attention to the details, when it comes to marketing and advertising, enables you to reach your audience and your goals.

They make it so easy that it may seem too good to be true. However, it's very important that you understand who your audience is so that you can segment accurately. It's also important to understand how Facebook places ads, as well as what your budget and schedule will allow for running the ads.

AdWords

Using AdWords can get great results for online marketers whether they have a product or a service. However, AdWords is best for the more experienced, advanced user. There are so many options and intricacies to using AdWords, it's important that you fully understand how to use it before you jump in and commit to a campaign. Many newbies have lost money due to a lack of understanding. So do yourself a favor and learn marketing basics first and once you've gained experience, then consider including AdWords into the marketing mix.



In many ways, Google AdWords is the holy grail of online ads. The reason is that your ads will run across many networks, not only on a Google Search. When you place Google Ads on your site, anyone, who meets the targeting criteria you set, can see your ads.

Google AdWords has many additional tools to help make your ad more effective. For example, they have a customer match program, which is essentially remarketing. That way you can get in touch with people who have visited your site before. In addition, you can control multiple AdWords accounts from a single dashboard. With the Keyword planner, you can drill down to find new keywords and more.

Google AdWords offers a variety of tools and features that make it very powerful. After all, Google is the leader in search engines and their job is to deliver relevant results to the audience. As a new user, you may want to stick with search network in the beginning. The reason is that you'll want to be able to use location, links, and perhaps a phone number or some other type of structure in your efforts.

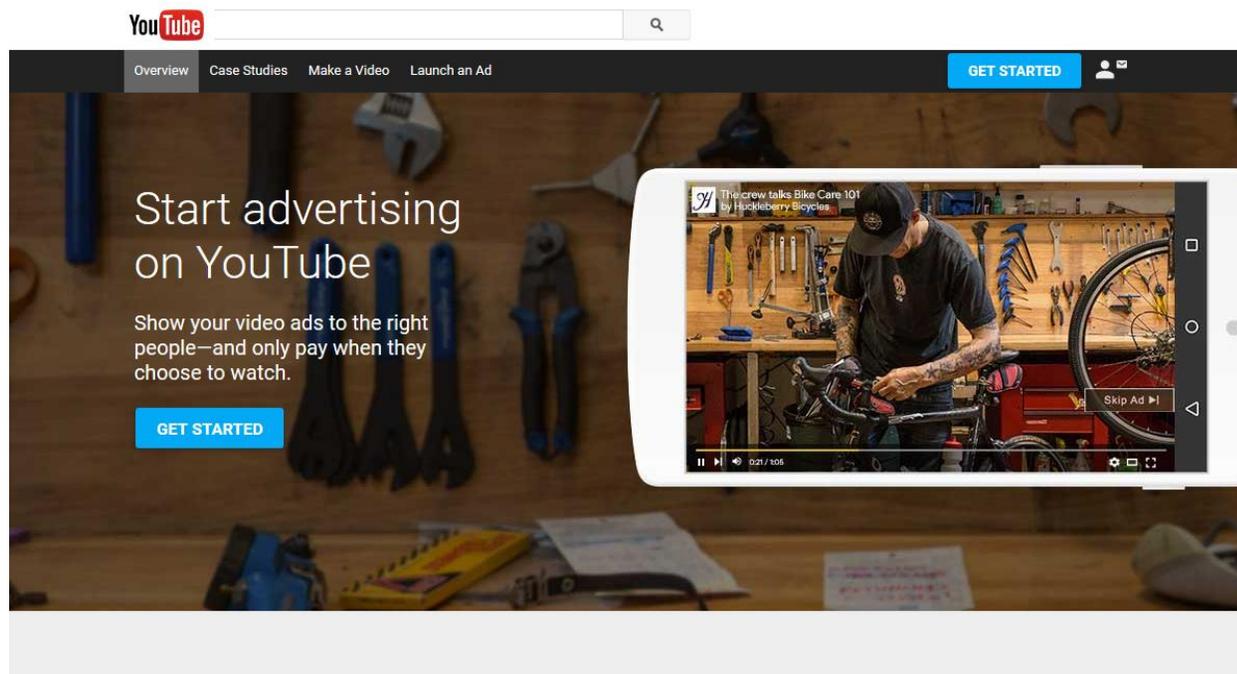
With AdWords, you can target your audience using keywords, location, demographics, and more. You also have access to in-depth reports that you can customize. Most ads will be pay per click. That means you pay for clicks only. You also have the option to allow your advertisement to be available on mobile devices.

Many different formats are supported, such as text, images, video, apps, and products. You can even create “call only” ads, in which you place an advertisement to get people to pick up the phone rather than click though. With AdWords, you have access to over 90 percent of all Internet users worldwide. For this reason, learning how to use this network is essential, if you want to be a real marketing powerhouse.

As mentioned previously, you may want to find someone to help you with AdWords. There are numerous professionals and mentors, who understand the details and can share their tips about how to ensure the best return on investment (ROI) when using AdWords.

YouTube

With a global reach that is set to pass one billion, you can find your audience with YouTube ads. Not only can you target specific demographics but you can also target specific channels with your ads. You can run ads directly on YouTube, use the Google Display and Video Network, or run them with Zagat.



YouTube has a worldwide reach of over a billion potential customers. You can run many types of ads. You don't have to create a video ad. You can run your ad as overlay clickable links, mobile and desktop mastheads, as well as TrueView, and live streaming ads, etc. This flexibility gives you a great opportunity to reach exactly the people you want.

TrueView is an important feature that you should know about. With TrueView, if people skip your advertisement or only view it to a certain point, then you don't pay. That's why these online ads are good for your ROI and are affordable for even smaller businesses that have tight budgets.

YouTube ads are much better than TV ads. You don't pay for your ads if no one is looking at them. In addition, you can use Google AdWords for video as well. You have a lot more control over your ads with YouTube compared to TV. However, the content you share with the ad should be very interesting. After all, viewers are clicking for the related, specific info, entertainment, or experience you provide.

YouTube can help you reach passionate viewers and inspire action. For example, viewers can download apps during an ad on a YouTube video. However, the great part is that they don't miss the rest of the video or even leave YouTube. This multitasking ability makes it more likely your audience will engage with the video ad.

Twitter

With Twitter ads, you only pay for performance if you promote a tweet, or want visitors to buy your app, visit your website, or download a free report. You can target your audience by using keywords, demographics, hashtags and more. What's more, is that you can use video ads, text ads, image ads and more in your campaign.

The screenshot displays the Twitter Ads dashboard interface. At the top, there are navigation tabs for Ads, Campaigns, Creatives, Analytics, and Tools. Below this, there's a user profile section with a 'Create campaign' button and a 'Last 7 days' filter. A filter bar shows 'Funding source: All', 'Objective: All', and 'Status: 5 selected'. Below the filter bar is a calendar view for 2017, showing dates from Tue 03 to Sat 07. A table below the calendar shows campaign performance metrics. The table has columns for Name, Status, Campaign start, Campaign end, Total budget, Daily budget, Campaign daily pacing, and Campaign fl. The table contains one row for a campaign named 'Quick promote - Learn about Funnels...' with a status of 'Running' and a daily budget of \$25.00. A 'Go to original version of the dashboard' link is also visible.

| Name | Status | Campaign start | Campaign end | Total budget | Daily budget | Campaign daily pacing | Campaign fl |
|--|---------|----------------|--------------|--------------|--------------|-----------------------|-------------|
| Summary for 1 item | - | - | - | \$25.00 | \$25.00 | - | |
| Quick promote - Learn about Funnels... Website visits | Running | 2017-03-03 | 2017-03-07 | \$25.00 | \$25.00 | 0.00% | |

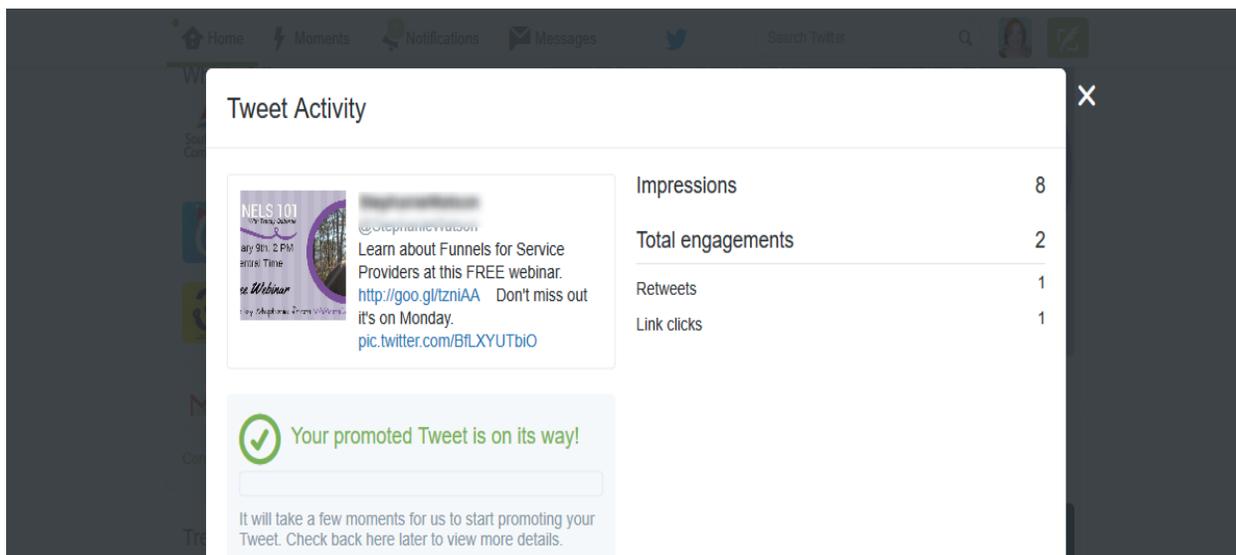
The data reported on this page is an estimate, and should not be considered official for billing purposes.

© 2017 Twitter · [twitter.com](#) · [About us](#) · [Contact](#) · [Blog](#) · [Status](#) · [Logo & Brand](#) · [API](#) · [Business](#) · [Help](#) · [Jobs](#) · [Twitter Terms](#) · [Privacy](#)
All program features in Twitter's Promoted Products are confidential, including pricing, analytics, metrics, and the user interface. · [Twitter Advertising Terms](#)

There are over 300 million active Twitter users. Everyone from presidents to housewives use Twitter. Twitter is a source of all types of news, from the serious to the not so serious and worldwide to your home town. Your audience is there. You just need to know how to find them. Your ads can be in many different forms from the traditional 140 characters to an image or a video.

Twitter ads are usually inexpensive. Twitter ads offer features including a low CPC rate, tailored audiences, remarketing, keyword targeting, and hashtag targeting, as well as paying only for results.

You can get real-time analytics on boosted tweets. That can be fun to watch as your post or tweet gets more attention with re-tweets, and other responses. If you want to be sure your tweets are seen, promoting them for as little as 10 dollars can do the trick.



The screenshot shows a 'Tweet Activity' window on a dark background. The window title is 'Tweet Activity' with a close button (X) in the top right. On the left, there is a preview of a tweet from @olepharmcyadson. The tweet text reads: 'Learn about Funnels for Service Providers at this FREE webinar. <http://goo.gl/tzniAA> Don't miss out it's on Monday. <pic.twitter.com/BfLXYUTbiO>'. Below the tweet preview is a green checkmark icon and the text 'Your promoted Tweet is on its way!'. Underneath that, it says 'It will take a few moments for us to start promoting your Tweet. Check back here later to view more details.' On the right side of the window, there is a table of analytics:

| | |
|-------------------|---|
| Impressions | 8 |
| Total engagements | 2 |
| Retweets | 1 |
| Link clicks | 1 |

Instagram

It's almost a no-brainer to add Instagram to your advertising efforts, especially if you have a Facebook following. The reason is that you can run your ads on Facebook and Instagram without having to create an entirely new advertisement. Since Facebook owns Instagram, it's super easy to add it to your campaign.



The image is a Facebook Business advertisement. At the top, it says 'facebook business'. The main visual is a smartphone displaying the Instagram profile for 'HERSCHEL SUPPLY'. The phone screen shows a grid of photos. To the left of the phone, the text reads 'Advertising on Instagram' in a large font, with a blue button below it that says 'Create Instagram Ad'. Below the phone image, the text says 'Inspire People Visually With Your Business' Story'. Underneath that, in smaller text, it says 'Advertising on Instagram allows your business to share its unique point of view to people in a place of inspiration and discovery.'

With nearly 600 million active users, Instagram is a force to be reckoned with. Due to its simple format, many people don't consider it a good place to advertise. However, nothing could be further from the truth. Pew research reports that more than half of all people from 18 to 29 use Instagram. If your audience is here, you should advertise here too. Instagram users love all things Instagram and will likely respond to your efforts.

Whether you want to create awareness, get more sales, or advertise on mobile devices, Instagram can work for you. Begin by running one of the three basic ad types – photo ads, 60-second video ads, or carousel ads.

Get more attention for your advertisement by adding “Shop Now.” If you are marketing an app, use the “Install Now” button for a lot of attention. The CTA button links to the place where your audience can take the action described on the button.

Note: To run ads on Instagram you'll need a Facebook Page as well as an active Facebook ad account. You'll just need to add a payment method, enter the name of your business, and get set up. Once you do that, you can add your Instagram account to your Business Manager in Facebook so you'll need your Instagram information too.

Regardless of which Ad Network you choose, running ads will help you promote your business. You'll be able to spread awareness, get more followers, likes, and viewer interaction, as you increase your sales. First, you should know what your goals are and who your audience is. Try a test run and boost the ad price and the content if you're getting results and making conversions.

Choose an Affiliate Network to Earn Commissions

As an online business owner, you don't have to just sell your own products. You can promote the products of some big (and small) companies and you'll earn a commission anytime you make a sale. The affiliate network gives you a specially coded link that tracks all your traffic and sales.

Many companies manage their own affiliate programs independently, so you should always check with the companies that you want to work with as they may have their own affiliate program. You can also work with affiliate networks that have many companies running their affiliate programs through them. That means you sign up once for the network and you can promote a variety of products and companies.

Some of the biggest networks out there right now are ClickBank, Amazon, Rakuten, Avangate and Share-a-Sale. They all have different specialties, but one common thing is that affiliates like to work with them because they can find a wide variety of products and they can rely on prompt payment from the affiliate network directly.

Let's take a look at these networks in more detail...

Affiliate Network Comparison Chart

NOTE: Comparison chart was created based on available information and features are subject to change.

| | ClickBank clickbank.com | Amazon Amazon.com | Rakuten Rakuten.com | Avangate avangate.com | Share A Sale Shareasale.com |
|--|--|---|---|---|---|
| Years in Business | 17 | 22 | 20 (formerly buy.com) | 10 | 16 |
| Commissions | Up to 75% per sale | 4-10% per sale | 8-15% per sale | Up to 75% per sale | 10% per sale |
| Payment Methods | Check, Direct Deposit, Payoneer & Wire Transfer | Direct deposit, Amazon gift card or Check. | Check or Direct Deposit | Direct deposit, Avangate Prepaid Master Card, check, PayPal | Check, Direct Deposit or Payoneer |
| Payment Frequency | Direct deposits – once per week or once per 2 weeks All other payment methods are paid once/2 weeks Minimum Threshold: \$10 or you can set it higher. Default is \$100 | Monthly Minimum Thresholds: Direct Deposit - \$10 Gift Card - \$10 Check - \$100 | Monthly. Minimum Threshold: \$1 or you can create a customized payment threshold | Monthly Minimum Threshold: \$100 | Monthly Minimum Threshold: \$50 |
| Product types & Average # of products | Digital products on a wide variety of topics. Over 6 Million products | Mostly physical, except ebooks, music, & services. 12 Million not including books, media, wine and services. 350 Million + when including 3 rd party sellers | Mostly physical products. 7 Million products | Software, SaaS, Digital Goods & Services | Mostly physical products. |
| # of Customers | 500 Million | 244 Million | Unknown | 30,000 | Unknown |
| Tracking/Reporting | ✓ | ✓ | ✓ | ✓ | ✓ |
| Customized Links | No | Shortcodes | No | Deep Linking | No |
| Recurring Commissions | ✓ | No | No | ✓ | No |

As you can see, networks like ClickBank and Avangate that focused on digital products, offers a much higher commission than the other networks. Of course, Amazon also specializes in digital products through their Kindle store, but they offer much smaller commissions. However, Amazon does have consumer confidence and one-click ordering that can encourage more orders.

In the end, it's probably most important that you look for the products you want to promote and find the affiliate program from there. But if you're looking for high converting offers, many of the networks will actually provide you with conversion and the average earnings affiliates make per click, so you can make a more informed decision.

Clickbank.com

This affiliate network has been around for 17 years and is well known among affiliate marketers and publishers. They pay via direct bank deposit or by check. You can set up your payments but you must have a min of five sales using two different credit card or payment processing systems. This is to cut down on fraudulent accounts. After that, your payments will be made per the vendor's requirements, as well as the payment threshold you've set up.

Complete your profile and tell us more about yourself by filling out the [ClickBank survey!](#)

[SUPPORT](#)

MY PRODUCTS: [View All](#)

Hovering your pointer over certain field names will present informational text.

SETTING UP YOUR THANK YOU PAGE URL(S)

ClickBank allows you to list standard and recurring products for sale. Standard products, like ebooks or instructional videos, are available for one-time purchase. Conversely, recurring products and services, like membership sites, provide ongoing value. Both types of products require a Thank You Page.

NOTE: • Affiliates may begin promoting products and are not required to complete any of the information below.
 • Edits to existing products will take up to one minute to become active on the order form.

ADD NEW: [PRODUCT](#) | [UPSELL FLOW](#) | [ORDER BUMP](#) | [SHIPPING PROFILE](#)

| STANDARD PRODUCTS | | RECURRING BILLING PRODUCTS | | PITCHPLUS UPSSELL FLOWS | | ORDER BUMPS | | SHIPPING PROFILES | |
|---|------|----------------------------|----------------|-------------------------|----------|-------------|-------|-------------------|--------|
| No results found | | | | | | | | | |
| Actions | Item | Product Image | Thank You Page | Title | Contacts | Currency | Price | Commission | Status |
| No results found | | | | | | | | | |
| ‡ Default commission is % and is set in My Site -> Marketplace Information | | | | | | | | | |

Using ClickBank is probably one of the fastest and easiest ways to start letting affiliates promote your product. ClickBank has a large community of professional affiliate marketers. Once they find your product, they may sign up to promote it if it's a good and you offer a fair commission.

ClickBank reaches customers worldwide. They also offer remarketing, easy affiliate payout process, as well as handling customer support. This is great news for sole proprietors and small businesses. ClickBank has awesome solutions to make it easier for you to get the sale, such as an affiliate finder, one-click purchases, mobile options, custom order forms, joint venture contracts, and more.

Amazon.com

We don't always think of Amazon an affiliate network, but more like a retailer. However, Amazon sells the products of many retailers under their own well-known and trusted brand, making them one of the largest affiliate networks out there.

Commissions are lower than digital-product focused networks, as mentioned, but volume sellers can qualify for higher commissions rates.

There are over 244 million people who are ready to buy on Amazon, which makes selling on the platform easy. They even allow short codes which make it easy for you to place products directly on your web page to promote. You can link to any product page or even create an "Astore," which is an Amazon store you can embed on your own site. In addition, they can promote on mobile devices too.

Associates Program Policies

- [Associates Program Fee Statement](#)
- [Associates Program Participation Guidelines](#)
- [Associates Program Products Statement](#)
- [Associates Program Mobile Application Policy](#)
- [Associates Program Trademark Guidelines](#)
- [Associates Program IP License](#)
- [Associates Program CPM Ads Policy](#)

These Associates Program policies ("**Program Policies**") are incorporated by reference in the [Associates Operating Agreement](#), and capitalized terms used in these Program Policies and not otherwise defined here will have the definitions provided in the Agreement.

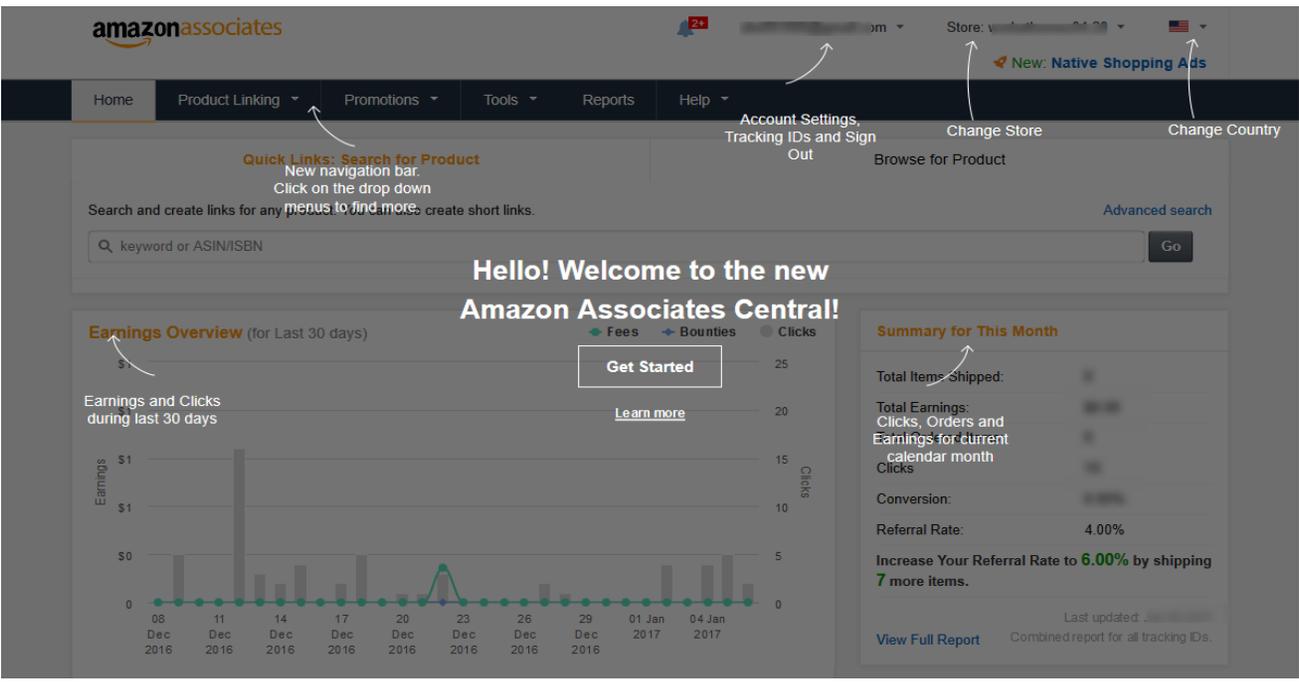
Associates Program Fee Statement ("Fee Statement")

1. Qualifying Purchases and Qualifying Revenue

We will pay Standard Program Fees described in Section 3 of this Fee Statement in connection with "**Qualifying Purchases**", which (subject to the exclusions described in this Fee Statement) occur when:

- (a) our customer clicks through a Special Link on your Site to an Amazon Site;
- (b) during a single session, which is measured as beginning when our customer clicks through that Special Link and ending upon the first to occur of the following: (x)

Amazon has excellent tracking and reporting, customized links, and more for any affiliate who wants to promote physical products, music, eBooks, movies, etc. There are over 360 million products on Amazon, so there is no shortage of products to promote.



The screenshot shows the Amazon Associates Central dashboard. At the top, there's a navigation bar with 'Home', 'Product Linking', 'Promotions', 'Tools', 'Reports', and 'Help'. A search bar is present with the text 'Search and create links for any products on Amazon. Use our tools to find more products to promote and create short links.' Below this is a large heading: 'Hello! Welcome to the new Amazon Associates Central!' with a 'Get Started' button. On the left, there's an 'Earnings Overview' section for the last 30 days, showing a bar chart for 'Earnings' and a line chart for 'Clicks'. On the right, there's a 'Summary for This Month' section with metrics: 'Total Items Shipped', 'Total Earnings: Clicks, Orders and Earnings for current calendar month', 'Clicks', 'Conversion', and 'Referral Rate: 4.00%'. A callout box says 'Increase Your Referral Rate to 6.00% by shipping 7 more items.' At the bottom right, it says 'View Full Report' and 'Last updated... Combined report for all tracking IDs.' Annotations with arrows point to various elements: 'Quick Links: Search for Product' points to the search bar; 'New navigation bar. Click on the drop down menus to find more.' points to the navigation bar; 'Account Settings, Tracking IDs and Sign Out' points to a user menu; 'Change Store' points to a store selection dropdown; 'Change Country' points to a country selection dropdown.

Rakuten.com

The marketplace at Rakuten offers a way for physical product creators (or authors, music creators, and movie makers) to offer their products to affiliates. Rakuten, based in Tokyo, has over 7 million products and has been in business for 20 years. They're the smart people behind Ebates, Viber, and Kobo. They also purchased Linkshare (renamed to Rakuten Linkshare), Buy.com, and Play.com, among other companies.

Rakuten, which means "optimism", pays from 8 to 15% commissions. You can get payments via direct deposit, Rakuten prepaid Mastercard or PayPal.



The banner for Rakuten.com Marketplace features a woman in a blue shirt talking on a mobile phone in a warehouse setting. The text on the left reads: "Grow your online Business with Rakuten.com". Below this is a three-step process: 1. Apply for an account (takes about 10 minutes to complete), 2. List your products (with the help of our dedicated launch team), and 3. Generate more sales (work with your account manager to promote your products). At the bottom are two buttons: "Contact Us" and "Learn More". The top right corner has a "Blog" link and a "Shop Rakuten.com" button.

Avangate.com

If you want to promote software, SaaS, and digital solutions, Avangate may be the solution for you. They have been in business for 10 years and have a strong customer base of companies that need software, SaaS, and other digital solutions.



The Avangate.com banner has a blue and green background with icons of a dollar sign, gears, and a hand pointing to a screen. The text reads: "We simplify global eCommerce to significantly increase your: Digital Goods Sales". At the bottom left is a "Learn More" button with a play icon. The top navigation bar includes links for "Shopper Support", "Customer Login", "Affiliates", "Contact Us", and "Request a Demo". The main navigation bar includes "PRODUCTS & SOLUTIONS", "WHY AVANGATE", "COMPANY", "RESOURCES", "PRICING", and a prominent "GET STARTED" button.

Vendors pay up to 75% through Avangate, but each vendor gets to decide on the commission amount. Avangate has a relatively small customer base, compared to the other networks, but is certainly an up and coming and a viable option for selling digital products at a high commission rate.

Sharasale.com

This 16-year old affiliate network works with high volume sellers and commissions start at 10%. You must sell at \$50 to get a payout, which is paid by direct deposit. The commissions are lower than on ClickBank or Avangate, but you have the advantage of working with large and well-respected brands.

They offer a variety of promotional tools and links...plus offer sophisticated tracking of your campaigns.

Start Your Own Affiliate Program, By Choosing the Right Affiliate Platform

Now looking at the other side of the coin, what if you want to start your own affiliate program? You can certainly choose to sell with Amazon and they'll take care of the affiliate side of things for you. Or you can go with a big network like ShareASale or any of the others, but the expense can get pretty high.

Let's look at a few of the best options for you, if you're a solo online business owner, as you can see in the following comparison chart.

Affiliate Software Comparison Chart

NOTE: Comparison chart was created based on available information and features are subject to change.

| | ClickBank | Post Affiliate Pro | iDevAffiliate | Infusionsoft | JVZoo | Affiliate Shop |
|---|--|---|--|--|--------------------------------------|---|
| Demo / Free Trial | No | Demo | Demo | Yes | Service is free, no trial/demo | Slideshow Demo Only |
| Cost | \$49.95 + sales transaction and other misc. fees | \$29 - \$99 depending on the plan. Self-hosted options available. | From \$29.99-59.99 monthly. Self-hosted options available. | From \$199 to 599 monthly. Hosted. | Free but they keep 5% of all sales. | \$45.00 - \$120. Setup fee of \$25 applicable on all subscription plans. Self-hosted options available. |
| Integrates with other ecommerce programs (shopping carts, payment gateways, etc) | Ecommerce system included. | Yes, via plugins & modules. | Yes, via plugins & modules. | Yes, API | Yes, via their JVZIPN. | Yes, via plugins & modules. |
| Tiered Structure | ✓ | ✓ (great for MLM companies) | No | ✓ | ✓ | ✓ |
| Custom Commission Settings | Commission Groups | Groups, Performance, Actions, Split Commissions | Levels & Performance | ✓ | ✓ | ✓ |
| Recurring Commissions | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| SEO Friendly URLs | No | ✓ | ✓ | ✓ | No | ✓ |
| Affiliates Can Set up Tracking Links | ✓ | | ✓ | ✓ | ✓ | ✓ |
| Supports Mass Payment of Affiliates | ClickBank pays affiliates for you. | ✓ | ✓ | ✓ | ✓ | ✓ |

Click Bank

ClickBank is an affiliate network that has been around since 1998 and is very popular with online marketers for selling and promoting as an affiliate. And since, they have a built-in affiliate base, it's easy for you to tap into that if you have a quality, good selling product.

They have lot of training that will help you develop your affiliate program in interesting ways. Experienced merchants and affiliates give advice in the community, as well as in articles and blog posts on ClickBank. In addition, ClickBank handles paying affiliates for you.

They charge for product set up and then a fee for items sold, plus affiliate commissions. They pay your affiliates directly and you don't have to handle any of those details.

One thing to now, you can charge a lot more for products sold via ClickBank than you can if you are selling an ebook on Amazon Kindle, for example.

The only issue with ClickBank is that they're not very good at screening affiliates for scammers and spammers. You'll need to pay close attention to who is making sales to ensure that there isn't anything strange going on with your sales.

Post Affiliate Pro

If you have products to sell across multiple websites, Post Affiliate Pro is a good option. Their software makes it easy to track multiple products across multiple websites in one strong affiliate program. If you want to start your own multi-level-marketing company this is the software you need to do it.

The image shows a screenshot of the Post Affiliate Pro website. The header includes the logo and navigation links: PRICING, FEATURES, CUSTOMERS, RESOURCES, and a TRY IT FREE button. The main content area features the text "AFFILIATE PROGRAM SOFTWARE" and "Sit back and watch your revenue grow with affiliate marketing." Below this is another TRY IT FREE button. A laptop displays the software interface, which includes a "Trends report" with a line graph and a table of data. The table has columns for "Ranking", "Revenue", "Commission", and "Total". Below the laptop are three testimonials from users: FUNDRAISING, REALEFLOW, and iSEOprofiler. Each testimonial includes a profile picture and a short review of the software.

FUNDRAISING
We chose to use Post Affiliate Pro as our affiliate software, for tracking leads, registrations and sales commissions. Getting started was easy, and the support team was

REALEFLOW
For the few times we've needed technical support for Post Affiliate Pro, those times have been critical to continuing our day-to-day business. Thanks to the 24/7 support and

iSEOprofiler
We've switched from another affiliate software to PAP. Post Affiliate Pro is a much advanced tool and it offers a lot more than our previous tool. We're very happy with... [Online help](#)

A unique feature of this platform is the ability to create multiple tiers for your affiliates. You can go as deep and wide as you want to include setting up an MLM like structure for your affiliates. This can be a great addition depending upon your business model. You can also set commission groups,

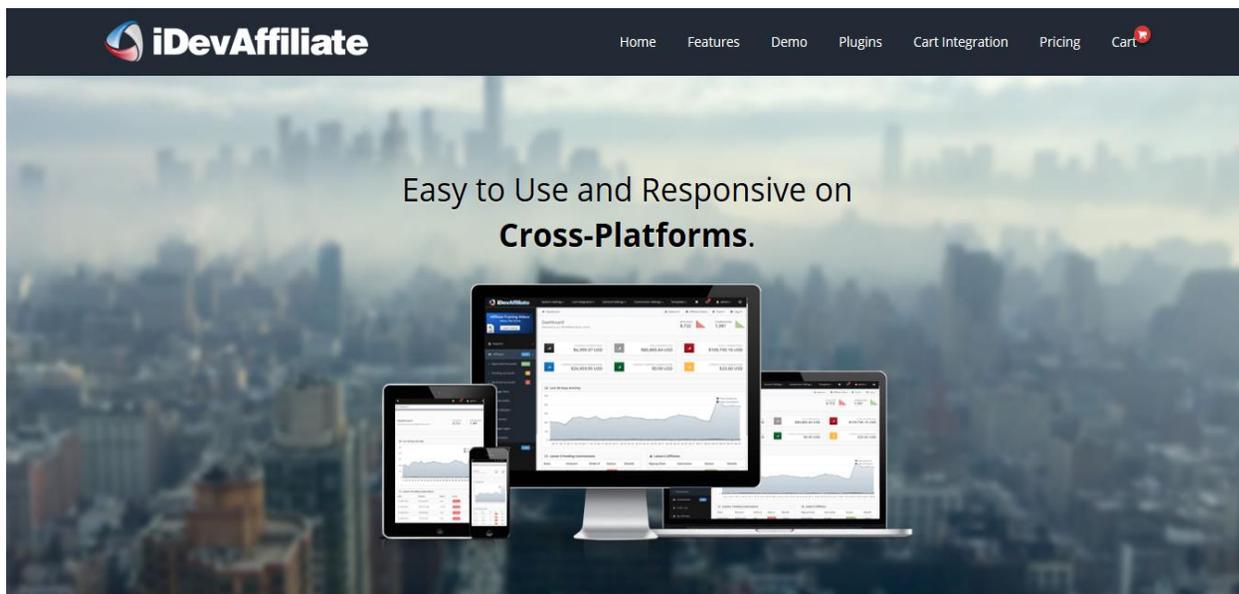
performance rewards, action commissions, and even lifetime commissions to encourage your affiliates.

The SEO Module is included and it really helps you get more traffic and better search engine results, based on all the backlinks you gain when you have affiliates marketing your products. You can let them host it for you or you can self-host. You can sell any type of product, physical or digital.

With Post Affiliate Pro, you have a lot of control over how you market your products. You can create coupons, banners, light box banners, replicate sites, peel banners, and so much more. It's a full-featured affiliate platform with great support and is reasonably priced.

iDevAffiliate

If you need a premade, out of the box ready affiliate platform then you may like iDevaffiliate.com. It offers complete tracking and marketing tools, as well as commissioning and reporting. The pricing is clear. It can cost from 29.99 to 59.99 a month and you can self-host it too. There are many modules and plugins available, so it works well with many other software programs and websites.



You can set up recurring commissions, lifetime commissions, multiple levels, performance bonuses, etc., using this software. In addition, you are in control of when and how you pay your affiliates, which you can do via mass pay. It provides comprehensive affiliate tracking with all the reporting you'd expect from a robust system.

This platform comes packed with amazing marketing tools, commission tools, and reporting tools. It integrates with many shopping carts, allows you to edit the HTML, and has very strong security.

Set up custom commissions for specific affiliates, as well as recurring commissions. This can be a great incentive for affiliates to promote your products. The more money they believe they can make, the more likely they are to promote your products over someone else's. They also offer an interesting feature which is co-branding. If you have an affiliate you want to JV with, this is a great addition.

The screenshot shows the iDevAffiliate dashboard. The top navigation bar includes 'System Settings', 'Cart Integration', 'General Settings', 'Commission Settings', and 'Templates'. The main content area is titled 'Approved Affiliate Accounts' and shows 12 affiliates and 16 commissions. Below this is an 'Account List' table with columns for Affiliate ID, Username, First Name, Last Name, Date Joined, and Action. The table contains 8 rows of data, each with a 'Manage Account' button. A sidebar on the left contains various menu items like Reports, Affiliates, Commissions, and Debits.

| Account List | Create An Account | | Export Affiliates | Bulk Manage Accounts | |
|--------------|-------------------|------------|-------------------|----------------------|----------------|
| 10 | records per page | Q | | | |
| Affiliate ID | Username | First Name | Last Name | Date Joined | Action |
| 100 | demo | demo | demo | 02-13-2016 | Manage Account |
| 101 | testaccount | John | Jones | 02-14-2016 | Manage Account |
| 103 | vetteracer | Tim | Smith | 02-14-2016 | Manage Account |
| 104 | top10reviews | Mickey | Mouse | 02-14-2016 | Manage Account |
| 105 | makecash | Sharon | Ketchepaw | 02-14-2016 | Manage Account |
| 106 | moneymachine | Steven | Miller | 02-14-2016 | Manage Account |
| 108 | mydirectory | Michael | Stevens | 02-14-2016 | Manage Account |

Infusionsoft

This platform is all encompassing depending on what you want to do with it. It's a CRM, it's a CMS, it's an autoresponder – but it's also affiliate-tracking software. This software is for a business that is successful and plans to make six figures each year.

The banner for Infusionsoft features a photograph of three business professionals in a meeting. The text on the banner reads: 'Build better connections with leads and customers. Sales and marketing automation software built exclusively for small business success.' A green button at the bottom left says 'DISCOVER INFUSIONSOFT'. The top right of the banner includes links for 'Blog', 'Chat Offline', '+1866 800 0004', and 'Login'. The main navigation bar includes 'SOFTWARE', 'PRICING', 'INSIGHTS', 'SERVICES', 'MORE +', and a 'Start My Demo' button.

This all-in-one hosted solution provides pretty much everything you need (and then some) to online and offline business owners. If you know that you'll want all the features of this software in the future, you may as well start out with it now, if you have the funds to invest in this powerful software.

The feature list is so extensive that it's best if you go to the website to see the full list of features. It's very secure as they take security very seriously. Their affiliate program is called "referral program management." Along with that, they have marketing automation systems in place to make your affiliate program perform very well for you.

They have amazing customer support. However, they must have it or else no one could use the product. While it's robust and full featured whenever you have a product with so many features it becomes more complicated. However, once you get it set up it'll be easy to work with. Hiring an Infusionsoft expert may become necessary at least to get going. One cool feature is that when you change links, if you use Campaign Links, the link changes and it automatically changes in all emails so that you don't have to do it manually.

If you really want to grow your business into its own entity that you can resell later, using Infusionsoft as the all-in-one solution it is will enable you to give the keys to someone else when you decide to sell or retire.

JVZoo

Currently, JVZoo is one of the hottest affiliate marketing platforms for the marketing to marketers market. That's because affiliates in general love working with JVZoo. Working with a platform that is affiliate-friendly means you'll be more likely to find good affiliates to promote your products.

Logout Looking for your purchases?

JVZOO

JVZOO TOP PICK
Create Highly Effective Facebook Messenger Ads,
In LESS than 2 minutes!

Overview Affiliates Sellers Product Library My Account Tools Need Help?

Sellers Dashboard
Home Sellers Sellers Dashboard

Add A Product (It's FREE!)

Important: PayPal may block all your sales if you do not keep a PayPal balance of at least \$100!
Remember: All refunds must be done through JVZoo's system, NOT Paypal. [See How](#)

You currently do not have any products listed. **Start adding products - It's FREE!**

JVZoo is free to use, although they do charge sellers 5 percent for each item sold. This makes it easy for anyone to get involved on JVZoo. Setting up can be complicated but they offer a lot of videos to help you set up your products.

JVZoo is a platform that is appreciated and used by many super-affiliates. It's a good place to offer your products since the purpose of starting an affiliate program is to attract high-performing affiliates.

You can set a fixed price, a dime sale, and set up recurring payments. You can also set up complex product funnels with unlimited upsells and downsells.

Watch a video tutorial on [How to Setup Your Product on JVZoo](#)

BASIC INFORMATION

Allow Sales YES | NO Show in Product Library YES | NO

Launch Date and Time: 2018-01-8 03:39 PM EST ⓘ

Note: The product will not be visible in the Product Library until this time.

Product Name:

Currency:

Product price (Max Price if Dimesale, Payments if recurring) ⓘ \$

Commission payout percentage ⓘ
 % Subscription or Multiple Payments

Payment Period: Every Months
Total Number of Payments:
Commission Payout on 1st Payment: %

All others pay at "Commission Percentage Payout" above.

Offer Trial? NO | Yes

Quantity (leave empty for unlimited) ⓘ

ADVANCED FEATURES

CHECKOUT OPTIONS

Please Specify at least one payment option

PayPal

JVZOO PRODUCT LIBRARY

▶ Watch a video tutorial [About the JVZoo Product Library](#)

Description for Buyers ⓘ

Primary Category:

MAKE A DIME SALE

AUTORESPONDER INTEGRATION

Autoresponder:

CREATE YOUR FREE TRIAL NOW! ▶

GetResponse API Key: ⓘ

GetResponse List Name / Campaign Name:

Affiliate Shop

Another option for you is the Affiliate Shop. This is a flexible tracking system that offers many different commission options and offers several tiers if you have an MLM program or want to start one.

It's an inexpensive, hosted option for people who aren't that tech-savvy. There are great instructions and directions to help you set up your affiliate account which is mostly ready out of the box with a few minor adjustments. You [can view a slideshow](#) they created to get a better overview.

Choose your payout options and commission options easily. You can track affiliates real time which enables you to double check potentially fraudulent activity. There are advanced tracking and reporting tools so that you can monitor your return on investment closely. You can also use Affiliate Shop to track marketing on and offline. They offer direct linking to products which will greatly improve your SEO. As a hosted option, you don't need to worry about security and updates. If you sign up for "PremierPay," they'll even pay your affiliates for you.

Affiliate Shop is a great choice since it is easy for beginners to figure out. With the "fraud guard" settings, you can cut down on problems with false purchases from fake affiliates. If you have several websites, you can still use this software by joining them with a common email address. They even have telephone support for all their merchants.

Using an affiliate platform that works for your needs is important. Write down the features you need and create a budget. Once you have a budget and a list of needs check out each of the above options to see if any of them will work for you. One important thing to do is to find out what your colleagues are using and what the people you want as affiliates prefer to use so that you can better attract your ideal affiliates.

Choosing an Autoresponder to Collect Email Address and Email Your Subscribers and Customers

To build relationships with your audience it's important to use autoresponder services or software. There are out of the box solutions that are self-hosted, as well as hosted solutions that you can use. It's important to use a hosted solution because most web hosts don't want you to send that many emails from your server.

Today, most services offer similar features. Often, it will come down to how easy it is for you to use, whether you're going to hire an expert, and what your budget is. The ones we've chosen are listed

below. Except for Infusionsoft, you can get a free trial or even a free version to test out. However, with Infusionsoft you can attend an online demo that will help you decide if you want to use it.

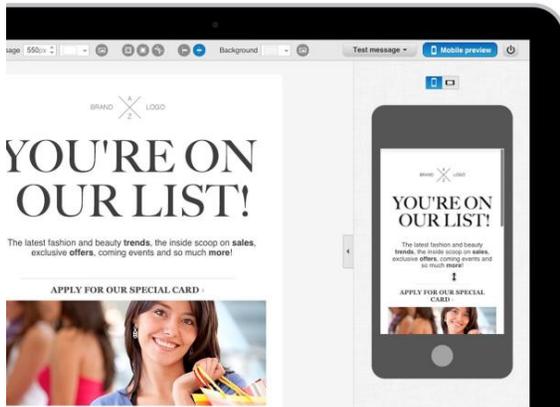
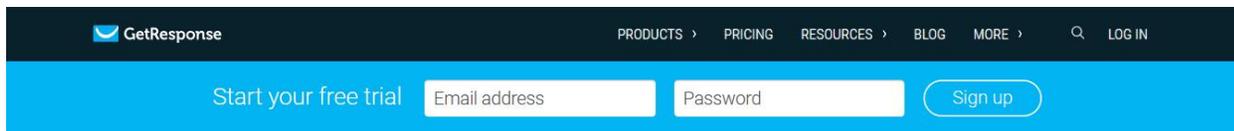
Autoresponder Comparison Chart

NOTE: Comparison chart was created based on available information and features are subject to change.

| | GetResponse getresponse.com | Aweber aweber.com | Constant Contact constantcontact.com | iContact icontact.com | Infusionsoft infusionsoft.com | MailChimp mailchimp.com |
|---|---|--|---|---|---|--|
| Free Trial | 30 days | \$1 for 30 days | 60 days | 30 days | No | No trial but free option |
| Cost | \$15/pm for up to 1,000 subscribers. \$250 for 50,000. Other pricing options available. | \$19/pm for 500 subs. \$149 per month for 25,000. Other pricing options available. | \$20/pm for up to 500 subs. \$90 per month for 5,000 – 10,000. Other pricing options available. | \$14/pm for up to 500 subscribers. \$117 for 15,000. Other pricing options available. | \$199 to 599 monthly | Free for 12,000 emails & 2,000 subscribers ppm \$20 - \$50 p/m for unlimited emails. |
| Web-Based Service or Script | Web-based service. | Web-based service. | Web-based service. | Web-based service. | Web-based service. | Web-based service. |
| Import & Export Subscribers | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Add Leads from Offline Sources | No | No | No | ✓ | ✓ | No |
| HTML & Text | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Message Personalization | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Click Tracking & Campaign Statistics | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Social Media Integration | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| HTML Email & Opt-in Templates | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Criteria sending (subscription date, location, etc.) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Best for (business size) | Small to Medium | Small to Medium | Medium to Large | Small to Medium | Large | Small to Medium |

Get Response

This choice has a 30-day free trial, otherwise, it cost anywhere from 15 dollars to 250 each month for most businesses. If you have an extremely high volume of emails, more than 50,000 email addresses you will need to get quoted for prices. It does what you'd expect an autoresponder to do: allows for message personalization, campaign tracking, social media integration, template options for email and more.



All-in-one Online Marketing Platform to Grow Your Business



Email Marketing >

Create and deliver compelling emails that look great on any device.



Webinars

Increase conversion rates with a complete webinar marketing solution.



Landing Pages

Build, publish, and host beautiful, high-converting landing pages.



Marketing Automation

Automate the customer journey based on their data and behavior.

They are the leaders in responsive functionality which is important in today's mobile society. It has a super easy to use email newsletter editor which many customers love. Today, webinars are very popular ways to build a list and get more customers and Get Response is right on this trend with their webinar solution which is included in certain pro-level accounts. Unlike most offerings, they offer phone support.

There is a wide range of responsive email templates, the ability to split test, comprehensive segmentation options, and social sharing tools. They pride themselves on being simple and easy to understand. With the pro plans, you can make landing pages and integrate with webinars which make it great for building your list.

You can create automation workflows to help create responsive campaigns. You can get reports on opens, clicks, changes in preferences, completed transactions, birthdays, and if they completed a form or not. They also have "one-click segmentation." With the metrics available, you can check per-user performance. This enables you to drill down into your customers' behavior.

If you want an easy to use an autoresponder, this platform might be something you check out with the 30-day trial. Keep in mind that some features are disabled during the trial period.

Aweber

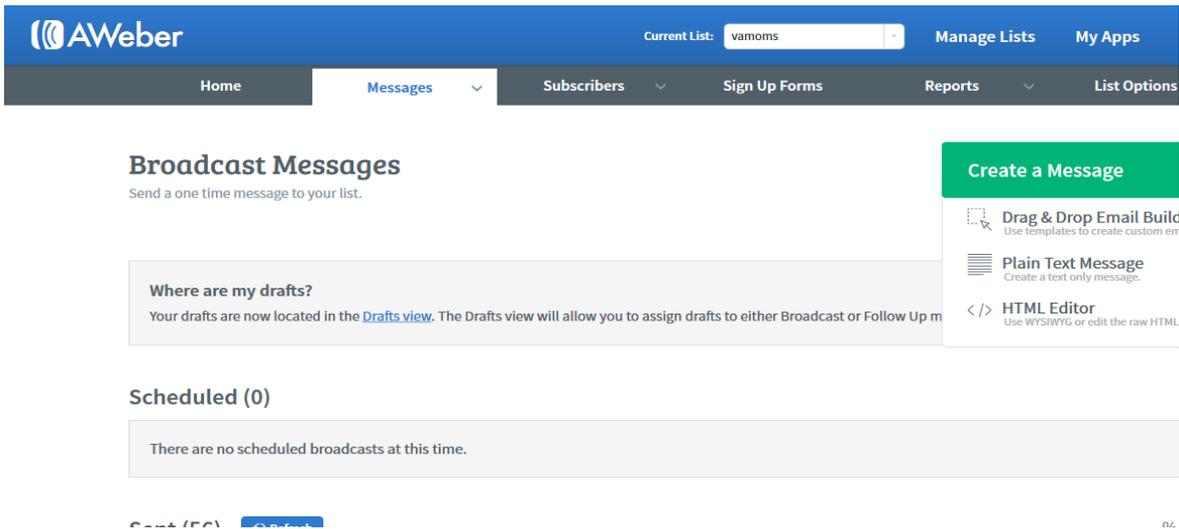
One of the lower cost options, and easier to use choices, Aweber can cost from \$19 dollars and up depending on how many subscribers you have. It works for bloggers, internet marketers as well as any type of business owner that wants to maintain a relationship with their customers and build an audience through list building.

Aweber has stood the test of time and continually seeks to make their service simple to use for the non-techie customer and technical customer alike. Aweber is a service that you can use simply or you can make it more complicated by using all the bells and whistles.



You can quickly build your newsletters with their drag and drop functionality, or you can build them with HTML, or even make a plain text email, it's up to you how complicated you want to make it. You can set up autoresponder series easily using advanced scheduling. Making sign up forms is easy with their templates that are easy to customize.

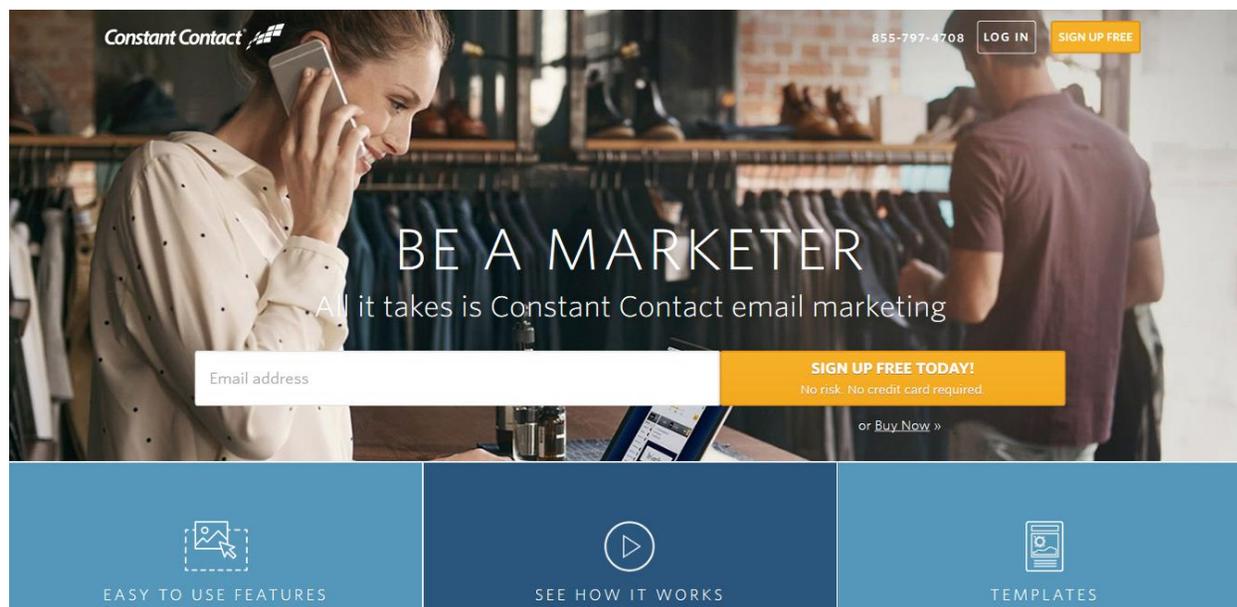
Aweber has some integration features that enable it to work with Facebook, WordPress, PayPal, various shopping carts, and even Etsy. So, if you're using any of those for your business, Aweber is ready for you. You can also create a newsletter from your blog posts automatically by connecting your lists with your blog. You can also segment subscribers and even target certain subscribers. There are beautiful analytic reports that you can interpret in a glance due to the option to look at them in graph form.



Aweber is one of the better choices in terms of autoresponders. It's easy to set up, looks attractive, has a high deliverability rate, and is priced fairly.

Constant Contact

Another excellent choice for an autoresponder service is Constant Contact. It creates good looking emails, requires no technical skills to figure it out, has a high deliverability rate, is easy to format, and you can send bulk mail without any issues.



This software is simple to use, priced decently, and has a lot of good features that marketers need. If you want something that's simple, has beautiful templates, and has clear instructions, this choice might be a good one for you.

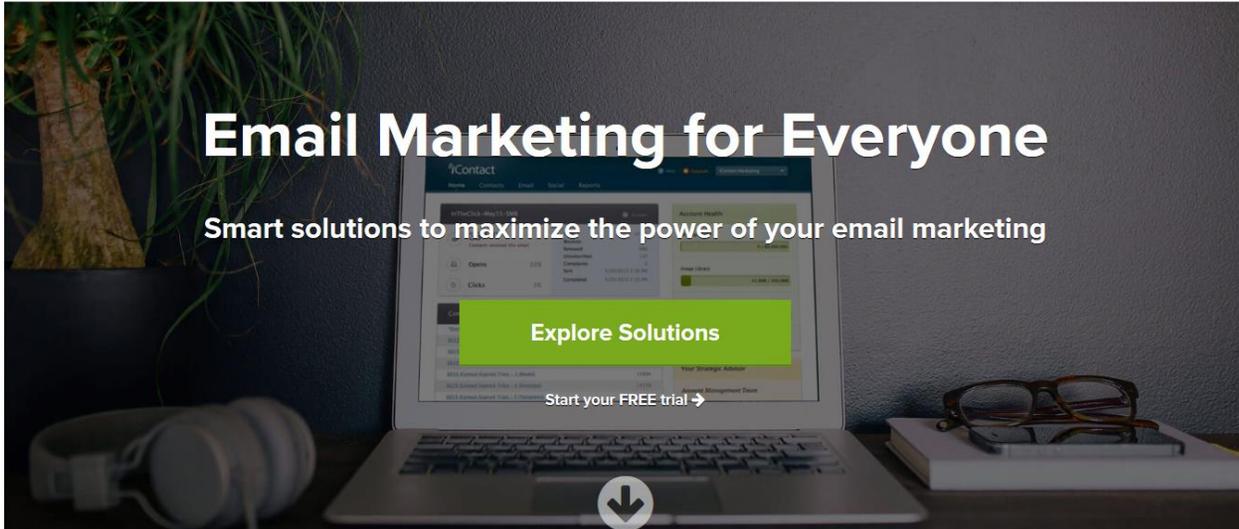
Customizable drag-and-drop templates that look good, the ability to send personalized messages such as welcome, birthday and even anniversary messages – all automatically after you set up the system are all features that make Constant Contact a good choice. The ability to upload your email list or collect new subscribers with forms makes it easy to build a list.

Constant Contact integrates with event marketing so that if you do a lot of events, this autoresponder will fit into your business model best. In addition, it integrates with social media seamlessly so you can post from Constant Contact right to your Facebook, Twitter, or LinkedIn.com.

With their list building tools, image library, and email editing tools, you'll be able to make your business look professional and get results. You have a lot of tools at your fingertips to help you manage your emails, send auto responses and more, depending on which level of Constant Contact you choose to purchase.

iContact

Regardless of the size of your business, iContact can help you set up your autoresponder system. They can handle more than 5 million subscribers so they have what it takes to work with you even if you have a very small list or a very big list.



Email Marketing for Everyone

Smart solutions to maximize the power of your email marketing

Explore Solutions

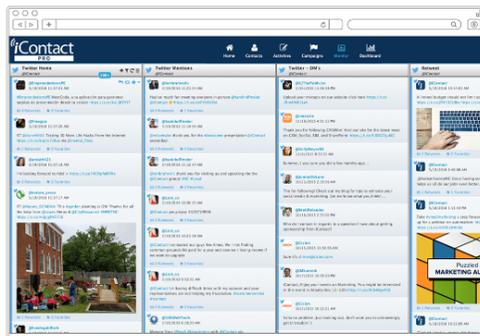
Start your FREE trial →



With iContact marketing automation software you can build easy to use workflows, set up autoresponders series, and set up segmentation the way you want to. With advanced tracking, lead scoring, and reporting it's a solution to consider, if you want to make more sales.

While you may be focused on your autoresponder, an awesome feature that iContact has is the ability to monitor social media across all your chosen platforms. You can also initiate engagement within the platform which will make your email marketing even more effective. However, it still has all the features you'd expect from an autoresponder.

A neat feature is the ability to have more than one person signed into the account at the time working on different campaigns or if you're collaborating on an email to send out. It has useful reporting features and has a high deliverability rate. You can post content to your social media too.



Social Posting and Monitoring

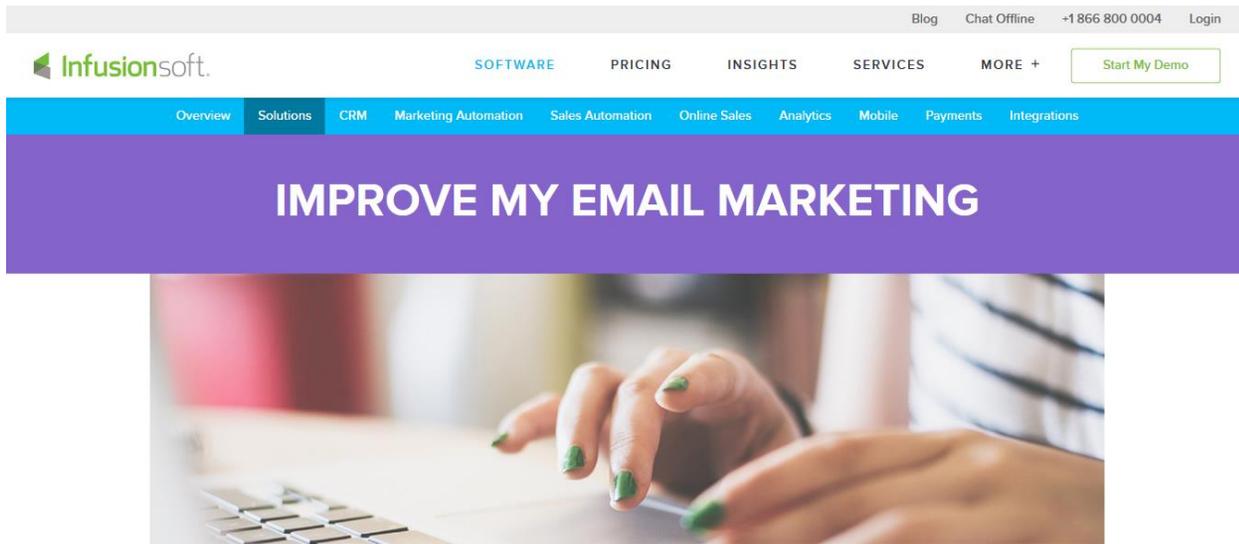
Harness the power of social media. Leverage the impact of email marketing by posting content across social channels like Facebook, Twitter, LinkedIn, and Google+. Initiate and join in real-time conversations and trends happening across social networks and actively engage with your audiences.

Get More Social



Infusionsoft

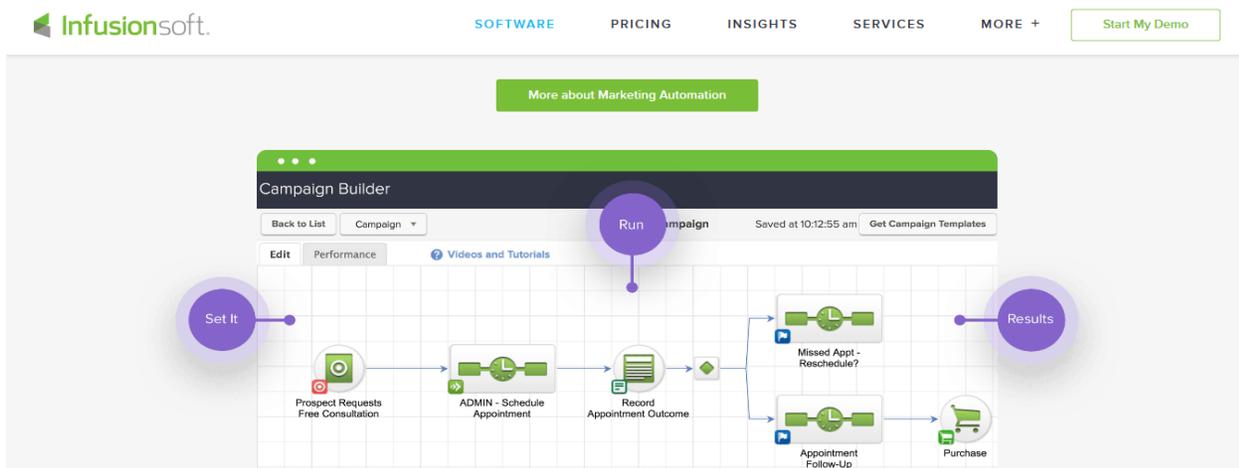
As you already know, Infusionsoft is an all-in-one solution that is hard to beat, although it can be complicated to use. Some users lovingly refer to it as “confusion soft” but they still use it because it has so many options including autoresponder features. Users believe it’s the best autoresponder solution out there.



We wanted to mention the special features that Infusionsoft’s Autoresponder offers. It has what you’d expect – opt-in forms, landing pages, a drag and drop interface, with no need for any coding knowledge or skills. They even allow for auto-population of fields between form and landing page.

As mentioned previously, Infusionsoft offers all the bells and whistles you’d expect and some that you probably don’t know you need yet. Since this software is built for medium to large businesses, it is feature-rich. You can create personalized email sequences that go out on triggers you define.

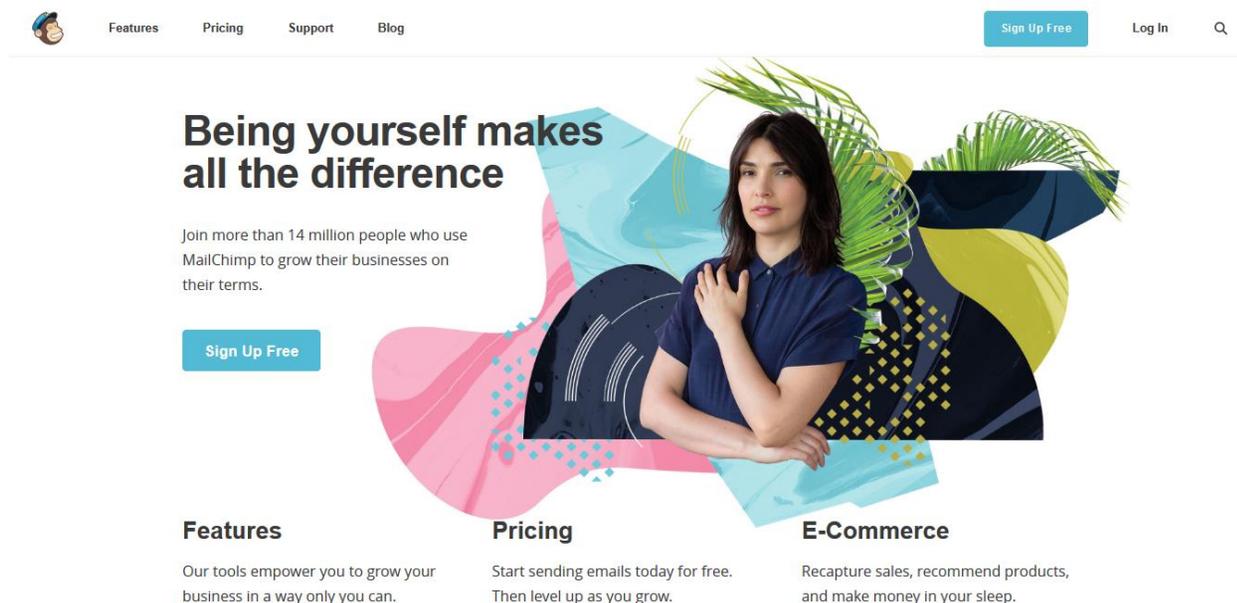
The campaign builder is impressive. By using a workflow, you can drag and drop the information you want to into the campaign builder easily choosing when to send out any email based on time, date, and other triggers such as consumer behavior.



Infusionsoft is an autoresponder solution that is inclusive of everything you need. Some people find it hard to set up but that is only because it does so many things. The more any software does for you, the more complicated the setup is, but most people seem to catch on fast to the autoresponder set up.

Mail Chimp

A much-loved autoresponder solution due to the beauty of the templates and frankly the dashboard in comparison to other solutions Mail Chimp is often a choice for artists and creative types.

The image shows the Mail Chimp website landing page. At the top, there is a navigation bar with a logo on the left, links for 'Features', 'Pricing', 'Support', and 'Blog', a 'Sign Up Free' button, and 'Log In' and search icons on the right. The main content area features a large, colorful graphic with a woman in a blue shirt standing in front of abstract shapes in shades of blue, pink, and yellow. The headline reads 'Being yourself makes all the difference'. Below this, it says 'Join more than 14 million people who use MailChimp to grow their businesses on their terms.' and includes a 'Sign Up Free' button. At the bottom, there are three columns: 'Features' with the text 'Our tools empower you to grow your business in a way only you can.', 'Pricing' with 'Start sending emails today for free. Then level up as you grow.', and 'E-Commerce' with 'Recapture sales, recommend products, and make money in your sleep.'

All business owners need an autoresponder system to build relationships and increase revenue, but not all business owners need the features that affiliate marketers need for their email marketing campaigns.

If you are involved with e-Commerce then you will be super happy with Mail Chimp because there are hundreds of e-commerce integrations available for you so that you can keep communicating with your customers. You can send an automated welcome mail, recommend a product, give them a birthday discount code, and more.

If you're on a tight budget, Mail Chimp offers you the ability to start small and make changes as your business grows. You can expand and contract, at will, as needed.

Mail Chimp is a good choice for any size of e-commerce business as well as for bloggers, authors, artists, and other creative types. Multi-user accounts make it easy to let your virtual assistant or partners collaborate on different emails and features.

Using an autoresponder platform is an imperative if you plan to have a long-lived and successful business. You must build relationships with your audience and keep in contact with those who have purchased from you to experience long-term success and this platform can help you tremendously and make you look good in the process.

Selecting the Right Live Streaming Video Platforms

Today the Internet is all about “going live.” You see it most commonly right now on Facebook Live, and YouTube Live. Let’s look at some other options too, including Periscope, Ustream and DaCast you if you’re looking to add live events to your business model.

Some services offer white labeling, where you can remove the branding of the hosting company and use your own. However, the larger live video platforms like YouTube and Facebook do not. If you want to monetize your videos with advertising, the various platforms also have options you may want to look at.

Let’s take a look at 6 of the most popular live video platforms...

Live Video Platforms Comparison Chart

NOTE: Comparison chart was created based on available information and features are subject to change.

| | Facebook Live live.fb.com | YouTube Live youtube.com/live | Periscope TV periscope.tv | LiveStream livestream.com | Ustream ustream.com | DaCast dacast.com |
|---------------------------------------|--|--|---|---|--|---|
| Price | Free | Free | Mobile App is free | \$42 - \$199 per month | \$99-\$999 per month | \$19 - \$390 per month |
| Analytics | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| White Labeling (custom player) | No | No | No | ✓ | ✓ | ✓ |
| Live Embedding | No | No | No | ✓ | ✓ | ✓ |
| Desktop or Mobile App | Can only shoot live via iPad, iPhone or Android phone or tablet. | Both | Mobile but can watch on a PC | Both | Both | Both |
| Monetization Options | In Testing | Using Google Ads | No | Pay-Per-View & Donations, based on selected plan | Using Google Ads | Pay-Per-View |
| Bandwidth Charges | No | No | No | No | ✓ | ✓ |
| Caps/Limits | Must be shorter than 4 hours | None | None | Unlimited | 100-500 viewer hours, based on selected plan | 300 – 15,000 GB, based on selected plan |
| Storage | Saved to your timeline | 12-hour archive When you stream in 1440p or 2160p (4k) archives up to 4 hours | 24-hour archive | Unlimited | 50GM – 500GB based on selected plan | 20-250 GB, based on selected plan |
| Ad-Free | No | No | ✓ | ✓ | ✓ | ✓ |
| Social Media Integration | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

Facebook Live

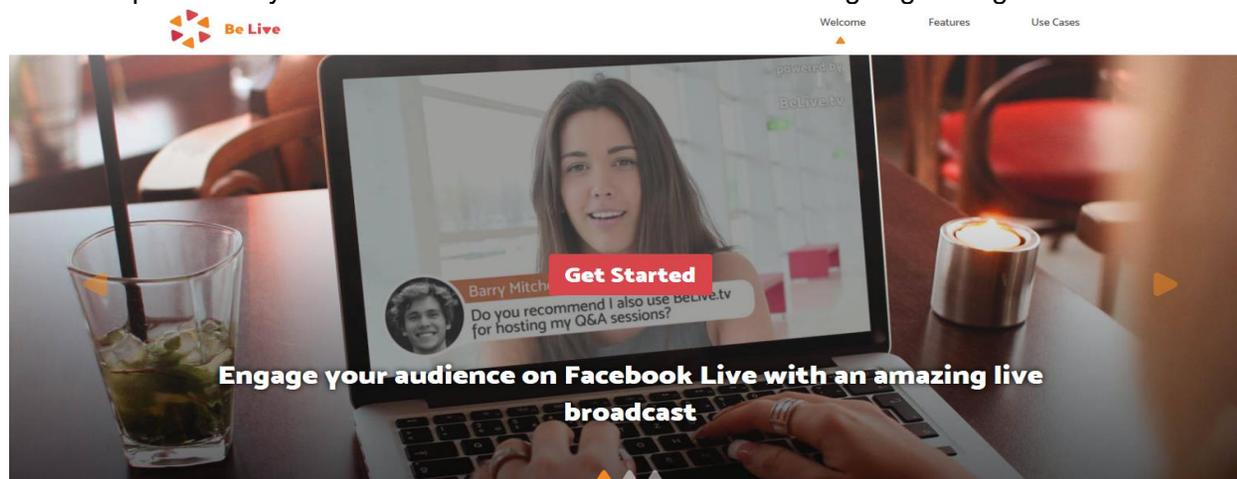
This powerful tool enables you to conduct a live feed event right on your Facebook Page. Your followers will be told that you're live and then you can speak directly to your audience right where they are. You can stream almost anything you want to, within the terms of service, which is basic. Don't stream or do anything that is illegal, sexual, involves drugs, hate speech, etc.



If you can't find your audience on Facebook, you don't have an audience. Facebook's members cross all segments of society and encompass many countries. If you work to build your audience on Facebook, they'll want to engage with you in this manner. Most accounts now can go live with additional add-on software.

Facebook Live gives you the ability to report live right from where you are, whether you're out on a hike, or you're in your office, to your audience. Your viewers can share the live feed on their pages to help you get more viewers.

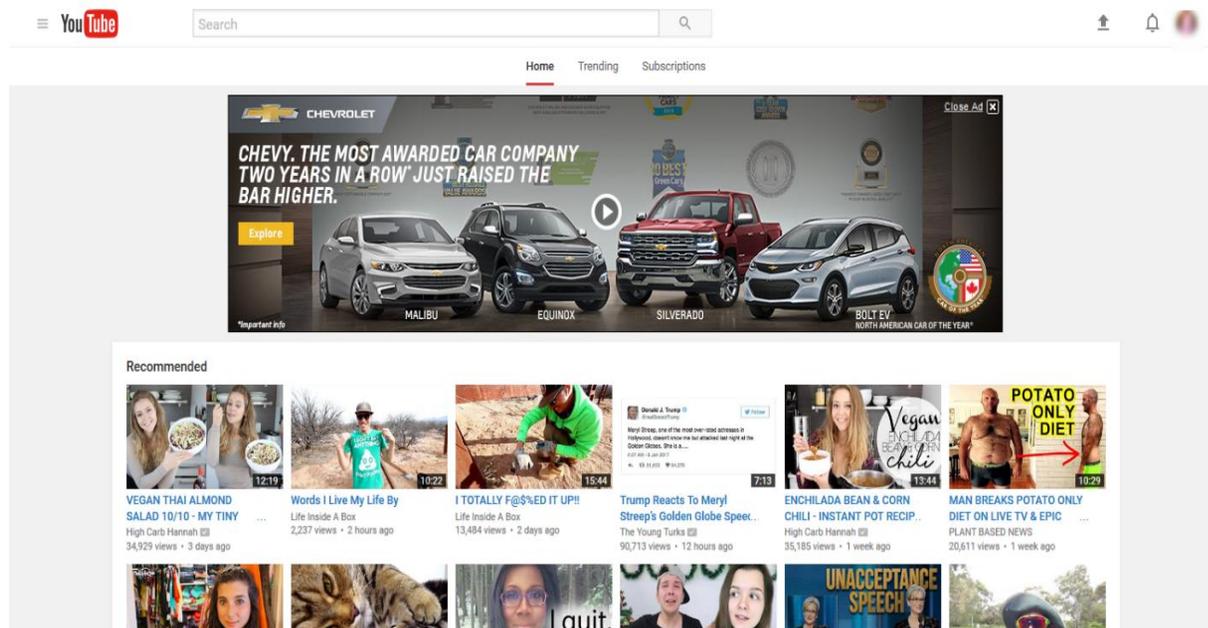
You have control over who sees your live feed. You can go live to only your friends or make it viewable to the public. You can stream from your personal profile, your Page or even your Group. If you go to Facebook right now, you can look on the left side and scroll down to find the video camera under "explore" it says "live video." Click it to see videos that are going live right now.



Facebook live is simple to use if you follow the step-by-step instructions for doing it using a third-party system like BeLive.tv to help you with easier technology.

YouTube Live

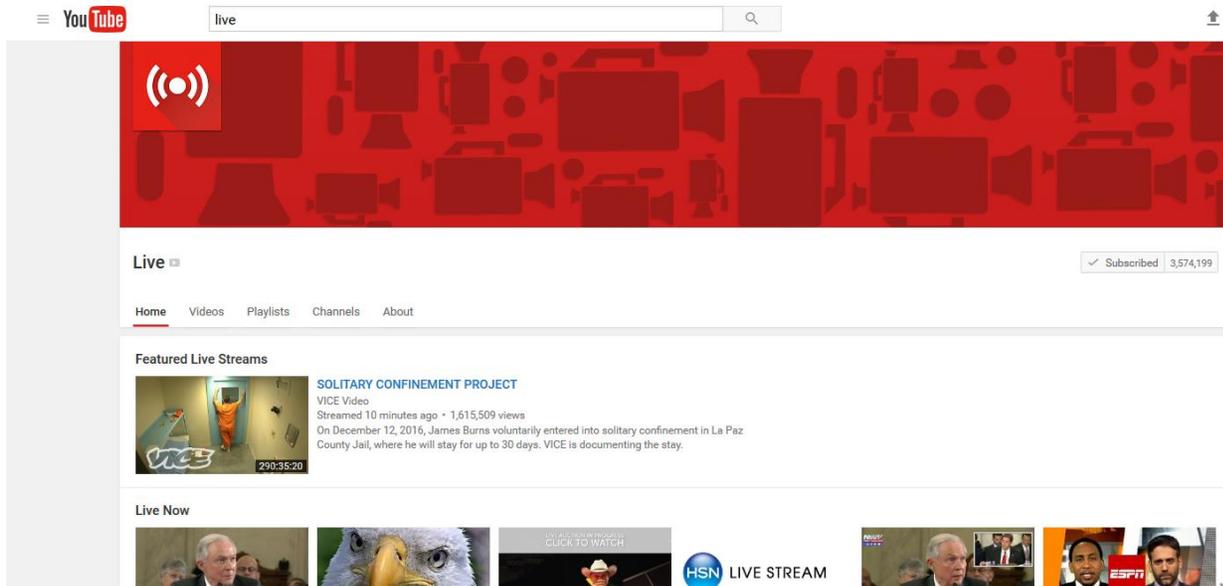
Everyone loves watching videos on YouTube and now YouTube has a new way to engage with your subscribers. YouTube live requires a software download and install to help you go live, as well as agreeing to the terms of service on YouTube. You can do it with a mobile device or on your computer.



Your fans really want to get to know you and YouTube Live is a great way to help them do that. When you build closer relationships with your audience, they're more likely to buy from you and more likely to tell other people positive things about you. Going live on YouTube is yet another way to ensure that connection.

If you're okay with raw footage, creating a live YouTube video can cut down on the time it takes to get content up for your audience. Since the Live video is also interactive in that you can view and answer questions on the chat feature, it's going to feel more authentic to your viewers.

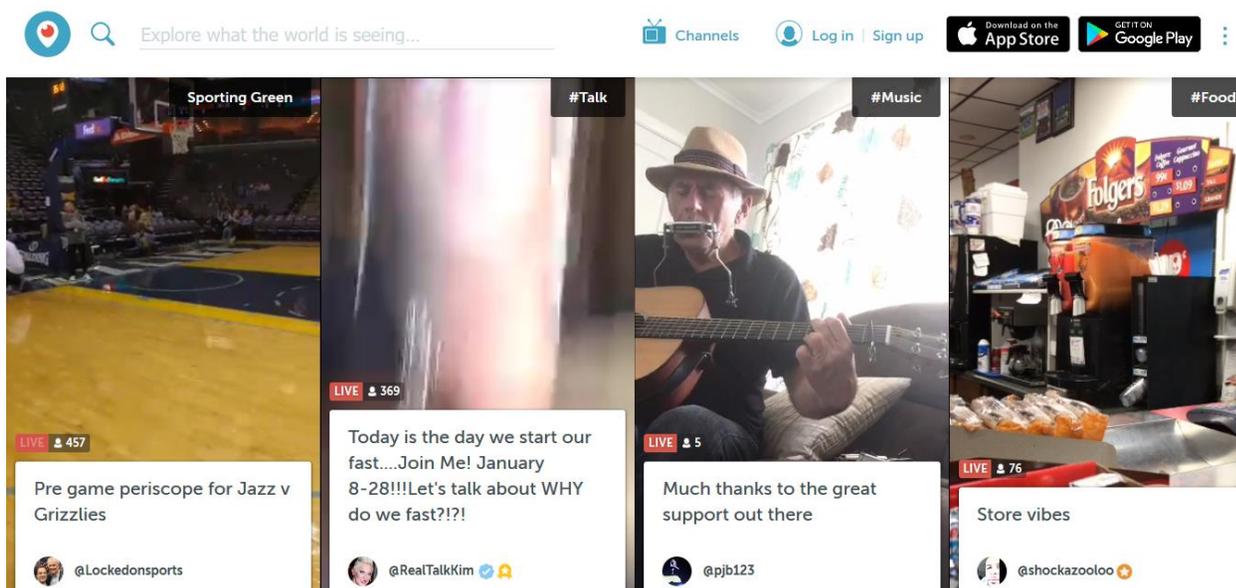
You can go live up to 4 hours at a time. Ads will appear in your live feed and in the recording that is posted automatically afterward. You can go live from your desktop or mobile. You must download and install special software to go live on your desktop.



YouTube live is a great option for anyone who wants to get involved with live events. With software like [Open Broadcaster Software](#) which is easy to work with.

Periscope TV

This live streaming option works with iPhone, Android, or tablet. However, people can view your live stream at [Periscope.tv](#). It's a lot like streaming a TV show, or a radio show with a camera.



People really love Periscope due to the ease of appearing live before their audience. Since it integrates with Twitter, which owns Periscope, you can easily share and get more viewers for your show. If you want to have live, interactive discussions with your audience, Periscope must be on the table.

When a live broadcast is over, a recording is saved to view for 24 hours. However, you can also save it to your device for uploading and sharing later. Whether you're doing insider "behind the scenes" or a Q & A, your audience will love viewing the live and the recorded versions.

When you go live, using Periscope, people who follow you will be notified. However, if your broadcast is public anyone can click on a tab to see a list of other public live broadcasts happening at any time.

Once you download the Periscope app, you can be live in literally minutes. You will just need to enable your camera, your mic, and your location, which can be hidden during your broadcast.

LiveStream

You can broadcast to millions using LiveStream in a very professional way. Using the various levels of the platform such as producer, broadcaster and studio products will help you along the way create a high-level professional looking and sounding show. While this can be a pricy option, it might be something you need to up your game.



If you want an advertisement free experience with live chat, moderation, event and video-on-demand archiving, this is a solution for you. You won't get analytics with the least expensive version but you can with the other two options.

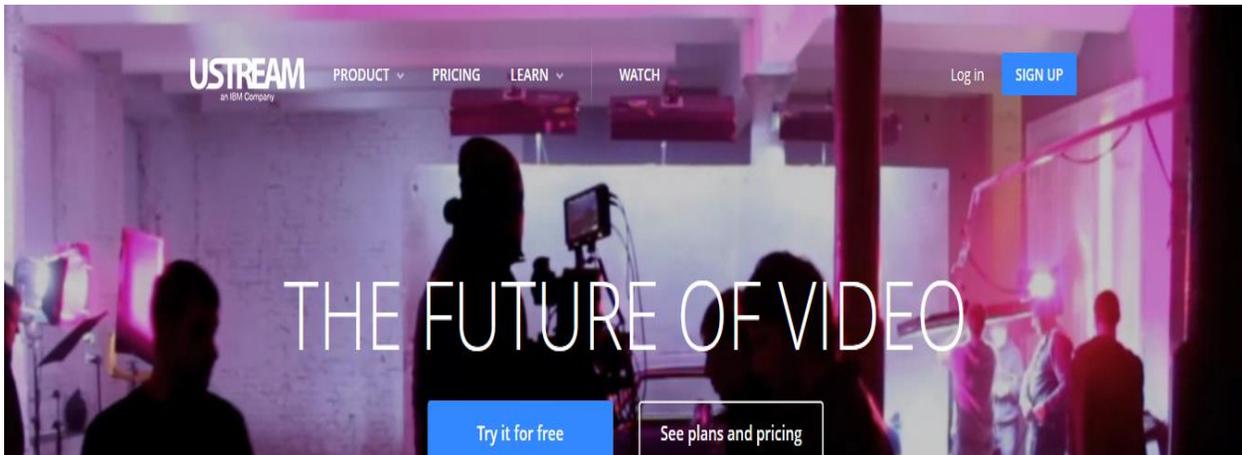
The Enterprise version allows you to get analytics, password protect your events, add monetization through Google Ads and Mid-Roll ads, disable viewer chat and commenting, and more. The other accounts don't have as many features but they are still useful as well. You can upgrade whenever you want to.

Every account level is ad free, has a video on demand archive, cloud recording, chat moderation, the ability to have your own URL (vanity account) and more. The solution is feature rich and will let you create a professional program that you'll be proud to promote.

Livestream has telephone support that you can call on pre-sales and post-sales to get questions answered and even schedule a demo with them to find out all the features inside the software that you can't see if you're not a paid member.

Ustream

Ustream.tv broadcasts over 2 million live video events every single month. They can scale your video to any size of audience globally. What's great about it is that you can test-drive it for 30 days, using all the features the pro plan offers. That makes it a truly useful trial period.



Ustream is a professional level broadcasting, cloud-based system you can use to “go live” and ad-free. You can customize your audience size, create custom branding, get live analytics, use advanced social features, and more. If you want to produce a “TV” worthy show, this system can do it.

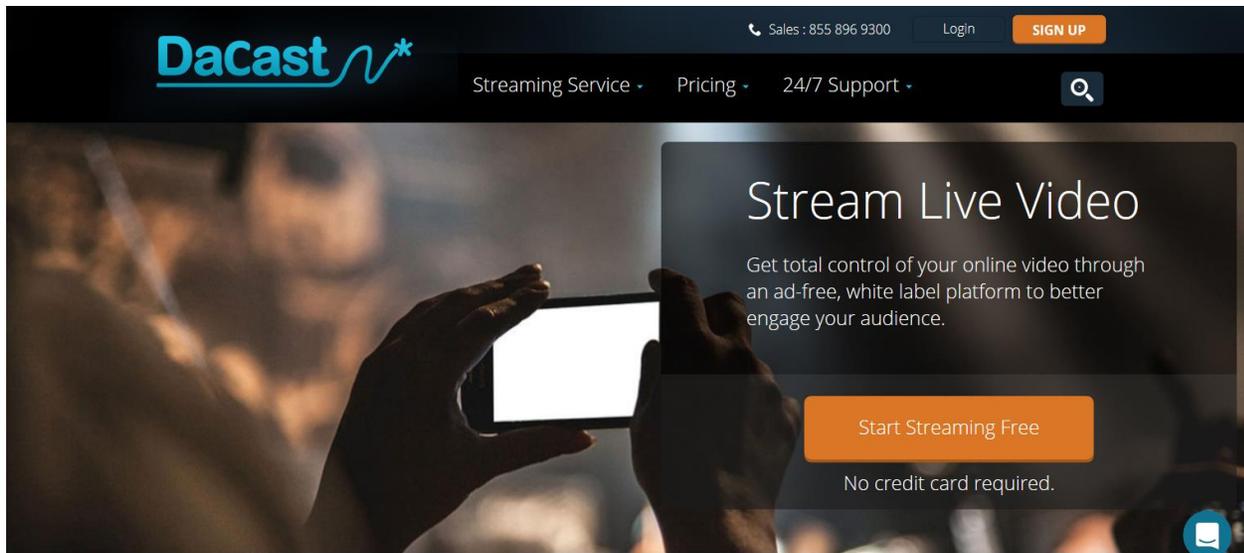
1 terabyte storage, dedicated event support, custom branding, enterprise content management, audience generation, live analytics, advanced social features, multi-device compatible. You can stream from PC, Mac, Android, and iOS systems.

You can upload prepared videos as well as perform live broadcasts. They use in the cloud transcoding and then translates the stream so that separate streams are created for multi-device compatibility.

As one of the largest live streaming services, it's a great choice because you can include your own branding and add monetization to your live and recorded streams. You have much more control on Ustream than you would on YouTube live, for example.

DaCast

This online video streaming service is a complete SaaS system. You can use many features through the cloud such as high-def broadcasting, on-demand video with paywall integrations which makes DaCast easy to monetize.



This broadcasting software can be used for small and medium sized businesses and individuals with a following to broadcast quality live and on-demand videos that can be monetized, shown simultaneously on Facebook and embedded on your website. They also have white label options.

Every plan includes high-quality streaming, no viewer limits, unlimited channels, water marketing, paying on Facebook, playlists, integrations, analytics and more. In addition, other than your normal fee they don't charge a startup fee.

Bandwidth you don't use is rolled over to the next month and saved until used or you cancel your account. For example, if you have accrued saved bandwidth you can't cancel your payment plan and then keep using it. However, it will last for up to 12 months. DaCast also has a unique embedding feature so you can "go live" right on your website.

One of the greatest things about DaCast is the paywall feature so that you can charge per viewing for your videos. This is great for courses and other information that requires expertise to present.

Selecting the Right Payment Processors for Your Business

Doing any sort of business requires that you have a payment processor of some kind, preferably one that works seamlessly online with your website and other online property. In some cases, you may also want the ability for people to pay you in person which you can do with an app and a device that fits on your phone or mobile device.

Many online business owners use PayPal as their payment processor because it's the simplest to use and is widely recognized. You can use PayPal on its own or offer it with an alternative processor for people who don't want to use PayPal.

Here's a comparison of 5 popular payment processors you might consider...

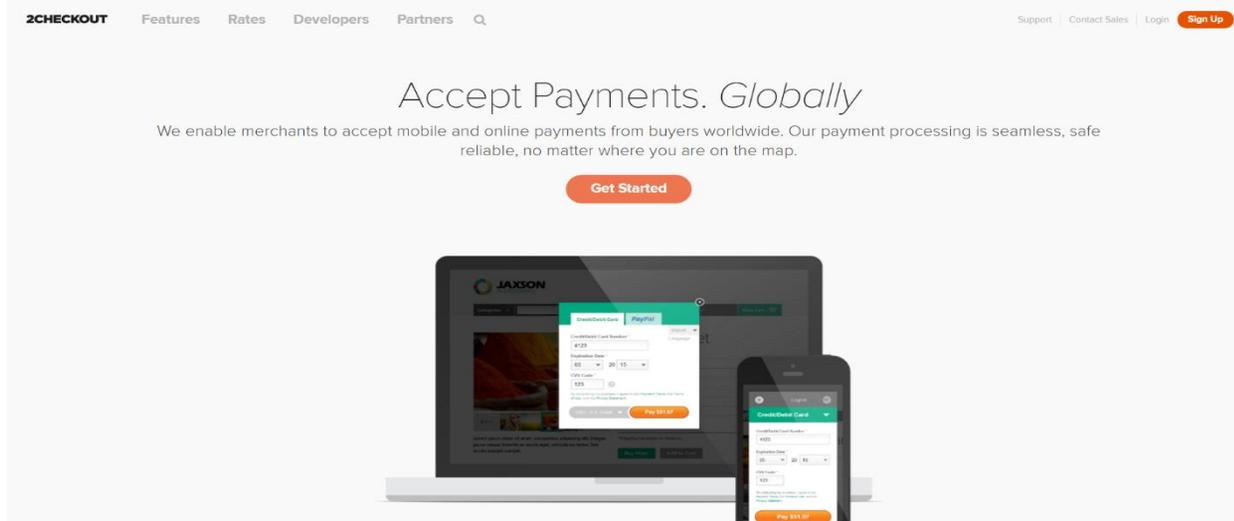
Payment Processing Gateways Comparison Chart

NOTE: Comparison chart was created based on available information and features are subject to change.

| | 2CheckOut 2checkout.com | Stripe stripe.com | Authorize.net authorize.net | PayPal paypal.com | PayLine paylinedata.com |
|--|--|--|---|---|--|
| Start Up Fee | No | No | \$49, plus \$25 monthly | No | \$49 setup fee |
| Transaction Fees | 2.9% per transaction + \$0.30 per transaction | 2.9% +0.30 per transaction ACH & Bitcoin 0.8% \$5 cap. | 2.9% + \$0.30 per transaction (for high volume over 50K year call) | \$0.30 flat fee plus 1.9 to 2.9% per transaction | \$10 per month + 0.2%+ \$0.10, 0.35% + \$0.10 per transaction (for high volume over 80K a year call) |
| Payment Methods | PayPal, Credit or Debit card | All Major Credit Cards | All Major Credit Cards | Direct PayPal transfer, eCheck or Credit/Debit card | All Major Credit Cards, Debit, ACH |
| Customer Account Required to Purchase | No | No | No | No | No |
| Recurring Billing | ✓ | ✓ | ✓ | ✓ | ✓ |
| Hosted Checkout | Yes, but also integrates with other carts. | Yes, but also integrates with other carts | Yes, but also integrates with other carts | Yes, but also integrates with other carts. | Yes, with many integrations |
| Invoicing | ✓ | ✓ | No | ✓ | ✓ |
| Mobile App | ✓ | ✓ | ✓ | ✓ | ✓ |
| Withdrawal Process | Payments meeting threshold (set by user) are sent weekly via cheque, electronic bank transfer or 2Checkout Debit Mastercard. Extra fees apply. | Funds can be transferred daily and on your own schedule to go straight to your bank account. | Funds are transferred to your merchant bank account automatically based on how you set it up. | Funds can be withdrawn to a bank account anytime and in any amount. | Funds will be withdrawn on a schedule you set directly to your bank account. |

2CheckOut

This payment processor offers a hosted cart option that integrates with other carts. Customers pay with PayPal, credit or debit and you pay a per transaction fee of 2.9% plus.30 cents. Customers do not have to have a 2CheckOut account to purchase. To receive your money, you'll need to set up a payment threshold and checks will be mailed to you or you can use the 2CheckOut Debit MasterCard for a small additional fee.



Very highly rated by users, this option is a great alternative to PayPal or an additional choice for your audience. This is nice if there is a problem with one of the choices for either the customer or you. It's good to have a backup. However, 2CheckOut is great for your main payment option too.

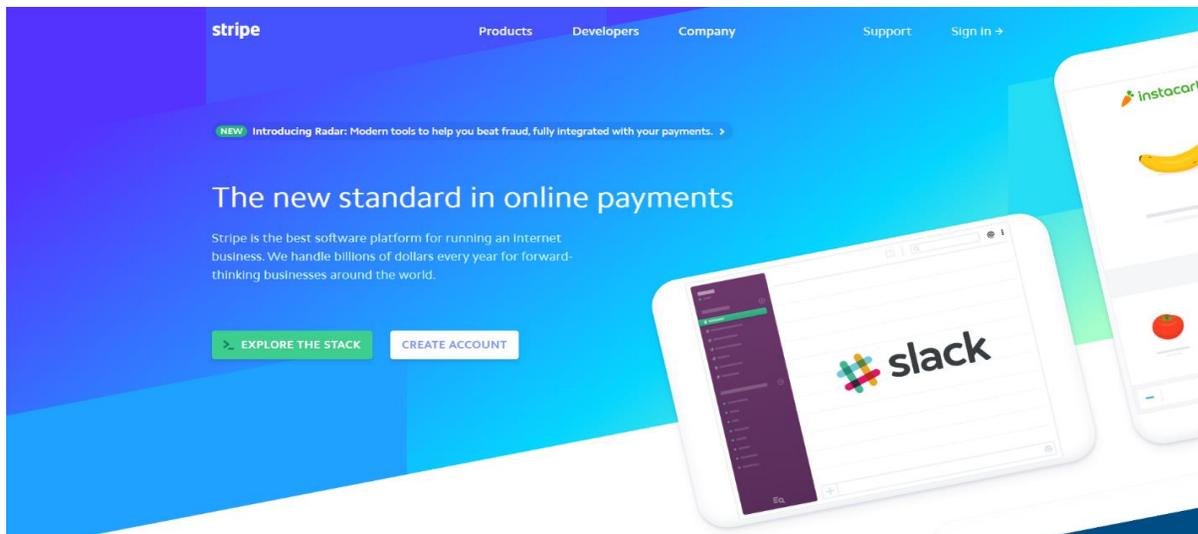
They offer checkout options in 15 languages, 87 currencies, and 211 markets. That's powerful. They are very upfront about the fees, so you won't get unexpected additional fees. You can process all credit card types, even Discover and American Express. What's more is your customers will experience a seamless checkout right on your site.

2CheckOut integrates with many other programs like WordPress, Shopify, and more. If you have a membership site or want to bill customers on a recurring basis, this also an option. They also have awesome fraud protection.

Using 2CheckOut as your payment processor for any type of website or store will work beautifully. If you sell more than 50K a year, ask them about their volume pricing as you may be able to get discounts on the fees.

Stripe

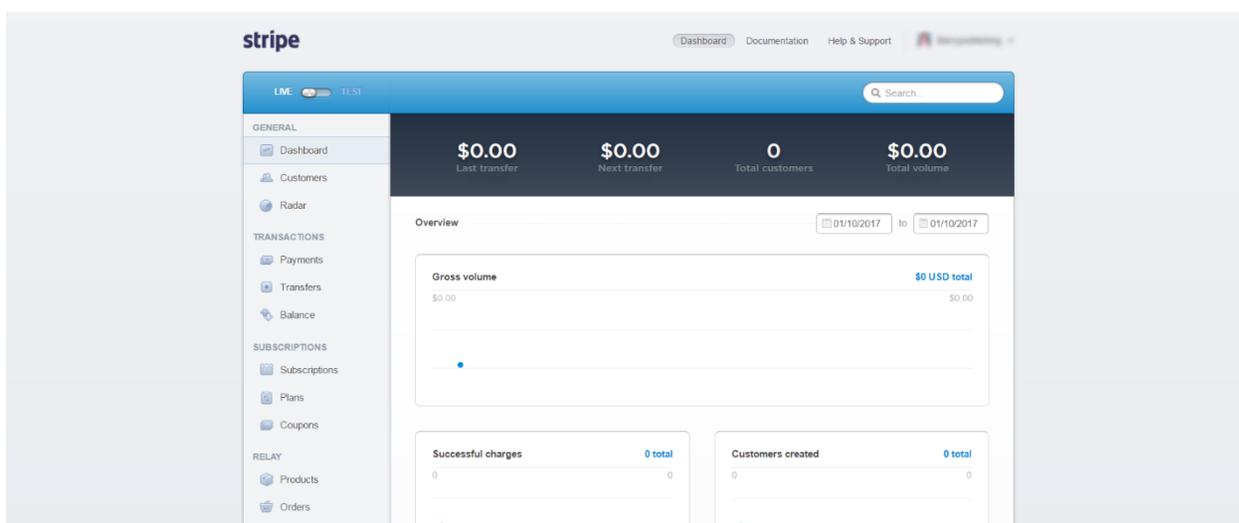
This is a great backup payment processing gateway. Your customers can pay with any major credit card, you can save their payment info for subscriptions, and you can get your money out daily all with a few clicks. Stripe's fees are a lot easier to understand and there is a lot of functionality to their system that you can't get unless you upgrade PayPal for example.



Having two payment processors is always a good idea because you never know what is going to happen. Servers go down. You can get locked out of one account. Other unforeseen things can happen. Having two options gives you a backup. If your customers tend to use one over another you should always offer it. Also, if you've ever want to accept Bitcoin, Stripe allows you to do that.

Stripe offers so many features you'd need an entire book to list them all, but it offers everything you'd expect and more. For example, the ability to accept all major credit cards from around the world, including in mobile apps, enhance the checkout experience yourself by creating payment flows that work great and look better.

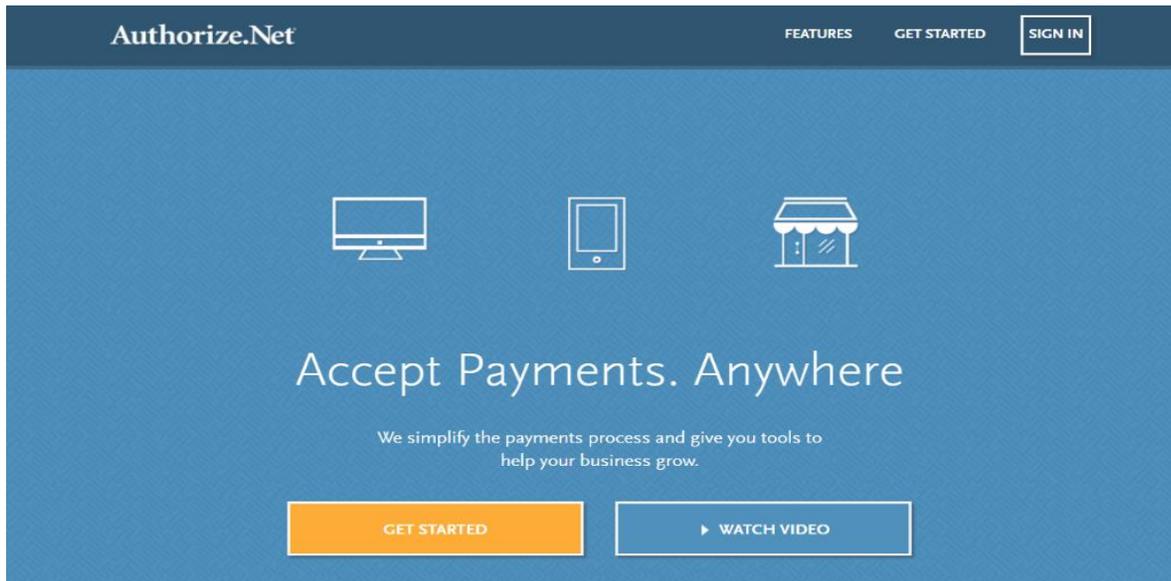
With Stripe and the right integrations, you can sell products right from a Tweet. They also have numerous open source plugins available for WordPress, Shopify, and other builders and shops that you may want to use.



Stripe is a well-respected choice for a payment gateway that you should consider adding, especially if your main choice is PayPal because of the way you can essentially run your entire business right out of Stripe's amazing dashboard.

Authorize.net

This payment gateway is top rated and used by those who want to accept debit, credit cards, use a virtual terminal, create buy buttons, and who want to use integrated options, like QuickBooks and other e-commerce options, seamlessly. In addition, you can become a reseller which is an additional income opportunity.



With Authorize.net you're not stuck with only taking one type of sale. You can take online payments, mail, telephone, in-store, and even mobile payments. This frees you up to reimagine your business.

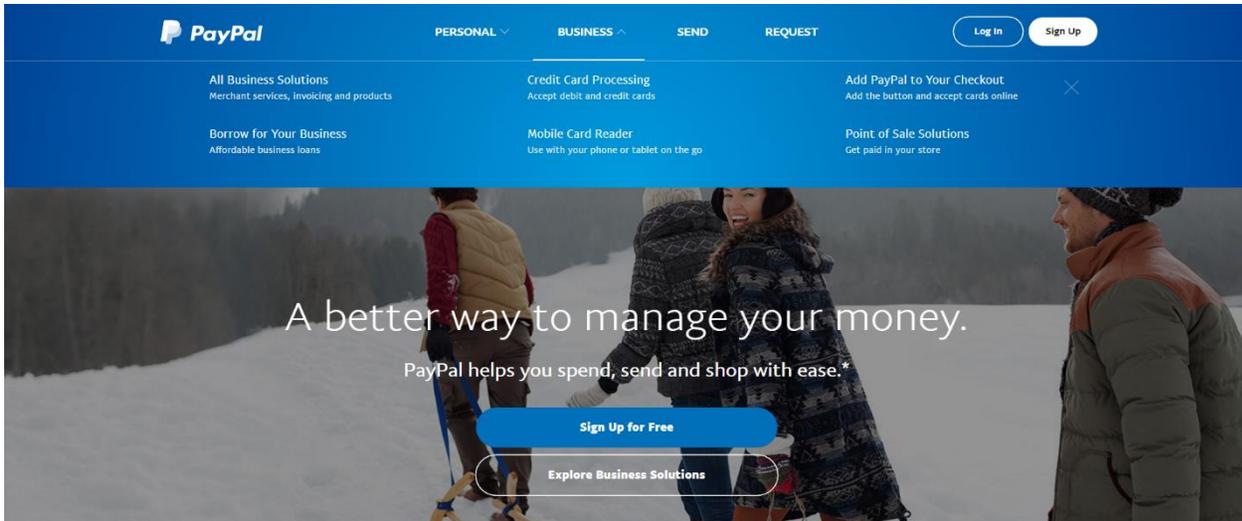
Outstanding fraud prevention, recurring billing, authorize.net verified merchant seal, PCI compliance, as well as the ability to become a reseller which can, if you're in the right field bring an entirely new income stream to you.

As the largest payment gateway it's a good option for anyone who wants to get their own merchant account. It's fully integrated. It ensures that you receive payments before the transaction is completed and your customer leaves the shopping cart.

This service has a higher fee than some of the others. You'll need to have all your business documents and banking information before they will allow you to set up an account.

PayPal

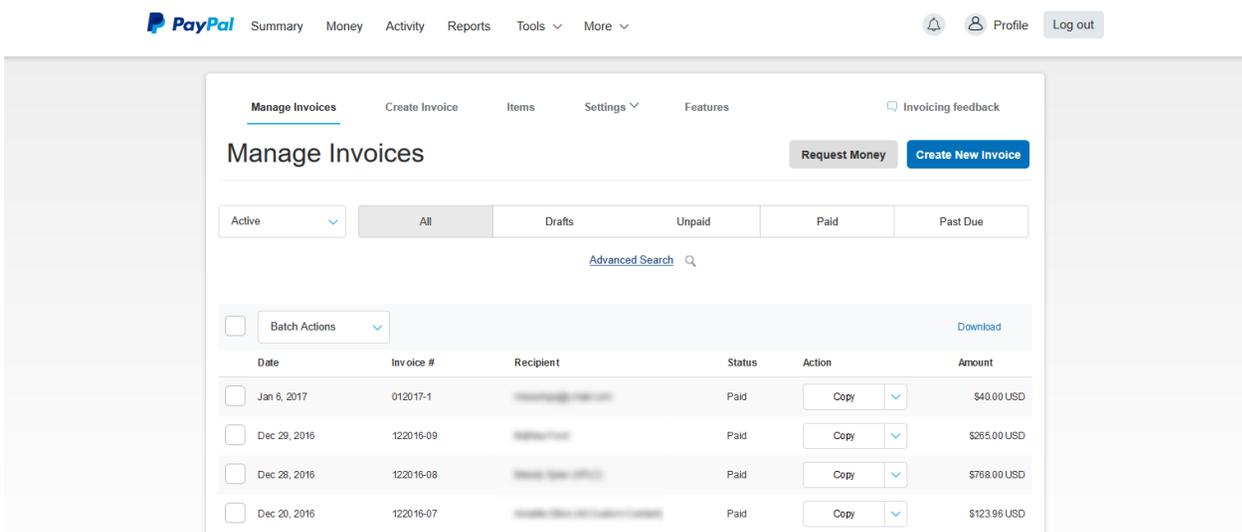
PayPal has a lot of different options for you as a payment gateway. You can choose from PayPal Express Checkout, PayPal Payments Standard, and PayPal Payments Pro. Plus, they offer online Invoicing free for anyone with a compatible account.



PayPal has become the standard payment processing system or gateway in the internet age. The draw to PayPal is the ability to pay for purchases online in a secure way without giving out a credit card number. Many PayPal users enter their credit card or bank information into the PayPal system so that all they have to do is use their PP email and password for purchases which makes them feel more secure.

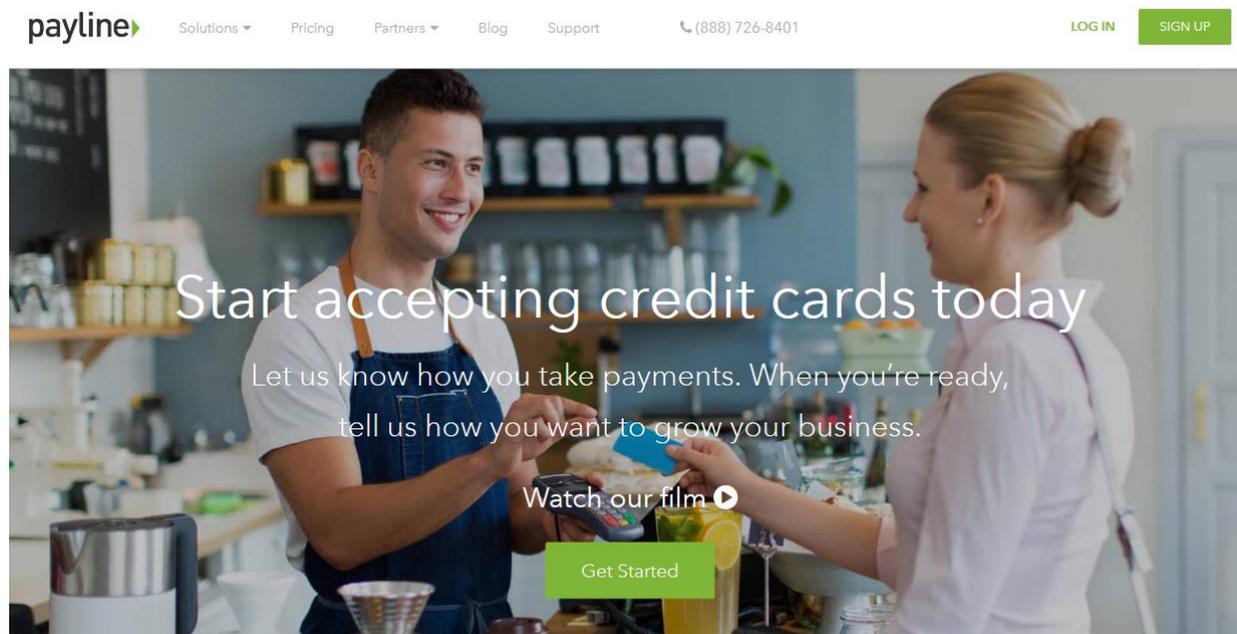
Funds go to your account almost immediately, and you can transfer the money either on a schedule or at will. Unlike some of the others, you can apply for a PayPal Debit Merchant Card to use your PayPal balance or another funding source. In fact, you can get cash back for using your PayPal Debit Card. PayPal also has native invoicing. You can manage all your invoices within your PayPal Dashboard.

PayPal integrates with eBay and other shopping carts seamlessly. They have excellent fraud protection and easy and helpful customer service by phone. You can make very sophisticated buy buttons which you can save and use again later. The invoicing option is useful for service providers.



PayLine

PayLine touts itself as the only online or offline payment gateway you'll ever need. They offer some very interesting features that aren't available in the other options.



If you have a business that people need to make appointments, this is a great payment gateway to try. Their system gives you the ability to let your customers schedule appointments and pay in advance. This is a great feature for coaches, massage parlors, virtual assistants, and so forth. Anyone who wants their customers to be able to set time with them and then pay up front can use this feature.

They report 1099K free, charge simple fees, no app fee, no contracts, and they're easy to cancel. They have intuitive reports that are itemized and broken down into categories. As mentioned, the booking module seems to be one of a kind with payment processors. They also have the features you've come to expect like coupons, for example.

The booking module is very impressive. You can collect information from anywhere, mobile, websites, and so forth. This can work very well for live events, live webinars, and other pay first appointments. You can also use it to register groups such as with food tours, wine and paint and other such businesses.

Payline is a gateway to be reckoned with. Seriously, PayPal better watch out if they come up with a debit card that gives cash back. It offers subscription services, booking, invoicing, and so much more with relatively low prices depending on the account type. Their videos and phone customer service are helpful too.

Find the Right Shopping Carts for Your Selling Needs

A shopping cart is very different from a payment processor, but they do need to work together. A shopping cart, in general, will house your product inventory, allow your customers to add things to the cart, then check out using whatever payment methods you accept. In addition, if you sell digital items a good shopping cart will host your digital files for you and help you avoid content theft.

Things to consider when choosing a cart are compatibility with your payment processor, costs and any limits. If you're looking for all-in-one solution, many carts come with a built-in affiliate program and autoresponder option, so do look for that. If you're going to be selling downloadable products, be sure to a cart that can secure and handle those downloads for you.

Shopping Cart Platforms Comparison Chart

NOTE: Comparison chart was created based on available information and features are subject to change.

| | 3DCart 3dcart.com | Shopify shopify.com | InfusionSoft infusionsoft.com | Volusion volusion.com | Big Commerce bigcommerce.com |
|---|--|---|--|--|--|
| Free Trial | 15 days | 14 days | 15 days | 14 days | 15 days |
| Cost | Mini - \$19.99/mo. Pro - \$65.99/mo. Pro Plus - \$99.99/mo. Other plans available. | Basic Shopify - \$29 Shopify - \$79 Advanced Shopify \$200 | From \$199 to \$599 per month, depending on features needed. | From \$29 to \$179 per month, depending on features and number of products needed. | From \$35 to \$95 per month |
| Limits | Mini - Up to 100 products, 2 staff, 2GB bandwidth Pro: 10,000 products, 4 staff, 10GB bandwidth. Pro Plus – Unlimited products, 15 staff, 25GB | Unlimited products & file storage but # of staff varies with each plan. | None | Limits depend on package chosen. You can choose from 100 to unlimited products. | 1,000 products to unlimited depending on plan. |
| Hosting & Website Building Tools | ✓ | Yes or you can add their plugin to your existing site. | Allows you to create landing pages | ✓ | Yes or you can integrate it with your WordPress |
| Handles recurring payments (for memberships) | Yes, by using their "AutoShip/Recurring Orders module" | Yes, there are apps to handle recurring payments. | ✓ | ✓ | Yes, there is an app that handles recurring payments. |
| Built-In Affiliate Program | ✓ | There are apps you can use for your Shopify store | ✓ | ✓ | Yes, there is an affiliate app to use with your store |
| Mailing Lists | ✓ | There are apps for this. | ✓ | ✓ | ✓ |
| Compatible Payment Gateways | PayPal, 2Checkout, Amazon Payments, Authorize.Net, eProcessing, Trust Commerce ...and more | PayPal, Stripe, Authorize.Net, 2Checkout, First Data, Amazon Payments, Pay Junction, QuickBooks, WorldPay ...and more | PayPal, Authorize.Net, SagePay, CartConnect, Beanstream, Easy Pay Direct, WorldPay ...and more | PayPal, Authorize.net, Plug 'n Pay, Sage Pay, Stripe, Trust Commerce, USAePay, Skrill, Cybersource ...and moer | 2Checkout, Amazon Payments, First Data, Quickbooks Payments, Square, Stripe, USA ePay & WorldPay |
| Handles Digital Downloads | ✓ | ✓ | ✓ | ✓ | ✓ |
| Transaction Fees (outside of merchant fees) | None | Yes (it amounts to \$0.05 to \$2.00 per 100 dollars sold) | None | None | None |

3DCart

With 3DCart you can start with a 15-day trial and once you know it'll work for you, you can upgrade to one of several plans from 19.99 and up. In addition, 3DCart is a stand-alone product which can be your entire website. You can use out of the box or make a few changes, using their templates. You can also have someone create a new template for you. With their built-in affiliate program, mailing list options, and no extra transaction fees, outside of what you pay your merchant, this is a promising shopping cart.



You can build your online store quickly using their intuitive interface. Plus, with no transaction fees, 3DCart sets itself apart from other shopping cart systems that add fees even when they say they don't. They also offer 24/7 tech support, which comes in handy when you're trying to make money and don't want to think about the technical aspects of your shopping cart.

This is an all-in-one solution that has everything you need to build an online store. It has a blog, email, newsletters, content management customer, relationship management and more. It's also ready for mobile, has powerful admin features, and the shopping experience is fast for your customers too.

If you want a truly customized experience, 3DCart offers a marketplace for 3rd party vendors who are trusted to help you with building your unique store. In addition, you can sell on mobile, in an email, and on social platforms including eBay, Amazon, Google and more.

3DCart is a contender when it comes to setting up a store online but they also have other solutions including point of sale systems. If you're not sure which of their solutions, you need let them help you with their "find the right e-commerce plan for you" quiz.

Shopify

They have professional and attractive stores that help you look like a big business even if you're small. They have over 1500 apps available and 24/7 phone support. Currently, Shopify is running over 300,000 stores. With prices starting at only 29.00 a month, you may want to give them a try.



WAYS TO SELL ▾

PRICING

BLOGS

RESOURCES ▾

Help Center ↗ Log in

Get started

An ecommerce platform made for you

Whether you sell online, on social media, in store, or out of the trunk of your car, Shopify has you covered.

Get started

Try Shopify free for 14 days. No risk, and no credit card required.



Shopify, along with third party apps, and third party vendors is truly a one-stop-shop for everything you need to run your online store whether you deal in digital products or physical products. Whether drop shipping or manufacturing, Shopify can work for you. Not only that, whether you're a coder, a technical person, or not, you can still use Shopify.

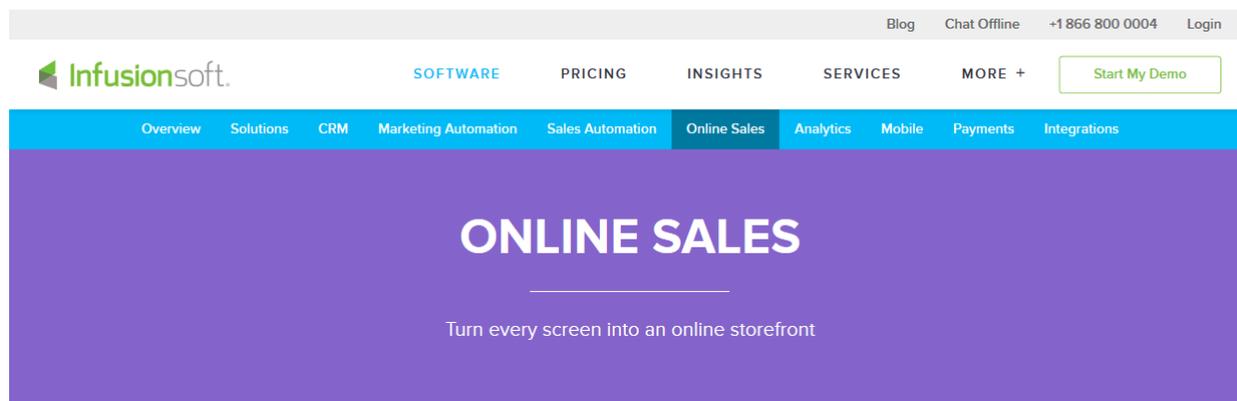
There are 100 professional templates to choose from, the ability to hire someone to create a customized shop and make the store your own design makes this cart excellent. You can use the free and paid app store to add functionality to your account such as accounting, customer service management, fulfillment and more. These additions work out of the box so you're not trying to hobble together different systems that don't talk to each other well.

They offer 24/7 anytime support any way you want it. You can talk to someone on the phone, use live chat, or email. You can also accept payment from over 70 different payment processors, track customer details and set up individual customer accounts.

Using Shopify as a shopping cart system is a good idea if you want to get into e-commerce whether digital or physical products.

InfusionSoft

In addition to everything else InfusionSoft does, it also has a shopping cart feature. They offer plenty of templates and help. However, it is not a hosted solution. You'll have to provide your own hosting and tech support along with the help they give you.



Let your website do the work with a professional storefront, shopping cart, and order forms

With Infusionsoft's e-commerce tools, you can use [customizable templates](#) to sell your products, services or subscriptions

Many business owners are using Infusionsoft to help them run their businesses, therefore, the shopping cart is just another addition to the capabilities of Infusionsoft.

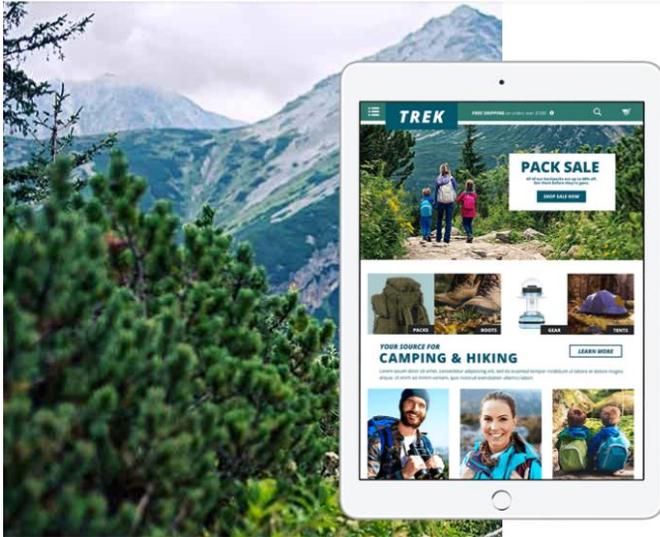
There is a storefront where people can look at your products. A shopping cart is available, where customers can see an order summary, subtotal, and shipping charges. They also have the ability to continue shopping or checking out and paying with payment methods you've enabled.

Infusionsoft allows you to create product bundles, improve shopping cart SEO, set up and send order receipts, set up auto thank you emails, and more. You can create custom storefronts to make your shop look unique and customize landing pages to boost sales.

If you're interested in Infusionsoft's shopping cart system, ask for an online demo of it with their sales team. They are very helpful and can help you get set up fast.

Volusion

This shopping cart offers a 14-day free limited trial. The price will end up being someplace in between \$29 and \$179 per month depending on what additional features you want to use. A hosted solution, they handle the store front and the checkout process.



Create your online store

With the all-in-one ecommerce website solution

[Get started](#)

No fees. No credit card. No risk.

Founded in 1999, they've been around a long time and have gone through the ups and downs of doing online business. They know what online business owners need and want in a full-featured shopping cart and store front. It even touts itself as a "complete e-commerce website builder."

Volusion's features include an intuitive designer, store builder, marketing options, inventory management, multiple navigation styles, and an auto-generated sitemap. Volusion also offers its own payment gateway, but you use another gateway as well.

Built in SEO, integrates with Apple Watch, a home page slide show feature helps you sell more items, and an easy intuitive website editor is available. You'll have a professional looking website along with the shopping cart. In addition, excellent social media marketing options are offered.

If you want a store that is truly professional, offers many third-party integrations, like MailChimp and QuickBooks, along with abandoned cart reports, and the ability to remind shoppers to come back to their cart, Volusion may be the perfect option for you.

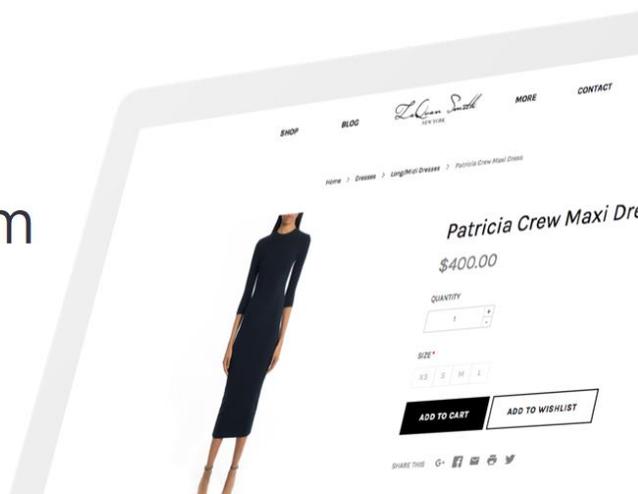
Big Commerce

They have cart solutions for small and large businesses. Another all-in-one shopping cart solution, Big Commerce offers a professional looking website with a blog, ratings, reviews, dedicated SSL, fraud monitoring and more.

The best ecommerce platform for growing sales

More traffic, higher conversion and unmatched performance for your online store

START YOUR FREE TRIAL



With over \$9 billion in sales under their belts, BigCommerce is an online shopping cart that should be looked at seriously. Their least expensive option offers enough bells and whistles for anyone to make a go at selling products online.

Website builder, templates, blog, landing pages, and more can be had with the right add-ons to extend the functionality of the basic software. Since this is a hosted platform, integration is usually just a few clicks.

You can even set up your store so that it appears on Facebook, eBay, and in more places. BigCommerce ensures that your inventory matches with the main site, no matter where else it shows up online. Another perk is a big app store that enables you to leverage social media to boost sales. Whether you need a huge store or a small store, BigCommerce has what you need at a good price.

Find the Right Social Media Platform

We discussed some of these social media platforms earlier when we talked about ad networks. Now let's take a look at these networks from a more general perspective. Social media is important because it's a way to engage with your audience. Engagement helps you reach the important "know, like, trust" factor that determines whether someone wants to buy from you or not. Social media is helpful for building those relationships and spreading awareness.

We're going to compare 5 of the biggest social media sites right now, but you can bet there are plenty more. Let's take a look at Facebook, Instagram, Snapchat, Pinterest and Twitter.

Social Media for Business to Consumer Comparison Chart

NOTE: Comparison chart was created based on available information and features are subject to change.

| | Facebook facebook.com | Instagram instagram.com | Snapchat snapchat.com | Pinterest pinterest.com | Twitter twitter.com |
|--------------------------------------|---|---|--|---|---|
| Advertising Options | Yes | Yes | Yes | Yes | Yes |
| Active Members | 1.18 billion daily users | 600 million monthly users | 150 million daily | 110 million monthly | 317 million monthly |
| Live Video | ✓ | ✓ | ✓ | No | With Periscope |
| Analytics | ✓ | ✓ | ✓ | ✓ | ✓ |
| Engagement Opportunities | ✓ | ✓ | ✓ | ✓ | ✓ |
| User Demographics | More women than men use Facebook 28% are ages 20 to 29 21% are ages 30 to 39 16% are ages 40 to 49 | 31% adult female 24% adult male 55% are ages 18 to 29 28% are ages 30 to 49 11% are ages 50 to 64 | 23% are ages 13 to 17 37% are ages 18 to 24 26% are ages 25 to 34 12% are ages 35 to 24 | 71% of users are female 29% of users are male 34% are ages 18-29 28% are ages 30-49 27% are ages 50-64 17% are 65+ | 12.1 million users are ages 18-24 12.4 million are 25 -34 9.5 million are 35-44 12.1 million are age 45+ |
| Mobile | ✓ | ✓ | ✓ | ✓ | ✓ |
| Build a Following | ✓ | ✓ | ✓ | ✓ | ✓ |
| Post Text Updates | ✓ | No | ✓ | No | ✓ |
| Group Networking / Engagement | ✓ | ✓ | ✓ | No | No |

If you're just starting out, don't attempt to master all the platforms at once. Just choose one that is best for you and get experimenting to see what works and what doesn't for reaching your audience.

Facebook

Pretty much everyone you know is on Facebook. That means it's probably one of the most important social networks to be on. With a reach of over a billion people and the capability to boost posts and place display ads that get results inexpensively, Facebook is an important place for your business to be.

You can bet buyers are on Facebook. It's that simple. A wide variety of people can be found on Facebook, from your grandma to your teenager. The chances are high that your audience members visit Facebook at least one or more times during the day. Its seamless interface, whether viewed on a PC or mobile device, and ease of use is what makes it so popular.

You can interact in many ways including adding recorded video, by live streaming, using images, and text. You can build a following, post updates, network in groups, and have access to amazing native analytics. With a few clicks, you can place advertisements or pay to boost a post to reach more viewers.

Integrated with BeLive.TV you can make Facebook Live look a lot like Google Hangouts used to look. You can create private groups that you use in a membership site and charge people for entry. You can join groups and network with like-minded people easily.

Using Facebook in your business is a no-brainer. You can create a page or group for your business and build an entire community without any technical help at all. This is the one place everyone should be right now.

Instagram

Visual in nature, Instagram only works on mobile right now, although people can view Instagram on a PC and it works with Facebook if you connect the two since Facebook owns Instagram. If you have a visual business or a way to make your business visual, Instagram is a great place to build a following for the 13 to 24-year-old age group with 25 – 34-year olds not far behind.



More than 50 Billion images shared on Instagram. The 13 to 24-year old age group are the fastest growing user group. Any niche that is highly visual such as fashion, food and fitness can make a name for themselves on Instagram.

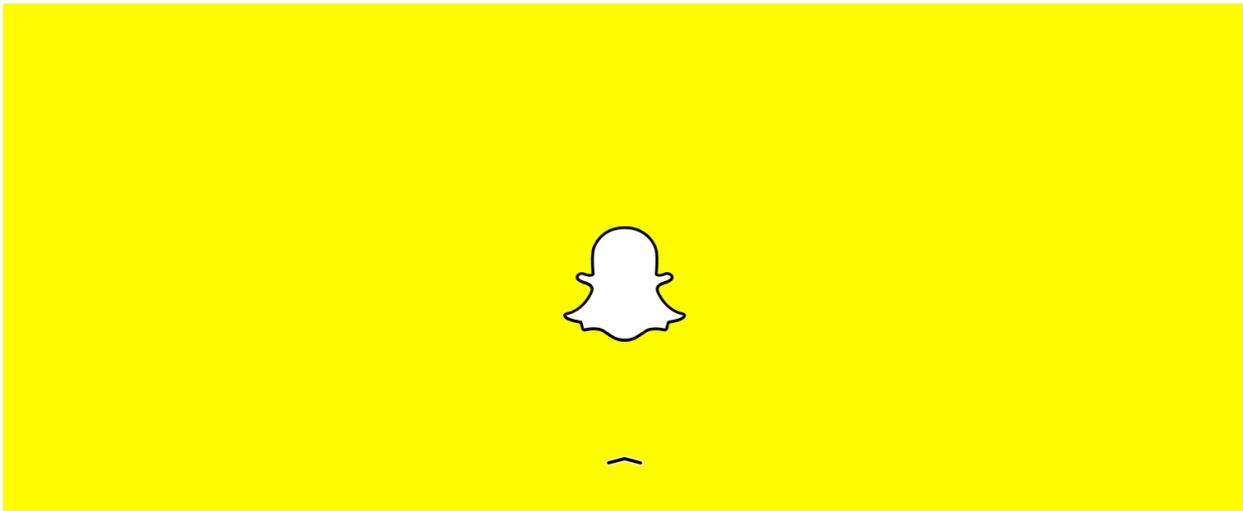
Snapchat (which we'll talk about next) stores, the ability to zoom in on images, save drafts to publish later, to edit in interesting ways and to control who sees your updates are all important. Instagram also has a new feature where they allow you to create a "snapchat" like story that will disappear after the viewer sees it.

The visual, micro nature of Instagram makes it easier to be social because you can focus on engagement. It's user-friendly and you can cross post to Twitter and Facebook. Instagram is always coming up with new tools for businesses by adding insights and the ability to promote. It is a useful social media platform for everyone, especially if your audience is highly motivated by or interested in images.

Instagram users usually check their Instagram accounts first thing in the morning and before they go to bed at night. If you can engage your followers at these times, you'll be far ahead of others in the know, like, and trust factors.

Snapchat

Another social network that has a 69 percent penetration among 18 to 24-year-old group, if that's your audience you need to be using Snapchat. Snapchat works with your mobile device and allows you to send short videos and images which disappear after a person reads them. It can also be used as a messaging app.



Everything about snapchat seems to be important these days. It's becoming more popular with each new additional feature. The ability to create snapchat stores, send funny and interesting snaps to friends and followers makes the app fun and useful. Since users are sending 700 million snaps a day, it's becoming more important than ever.

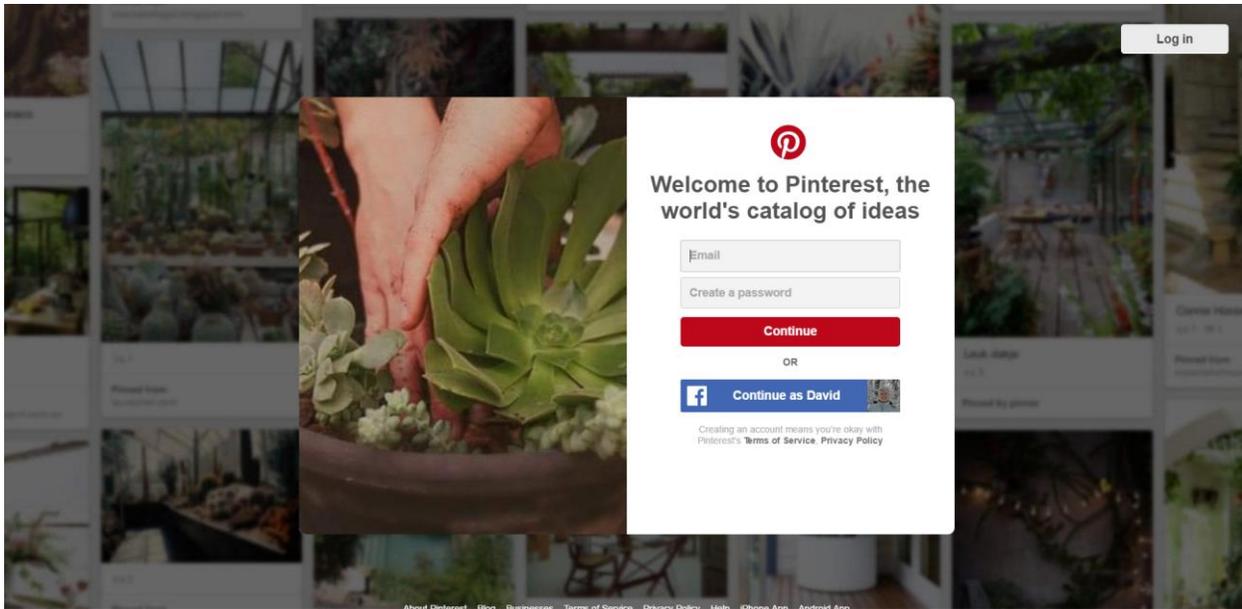
You can broadcast to the entire world or you can broadcast only to your followers or specific people. You can save short clips to your "stories" for 24 hours to help people get to know you better. For example, you can tell the story of your business startup or a "day in the life" behind the scenes.

One thing clear about snapchat is that young people love it. Millennials, people in the 18 to 34-year-old group, are the fastest growing group. If you want to attract this group, being on snapchat is the best place to be visible. The best thing about it is the ability to create stories. The stories stick around for 24 hours and they can be sent to particular people, your entire following, or streamed to the public. It's also a great video calling app.

Snapchat cares about privacy and sends an alert to users if someone is taking screenshots of their snaps. Whether you want to build a huge following for your business or talk to your sister while she's interning in China, it's a very useful social network.

Pinterest

This website is a place users can upload images called "Pins" and other media content including videos into collections called "pinboards". While users browse each other's feeds, they can comment, re-pin, and share the work of others, depending on the board's permissions. This is an awesome way to highlight quotes, recipes, projects, or make a dream board.



With close to 200 million people using Pinterest you can't ignore it for your business. When you browse other people's pinboards, you can get ideas fast about how you can use this system to promote your business and products. Pinboards last forever so you can easily create different boards over time that becomes very special and focused. Since more content comes from business than other social networks, Pinterest users are also primed to buy.

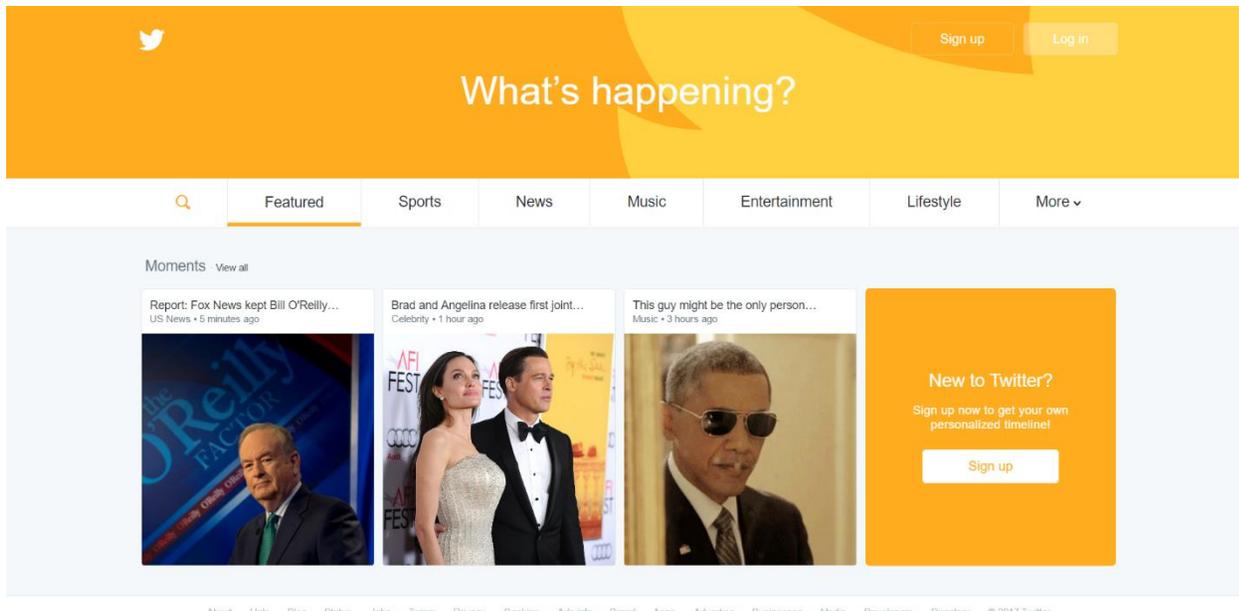
Native video, cinematic pins, promoted pins, promoted video and more all make Pinterest very business friendly. With trackable links, they're serious about helping businesses get more traction with their followers.

A neat feature is that you can see who is pinning from your site. Plus, there are groups and ways to network on Pinterest that up the social quotient exponentially for Pinterest. You can use Pinterest as easily from your mobile device as your PC too which makes it almost as easy as Facebook to use.

Pinterest is more visual than some of the other social platforms but they make it easy to use, easy to earn money by allowing you to sell products direction on the platform, and by coming out with new features continuously that seem to be business focused.

Twitter

If you don't know the power of 140 characters yet, then you need to get on Twitter. This social media network enables individuals and businesses to share and communicate messages with each other on a frequent basis using 140 characters of text, images, and video. You can even stream live using Periscope to Twitter.



If you're interested in improving your branding, connecting with customers, marketing to more people, and essentially increasing your ROI then Twitter is an important network you should be involved in. Some people report better results for some types of Tweets and promoting them than on Facebook. In addition, it's being used as a search engine by users with more than 2 billion searches daily.

Twitter cards, tailored audiences, conversion tracking, and even the 140-character maximum for a Tweet are all features that help business owners. You can even use custom timelines so that the exact Tweets you want to show up for your followers can be seen. Hashtags are also important features because it enables you to increase engagement.

Did you know that you can use Twitter Archives and download all your Tweets from day one? Want to know what's happening right now? Look at Trending Topics. This is also a good way to find out what's important for the day so you can tie in your content to it.

These social media platforms are important to a business because that's where their audience is. It's imperative to go to where your audience is to tell them about your offerings. They're not going to come to you without you going to them first.

Manage Your Social Media with One of These Handy Tools

Once you start to engage on multiple social networks, it becomes a bit trickier. There are a number of social media management or social media integration tools that can help you with this. We're going to discuss 5 of the most popular ones.

Some things you might consider when choosing are cost, which mobile platforms are supported, which social networks you can use it with, the ability to schedule posts, monitor updates and more.

Social Media Management Comparison Chart

NOTE: Comparison chart was created based on available information and features are subject to change.

| | Hootsuite hootsuite.com | EveryPost everypost.me | Buffer buffer.com | Social Clout socialclout.com | Social Oomph socialoomph.com |
|---|--|--|--|---|--|
| Cost | \$35 – 100/mo and more with customizable features | Free to \$100 /mo | Free for one SM account. \$10/mo for 10 SM accounts – up to \$399/mo for 150 accounts | Free to \$99/mo | Free to \$20/mo |
| Mobile Platforms (may come with extra charge) | iPhone, Android | iPhone, Android | iPhone, Android, PC | iPhone, Android, PC | iPhone, Android |
| Multi-Platform Integration | ✓ | ✓ | ✓ | ✓ | ✓ |
| Supported Networks | Twitter, Facebook, LinkedIn, YouTube, Instagram, Google+ & Wordpress.com blogs | Facebook, Twitter, Google+, Flickr, LinkedIn, Tumblr, and many others | Twitter, Facebook, LinkedIn, Google+, Pinterest & Instagram | Free: Facebook & Twitter only Paid: FB, Twitter, YouTube, LinkedIn & Instagram | Twitter, Facebook, LinkedIn, Pinterest, Tumblr, App.net and Plurk |
| Tracking & Reporting | ✓ | ✓ | ✓ | ✓ | ✓ |
| Post Scheduling | ✓ | ✓ | ✓ | ✓ | ✓ |
| Monitoring | ✓ | ✓ | ✓ | ✓ | ✓ |
| Pros | Can monitor keywords, hashtags and more. Also has a shrinking feature for saving space. | Easy to use. Ability to import youtube and flicker content into posts | Has browser integration so you can share relevant content with a click of a button | Can monitor mentions and @mentions. Real time engagement dashboard, competitor analysis reports | Straightforward, easy design. Ability to add things to the queue and also to mark them to re-add to the queue |
| Cons | There are size limitations for images you can post. So large images will need to be edited prior to posting. | Doesn't support all popular networks Some sites are limiting 3 rd party connections due to security thus causing some conflicts. | If you need to reschedule a post, you have to edit each the post for each social profile rather than editing one post and it updates for all profiles. | The sentiments reporting is slightly confusing. Limited analytic reports. | Auto-DM feature has to be purchased separately. No mobile apps Doesn't support all popular networks |

Let's look at each in a bit more detail...

Hootsuite

While this social media management software takes some time to learn, it's an excellent way to improve your workflow when it comes to engaging on social media. You can get everything together under one roof, so to speak, and get more done on social media that's effective than you can without it.



Being able to monitor multiple streams in one place, being able to put a team in place to help manage your social media are important parts of social media management that Hootsuite does well.

The ability to get reports via email allows you to study how your social media campaigns are working and is a great feature of Hootsuite. The ability to connect a lot of different social accounts and automate some of the process is amazing.

The ability to create tabs and organize your feeds the way you want makes Hootsuite valuable. Plus, being able to mark where you stopped reading is an important feature to note because you'll avoid missing important messages that way.

Hootsuite is a comprehensive, time-saving, social media management app that you'd be wise to use. It's inexpensive, and it really does help you keep your social media efforts organized while improving interaction and improving sales.

EveryPost

Their tagline is "amplify yourself" and they seek to give you the tools to do it. The app works on Android and iOS systems and does a lot more than just help you send a lot of content out to your followers. With the paid version, you can send unlimited content to all your networks immediately or through scheduling.



If you need improved workflows so that you can get more done on social media this app may be the answer. It allows you to curate content, customize posts, collaborate, and schedule social posts for Facebook, Twitter, Google +, Instagram and more. Keep in mind that like other apps like this while it does schedule the post for Instagram you'll still have to push the post out using your mobile device in real time.

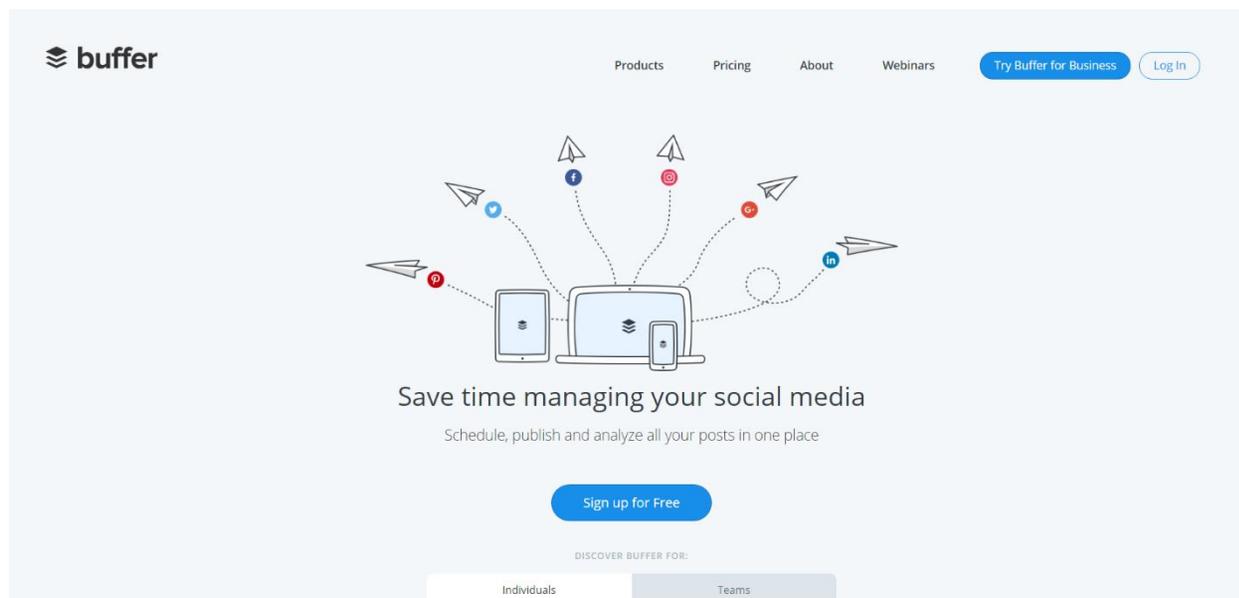
Content curation, social analytics, post customization, scheduling, publishing, and collaboration are all useful features for EveryPost. The content curation feature enables you to sift through content to pick and choose relevant items to share with your audience.

You can work alone or in teams with EveryPost. In addition, you can use the system on your mobile devices and your PC making it easy to switch between platforms and use everything the way you want to use it.

EveryPost offers native analytics and insights so that you can make sure that everything you're doing is really working the way you want it to.

Buffer

This is a social media management app created for agencies and marketers. You can use it to manage all your important social networks including Pinterest, Facebook, Twitter, G+, LinkedIn, and even Instagram.



The image shows a screenshot of the Buffer website homepage. At the top left is the Buffer logo. To the right are navigation links for Products, Pricing, About, and Webinars. Further right are two buttons: "Try Buffer for Business" and "Log In". The main visual is a central illustration of a laptop, a smartphone, and a tablet, with dashed lines and arrows pointing to various social media icons (Pinterest, Facebook, Twitter, Google+, LinkedIn, Instagram). Below this illustration, the text reads "Save time managing your social media" followed by "Schedule, publish and analyze all your posts in one place". A prominent blue button says "Sign up for Free". At the bottom, there is a section titled "DISCOVER BUFFER FOR:" with two tabs: "Individuals" and "Teams".

This is a company that values openness and transparency. They are always seeking to improve their offering and make it easier for business owners to use social media for marketing.

Drive more conversions, get more engagement, and save time too. These are just a few of the benefits of using Buffer. Content box allows you to find content to share, and Buffer eliminates the copycat appearance of cross posted information by allowing you to customize each update on each platform as you schedule them.

They say you need to share most updates more than once on each social network but that would take a lot of work. With Buffer, you can automatically schedule your posts to go out randomly as many times per day as you want on any network.

You can use their social media calendar to look at your scheduled posts and to schedule more and get a better idea of what you need to send out to ensure that your social media campaigns work. Buffer has so many features that you really should use the free trial to discover all that it offers.

Social Clout

This social media management software is all about the ability to measure results. If you can't measure something, then how do you know it works? They really understand that you want to get results from your campaigns and give you the tools to do it.

SocialClout Home Features Plans Reports Resources About Us Contact Us [Join Webinar](#) [Log In](#) [Sign Up](#)

SOCIAL MEDIA

Sentiment Analysis
Demographic Analysis
Customer Engagement
Data Gathering
Social Campaigns
Social Analytics
Lead Generation
Reputation Management

Your Gateway to the Social Media
Shape your business strategies inline with the real time feedback

[Get Started free](#)

Social Buzz
Sentiment Analyzer Awarded
SocialClout emerges as winner in Qimpro 2014...
SocialClout in top Social Media Analytics tools
SocialClout named in top Social Media Analytics Tools...
Need help on Social Media?
Do you want to know anything about social media marketing? Call us at 1-855-602-9787 or email us at info@socialclout.com [View All](#)

Social Media Monitoring Software and Analytics Solution [Request Demo](#)

Listen, Measure, Manage
Listen to the most active medium of social media and get insights about your brand, company, product and services across platforms like Facebook, Twitter, YouTube, Blogs, Forums etc. a

Social Media Analytics
Get actionable insights and trends in the form of best of the class reports that are generated by crunching numerous data points
Social Media Analytics is the new age weaponry for the marketing

SocialClout, a campaign manager, offers the ability to monitor social media across multiple channels, improve engagement workflows, and increase marketing effectiveness using intuitive analytics that measure your competition.

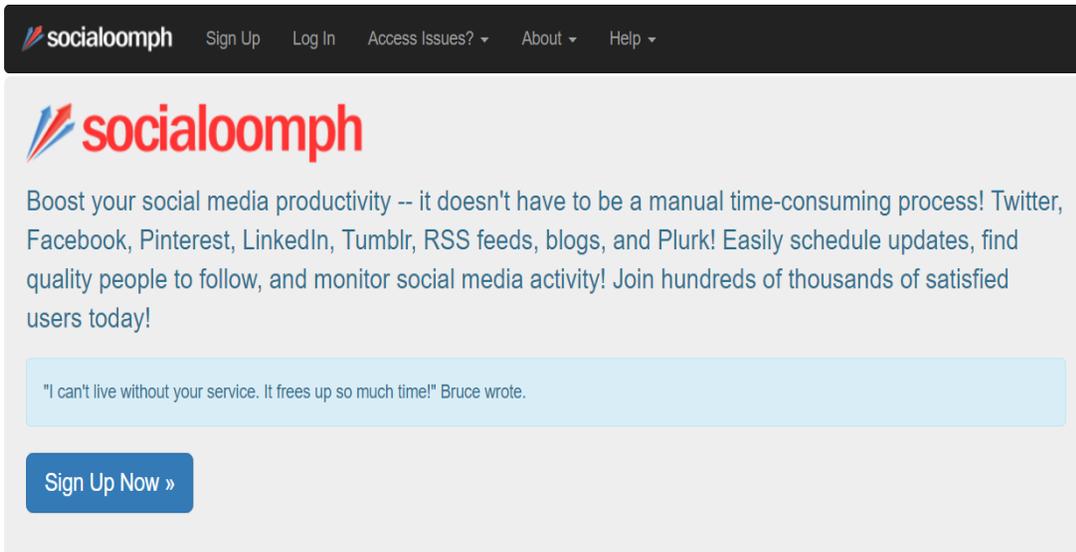
Complete coverage of all social media channels that you use provides the best way to stay on top of social media. You can search keywords, use the social media engagement tool, see a lot of analytics including geography and demographics of your followers, and use the sentiment tool find out what your audience really thinks of you.

The ability to identify key influencers will enable you to increase your reach. In addition, you can't ignore the lead generation ability of this social media management tool.

SocialClout is a rising contender in the social media arena. With prices from free to 99 dollars monthly, it is a "must consider" option. The free version is limited, though, so you may want to test it out using the starter plan to get an accurate picture of what it can do to help you improve campaigns.

Social Oomph

Formerly, "TweetLater" the company decided to focus on other social networks as well as Twitter. It works with most social networks including Plunk but not Instagram. One of the most inexpensive options for social management, it's also very useful.



socialoomph Sign Up Log In Access Issues? ▾ About ▾ Help ▾

socialoomph

Boost your social media productivity -- it doesn't have to be a manual time-consuming process! Twitter, Facebook, Pinterest, LinkedIn, Tumblr, RSS feeds, blogs, and Plurk! Easily schedule updates, find quality people to follow, and monitor social media activity! Join hundreds of thousands of satisfied users today!

"I can't live without your service. It frees up so much time!" Bruce wrote.

[Sign Up Now »](#)

| Base Features | Free | Professional |
|---|------|--------------|
| Schedule tweets — Plan, set & forget (more) | ✓ | ✓ |
| Track keywords — Empower yourself (more) | ✓ | ✓ |
| Save and reuse drafts — Save hours of typing (more) | ✓ | ✓ |
| dld.bz URL shortening — Track your clicks (more) | ✓ | ✓ |
| View @Mentions & Retweets — Efficiency (more) | ✓ | ✓ |

As one of the first social media management platforms it has its place. It's a much simpler design than some of the other options but it still works and does what it says it does. If your budget is small, this is a good option for you.

Do you ever get an auto-follow back or an auto direct message? Well, you may not have known it was automatic but with Auto DM and Auto Follow, you can do just that. You can bet anytime you get a DM shortly after following someone that it's sent automatically. Imagine the possibilities with that ability. You can send them a gift, or some information about you to help them get to know you better.

The simple interface without bells and whistles is what makes this platform special. At first, you might think it looks old fashioned, but the fewer bells and whistles the faster the system will work to help you improve your social media engagement.

You can't beat the price considering all the things it does for you. Auto Tweets, Auto DMS, Auto Follow and more all add up to put your social media marketing on autopilot so that you can focus more on engagement.

Using the right social media management software can help you automate part of social media so that you can spend more time truly engaging with your audience. Automate the things that aren't engaging but never automate engagement. Keep that real.

Upload Your Videos to These Streaming Video Platforms

We talked about live video earlier, but pre-recorded streaming video is still huge and likely integral to your marketing strategy. Here, we discuss video giant YouTube again, but also introduce you to streaming services like Vimeo, Daily Motion and Ustream.

You can use these sites to have informational or promotional videos, whatever you need for your business. And for all of these, you can embed the videos into your own site, so you can use them on your sales pages, blogs and more.

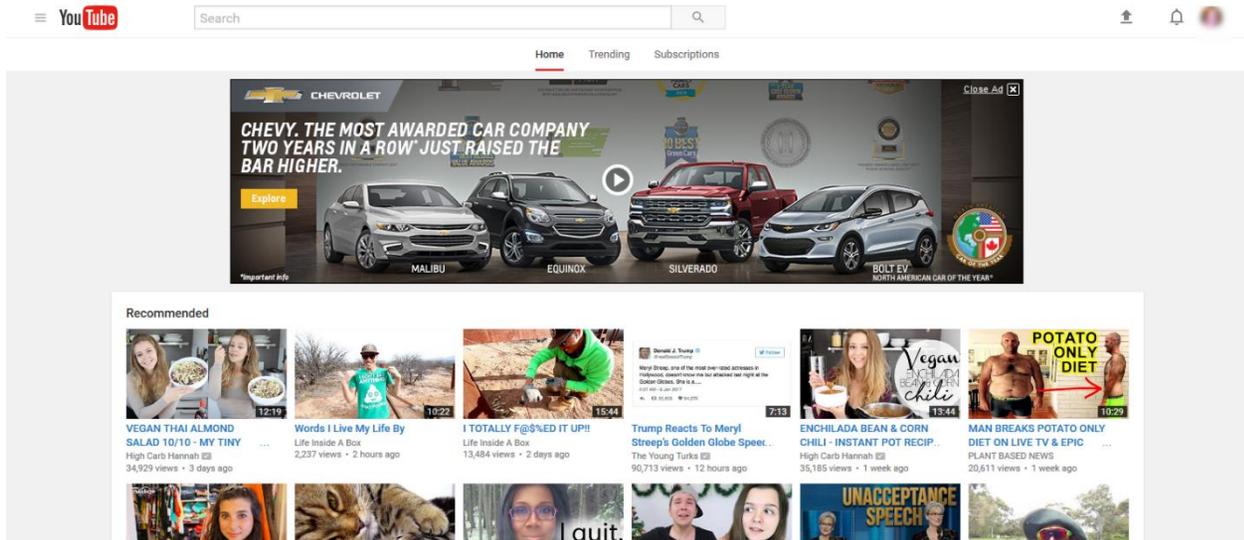
Streaming Video Sites Comparison Chart

NOTE: Comparison chart was created based on available information and features are subject to change.

| | YouTube youtube.com | Vimeo vimeo.com | Daily Motion dailymotion.com | Ustream ustream.tv |
|--|---|--|--|--|
| Price | Free | Free Paid Tiers: Plus, Pro & Business \$59.95 - \$599 per year | Free | \$99 to \$999 |
| Analytics | ✓ Cannot replace video and maintain existing stats | ✓ Can replace video while keeping existing stats Advanced stats available to paid members. | ✓ Audience analytics & separate Revenue analytics if you have 'monetization' turned on. | ✓ |
| Customizable Player & Embed Options | ✓ Embed, player dimensions and control options only. | ✓ Embed, player dimensions and control options with free account. With paid account, you can also add your logo and choose the colors for your player. | ✓ Embed, colors, themes. Logo Overlay if 'monetization' option is turned on. | ✓ |
| Channel & Playlist Creation | ✓ | ✓ | ✓ | ✓ |
| Monetization Options | Yes, through AdSense. Must sign up for YouTube Partner Program. Clickable call-to-actions through annotations. | Yes, through their Tip Jar feature – only available to paid members | Yes, with Open VOD program. | Yes, VOD, Ads, Sponsorships |
| Caps/Limits | 15 minute videos by default. Longer if you verify your account. Max file size: 128GB Unlimited storage | 500Mb per week 5-20GB with paid plans | 60 minutes, 4 GB | Up to Whatever You Want to Pay for |
| Best for | All type of videos | Short casual videos | Short professional quality videos | Professional level high-quality streaming videos |

YouTube

With almost a billion (yes, a billion) unique visits to YouTube every single month, YouTube is a place you want to be. In addition to offering live video options, YouTube videos often rank well in Google. YouTube also offers powerful editing and enhancement features, making you look like a professional videographer.



If you have videos with large amounts of views, they also have powerful monetization features as well.

Vimeo

Vimeo is a video sharing site with live streaming options, which began in 2004. They offer pay-per-view, live event recording, and video-on-demand. They also allow you to embed on your site without ads, along with professional security.



Often a business wants to host videos that do not have advertising on them. This is a great way to do it. Since you can embed live streaming and recorded videos on your own website and in other places without having to include ads it stands out from YouTube in that way.

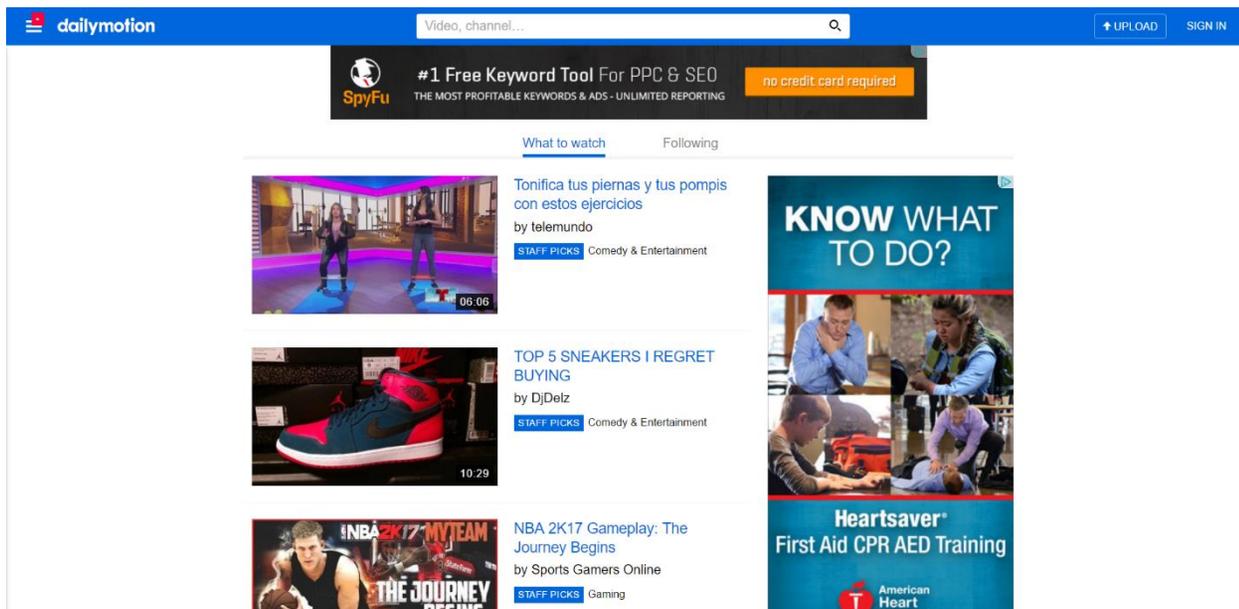
Unlike YouTube, to get the good features you'll need to upgrade your account. However, it's not that expensive considering what you get. Unlimited bandwidth, priority conversion, advanced privacy, awesome stats, and priority support are all valuable when you upgrade. Not to mention the ability to get a customized video player and include a custom outro.

Due to the professional atmosphere, you're going to find a whole new level of competition on Vimeo. It's a community of professionals. The people who use Vimeo and watch Vimeo streaming are much more responsive and enthusiastic.

If you want to enhance your streaming experience for your audience, consider trying the free version of Vimeo to see how it works.

Daily Motion

With a simple user interface, Daily Motion is a great place to share your live streaming and recorded videos. You can stream live for an hour, and it saves your live videos as recordings automatically. Based in France, the company wants to show how awesome humans are by sharing uplifting and remarkable stories. Some people say it's a darker version of YouTube due to more risky content being allowed.



The screenshot shows the Daily Motion website interface. At the top, there is a blue navigation bar with the Daily Motion logo on the left, a search bar in the center, and 'UPLOAD' and 'SIGN IN' buttons on the right. Below the navigation bar is a black banner for 'SpyFu' advertising a '#1 Free Keyword Tool For PPC & SEO' with the tagline 'THE MOST PROFITABLE KEYWORDS & ADS - UNLIMITED REPORTING' and a 'no credit card required' badge. The main content area is divided into two columns. The left column is titled 'What to watch' and features three video thumbnails: 1. A fitness video titled 'Tonifica tus piernas y tus pompis con estos ejercicios' by 'telemundo', categorized as 'STAFF PICKS Comedy & Entertainment'. 2. A sneaker video titled 'TOP 5 SNEAKERS I REGRET BUYING' by 'DjDelz', also categorized as 'STAFF PICKS Comedy & Entertainment'. 3. A gaming video titled 'NBA 2K17 Gameplay: The Journey Begins' by 'Sports Gamers Online', categorized as 'STAFF PICKS Gaming'. The right column is titled 'Following' and features a large video thumbnail for 'KNOW WHAT TO DO?' with a sub-headline 'Heartsaver First Aid CPR AED Training' and the American Heart Association logo.

They attract more than 300 million global users and people watch more than 3 million videos on their player each month.

Monetization is simple with DailyMotion than some of the other options. You can monetize in three ways – paid content, advertisements, and in-video ads. If you're earning from your videos on YouTube, it's likely you can also earn on DailyMotion.

It's easy to find the people you want to follow on DailyMotion, you can just go to /stream on the site and you'll be able to open a search window and type in the username of the person you want to watch. This means people can find you too.

Ustream

This professional option can seem pricey but it's fully packed with features that others aren't. You can use their Producer software to add graphics, interview guests, and much more to every single broadcast. It's a professional experience that is worth every penny.

Ustream
an IBM Company

PRODUCT ▾ PRICING LEARN ▾ WATCH

Log In SIGN UP

THE FUTURE OF VIDEO

Try it for free See plans and pricing

READERS' CHOICE AWARDS 2019 WINNER

Best in class video platform winners announced Learn more

Online video and live streaming platform

With more than 10 million people watching Ustream Live Streaming that tells you that your audience is probably there. If you are ready to create uber-professional live streaming shows, then you want to look at the tools that Ustream offers publishers. Brands can connect with their audience, and interact directly with people on the screen live bringing engagement to a whole new level.

Live playlists, social stream moderation, player resizing, RSS feeds for video, social tabs, the ability to send to YouTube and the native producer app that enables you to edit your videos and produce live videos easily from your dashboard.

Ustream is a global, reliable, engaging, and helpful platform that enables you to go live to the world, or to whom you choose. The monetization features are amazing too. Even though it's rather expensive to get started with Ustream, if you already have an audience, you should take advantage of this platform.

Streaming video is hot. As the technology improves, it's going to become more imperative that you get involved with streaming video and these tools will help you create and share awesome content with your audience.

Choosing the Right Webinar Platform

Webinars make it easy to create an interactive learning environment for your prospects and customers. You can use them to create courses, use them as a selling platform or run online summits and more.

A webinar is simply a live meeting that takes place online. The meetings can be anything from a board meeting or a training session to a presentation or demonstration. Participants can view documents, videos, and other materials on their computer or smart phone, (from the comfort of their couch). You can share audio with them and if you choose, it can be interactive. You can allow questions and comments during the presentation.

Let's compare 5 of the most popular webinar platforms.

Webinar Service Comparison Chart

NOTE: Comparison chart was created based on available information and features are subject to change.

| | Adobe Connect adobe.com/products/adobeconnect/webinars.html | GoToWebinar https://www.gotomeeting.com/en-ca/webinar/features | Cisco WebEx webex.com | Mega Meeting megameeting.com | Onstream Webinars onstreammedia.com |
|------------------------------------|---|---|---|--|---|
| Free Trial | 30 days | 14 days | 14 days | Demo only | 30 Days |
| Monthly Cost | \$104 | \$104 and up /mo. | \$24 - \$69 | Starts at \$39 | \$19 - \$49 |
| Max Participants | 100-1500, depending on plan | 100 - 5000, depending on plan | 8 to 100, depending on plan | 100 | 25-300, depending on plan |
| Call Archives | Indefinitely | 1 Year | Indefinitely | Extra Paid Feature | 90 Days Or 50MB – 250MB |
| Mobile Friendly | ✓ | ✓ | ✓ | ✓ | ✓ |
| Multiple Rooms | ✓ | No | ✓ | ✓ | ✓ |
| Recording Editing | ✓ | Yes, with some plans | ✓ | No | ✓ |
| Screen Sharing | ✓ | ✓ | ✓ | ✓ | ✓ |
| Moderating Features | Screen Questions & Mod Phone-In Attendees | Screen Questions, Audio Q&A & Mod Phone-In Attendees | Screen Questions, Audio Q&A & Mod Phone-In Attendees | Audio Q&A & Mod Phone-In Attendees | Screen Questions, Audio Q&A & Mod Phone-In Attendees |
| Lead Gen & Monetization | Lead Generation Tools & Direct CRM Integration | Lead Generation Tools & CRM Integration via API | Lead Generation Tools & Payment Collection. CRM Integration via API | Collect Payments | Lead Generation Tools & Payment Collection. CRM Integration via API |
| Social Media Integration | ✓ | ✓ | ✓ | No | ✓ |

Adobe Connect

Offering a full 30-day free trial and with a relatively reasonable monthly cost, this cloud-based webinar software is very user-friendly and intuitive. Your guests don't have to download anything to watch and can sign in with or without a password depending on how you set it up.



| Adobe Connect Webinars | Adobe Connect Meeting | Adobe Connect Learning |
|---|--|---|
| The all-in-one webinar solution for marketers | Discover the true power of online meetings | The complete digital learning solution for trainers |
| Starting at \$120.00/month | | Starting at \$270.00/month |

The Adobe Connect platform is mobile friendly, offers multiple room types, breakout rooms, easy editing, and screen sharing.

It saves recordings indefinitely so you don't have to worry about losing them if you can't get to them right away to download. The moderation features, chat, and question & answer features are intuitive for guests so participation will be higher. Recording is easy to do and intuitive.

Depending upon the plan you choose, there are many lead generation tools and customer-relationship management tools that are noteworthy. Your participants are treated to HD Video (assuming you have an HD camera), interactive polls, chat and more. You can also upload and share content with your viewers as well as allow them to pick up the mic and talk too.

This is a great option if you need a full featured environment. It is recommended that you are connected directly to your internet to get the best experience. However, this software has been used successfully with Wi-Fi.

GoToWebinar

The screenshot shows the GoToWebinar pricing page. At the top, there is a navigation bar with the GoToWebinar logo, a phone number (1 888 646 0014), and links for Sign In and Explore Products. Below the navigation bar, there are links for FEATURES, PRICING, RESOURCES, SUPPORT, JOIN A WEBINAR, and HOST A WEBINAR. The main content area displays four pricing plans:

| Plan | Price | Participants | Action |
|--------------------|----------------|--------------|---------------|
| Starter | \$ 89 /mo* | 100 | Buy |
| Pro (Most Popular) | \$ 199 /mo* | 500 | Buy |
| Plus | \$ 429 /mo* | 2000 | Buy |
| Enterprise | 1 888 646 0014 | 5000 | Contact Sales |

This professional option has a lot of bells and whistles, if you're willing to pay for them. Starting with a limited free trial you can get plans as low as \$89 a month. However, if you want some of the better features, such as monetization, you'll need to upgrade the plan.

Business owners who are serious about doing regular webinars, hosting meetings and offering training through webinars will want to consider this software.

Planning, promoting and practicing webinars is easy with this platform. They have set it up to be as simple as possible. You can (with the right plan) record webinars, let people call from a phone, give guests the mic, show presentations, send polls, email automation, customized branding options and more.

The thing most people like about GoToMeeting/webinar is that it's not hard to set up and figure out how to use. They lead you through setup step-by-step and their customer care is useful. The ability to set up practice webinars in advance of your live event is excellent.

With unparalleled audience participation options, viewers like using this platform. They do have to download something. Depending on how tech savvy your audience is, you may need to provide step-by-step instructions, in addition to the instructions GoToMeeting offers.

Cisco WebEx

Cisco's WebEx is a professional, cloud-based, video conferencing solution that will work for you if you plan to have smaller conferences or meetings of up to 100 people. Each price point includes split screens for up to 7 participants, ability to share screen and applications, call-in, markup tools, free mobile apps, co-presenter, and the ability to record meetings – all the features you'd expect.



Getting serious? Step up to WebEx.

Reliable online meetings, screen sharing, and video conferencing for grown-up business.

Get your Cisco WebEx account – free.
Enable your team to work together reliably from anywhere, on any device or platform.

[Sign Up Free](#)

We respect your privacy.

[View Pricing](#)
Full-featured plans start at just \$19/month!

[Request a Demo](#)
See WebEx in action.

WebEx powers 20 million dependable meetings monthly.

WebEx has dedicated servers all over the world. Therefore, they have high-quality meeting options that are used by top companies around the world. They also have monetization features for some accounts and the ability to have a professional operator help you with your meetings.

You can have meeting centers, training centers, event centers, and a support center along with your WebEx account, depending on the level you purchase and the additional features you pay for. You can chat with participants, record meetings, share apps, docs, video and more. There are annotation tools too.

High Definition video, polling, the ability to attend and host from a mobile device, threaded questions and answers, breakout sessions, and even registration and fee collection are all possible with WebEx. With the right account, you can even integrate an LMS.

They have an awesome training center and FAQ. With WebEx, you can do a lot more than just webinars and conferencing. You can also implement advanced training and more.

Mega Meeting

This online meeting service is less expensive than some of the others. They also have extra paid features you can add-on to your service. The difference with this one is you just buy what you need. It's completely cloud-based and your viewers don't have to download anything to participate.

US and Canada: +1 877 634 6342 | International: +1 818 783 4311 Meeting Login

MegaMeeting f t+ s+ in y+

Home Product Info Purchase Help/Support Contact Quick Links

Cloud-based Video Conferencing

Web Conferencing & Online Meetings, With **Anyone**, From **Anywhere**, At **Anytime**!

Live Demo MegaMeeting Live Demo
[click here for more info](#)

Get Started Here!

Try MegaMeeting's Web-based Video Conferencing and Webinar Solutions Today. Fill Out the Form Below to Join a Live Demo!

First Name:

Last Name:

Email:

Phone:

How did you hear about us?

I agree to the [Terms of Service](#) & [Privacy Policy](#)

Video Conferencing, Web Conferencing & Webinar Solutions

Easy to Use, Powerful Video Conferencing Software

The advantages of MegaMeeting.com's web-based **video conferencing** product is limited only by your imagination. Companies are presently using MegaMeeting.com to:

- Host internet meetings and webinars

See What Makes Us Unique



What Our Clients Have Been Saying



It's reliable and easy to use. Whether you're a large or small business, you'll great options to fit your business. They've been around since 2003 so the longevity of the business means that they're successful at what they do.

Share screens, VoIP conferencing, browser-based and brandable. It also offers most of the bells and whistles you're used to having apart from recording capabilities on the lesser plans.

The truly browser-based system makes it easier for non-techy guests to watch your webinar because they won't need to download anything to participate. There is a range of plans you'll find out about during your demo and by talking to a sales person.

You can even get a private branded plan that enables you to earn money from people attending your events by making it easy for you to charge them for entry.

Onstream Webinars

Try this one with a 30-day review period and then between \$19 and \$49 a month. You can host up to 25 to 300 people depending upon the plan you choose. They offer 90-day archives and are mobile friendly. You can use multiple rooms, record your events, edit recordings, and more. You can also share screens and it has a good moderation feature too. The lead generation and social integration are great too.

1.877.932.3400 Live Demo Free Trial Buy Now Contact Support

Onstream
MEDIA Home Products Solutions Services Company



- Reliable >
- Experienced >
- Flexible >
- Enterprise Grade >
- Support >
- Strategic Partners >

Onstream Webinars

Onstream Webinars is an online communications platform that offers professional-grade functionality in a full-service, innovative and cost-effective webinar solution.

“Onstream Webinars puts you in control of the entire process – simply and cost effectively.”

As any webinar organizer knows, much of the work lies in sending invitations, collecting registrations, emailing reminders, recording the session and distributing follow-up communications. Onstream Webinars puts you in control of the entire process – simply and cost effectively.

Their lead generation tools should be looked at closely by any company serious about doing webinars to get more customers.

Truly, browser-based so there is no download for attendees to participate. Share your camera, your desktop, or other applications. You can also use mobile effectively to host an event or attend an event. Costs are based on use so there can be, depending upon the choice you make, no monthly costs and only per-use costs.

They have a cool feature that you'll love, if you do presentations using PowerPoint or other presentation software. It is the ability to put tabs in the presentation window so that you can easily go back and forth to different documents and media during your presentation seamlessly.

Using a service to help you produce effective webinars, online meetings and training are essential. Many of these services help you cross market your webinars on other services. That's helpful because the more people who see your webinars the bigger impact you can make.

Track Your Stats with the Right Website Analytics Program

The only way to get into your customers' minds is by using data. The only way to gather the right data is to invest in website analytics. The numbers the activity you do or cause to be done can be measured using the right analytics software. The key is to know what you want to measure, and how you're going to measure it before you make it a benchmark in your actions.

We've compared 5 of the top analytics programs, so you can decide which one is right for you. From the old standard of Google Analytics to Kissmetrics, there is something for everyone. In the end, all that matters is that you're tracking your results, so you can grow them and grow your business.

Because Google provides such a robust program and it's free, many online business owners decide to use that.

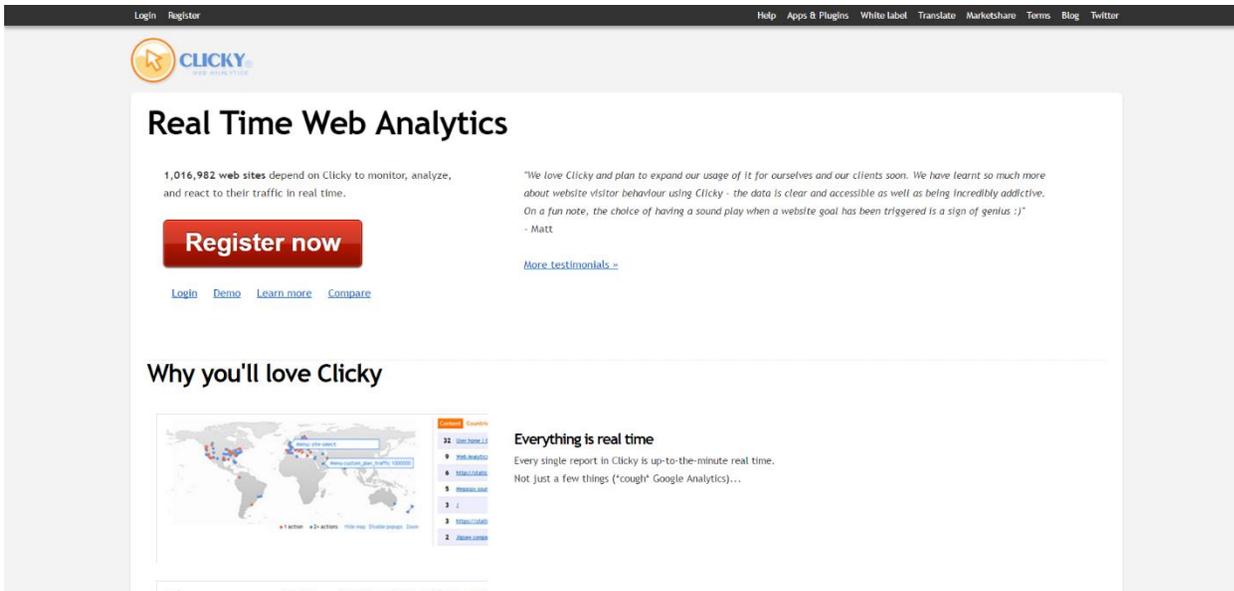
Website Analytic Services Comparison Chart

NOTE: Comparison chart was created based on available information and features are subject to change.

| | Clicky clicky.com | Google Analytics google.com/analytics | OWA openwebanalytics.com | PIWIK piwik.org | Kissmetrics kissmetrics.com |
|---------------------------------------|---|---|---|---|---|
| Price | Free for 3,000 pageviews a day. Then \$9.99 - \$79.99 | Analytics Standard: Free Analytics 360: No confirmed data. Contact for quote | Free or \$9.99 per month for pro version | Free up to \$249 monthly for hosted version | From \$220 to \$700/mo. |
| Custom Event Tracking | ✓ | ✓ | ✓ | ✓ | ✓ |
| Real Time Reporting | ✓ | ✓ | ✓ | ✓ | ✓ |
| Retroactive Reporting | ✓ | ✓ | ✓ | ✓ | ✓ |
| Campaign Tracking | ✓ | ✓ | ✓ | ✓ | ✓ |
| Conversion Tools | ✓ | ✓ | ✓ | ✓ | ✓ |
| Heat Map | ✓ | No | ✓ | ✓ | ✓ |
| Reporting: Dashboard or Mobile | ✓ | Both | Dashboard | Dashboard | Dashboard |
| Pros | User friendly, clean interface. Can set up automated alerts for a number of things. Has an on-site widget that allows you to view visitors on a particular page | Clear data reporting, extensive resources to help business owners. Connects to other Google products such as Google Optimize, Tag Manager, etc. Standard account is fine for most small to medium size businesses | No limits on the # of sites you can use it on. Offers heatmaps, records mouse movements and click tracking. | Customizable dashboard with movable widgets. Reports can be sent via email. | Customizable report scalability. Can analyze people and actions. |
| Cons | Limited time frame for certain reports. Free version only allows you to track one site. | 360 is reported to be quite expensive, though no confirmed data on this. For customizable reports, advanced integration options, unlimited, unsampled, raw data and more tracking metrics you will need to buy 360 | Tech knowledge necessary to install. It's hosted on your site and could become a resource hog. | Expensive for casual users. No customizable reports | Expensive for casual users. Definite learning curve. Certain features cost extra. |

Clicky

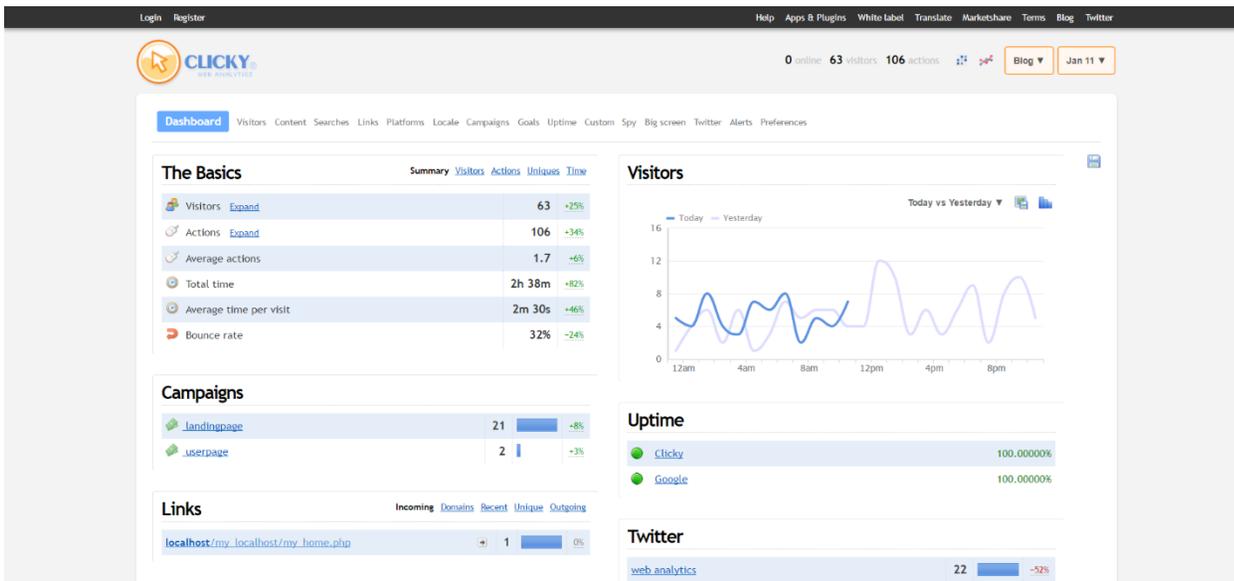
Nothing is done until you do analytics. You have no idea if a campaign worked the way you wanted it to, nor whether any content you publish is getting the results you want. You don't even know if your recent uptick in sales is because you ran ads unless you study your numbers.



Being able to look at the metrics of your work is important because you can improve with the right information. Clicky has an enormous list of features, some of which Google doesn't have that will help in your business.

Detailed information, customizable tracking, heat maps, on-site real-time analytics, details of segments that you set up, spam and bot filtering, uptime monitoring, split testing, funnel path analytics and more.

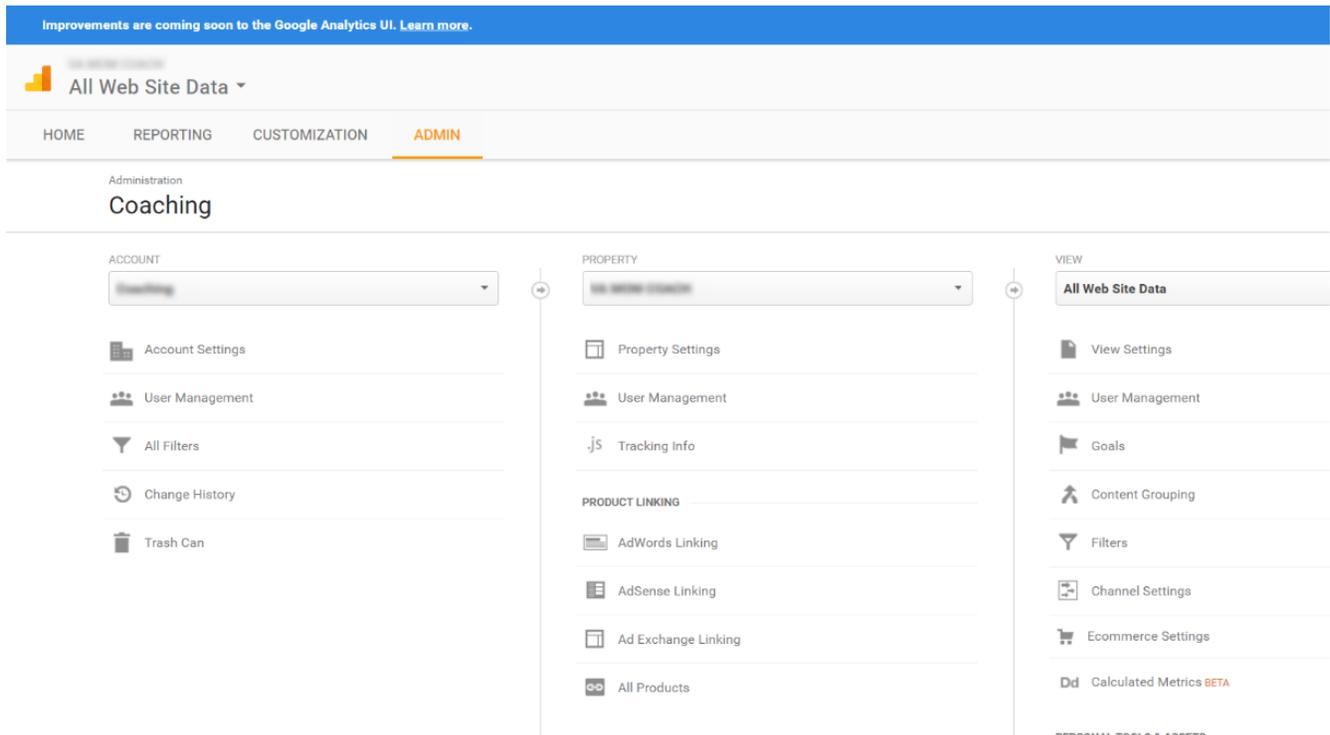
This is an "all-in-one" analytics system. You can get alerts to your phone or email about your site being down and other issues that you set up. In addition, you get a built-in URL shortener.



If you want an inclusive analytics program, you must try out Clicky, which is priced from free to \$79.99 you can't go wrong.

Google Analytics

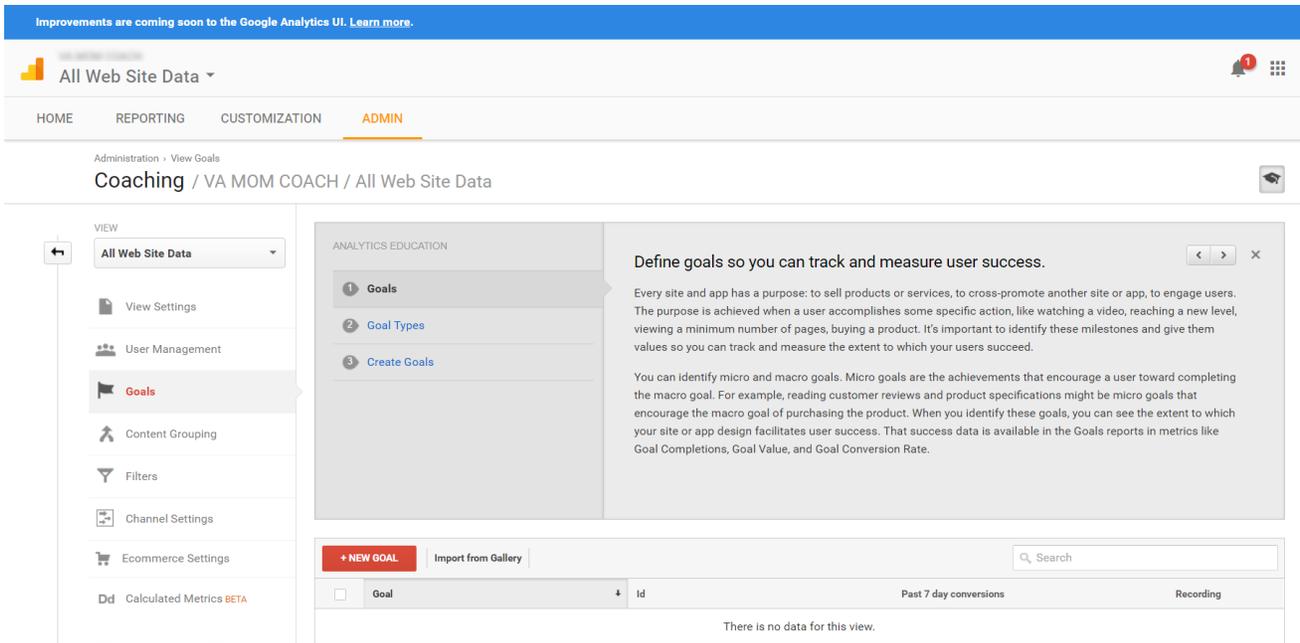
Often thought of as the gold standard for analytics you can use this service completely free. You'll just need to sign into Google Analytics and add your website, then add some code to your website (you can use a plugin if you use WordPress) and wait for a bit and you'll start seeing what's happening in real time.



Since Google Search is the standard for those who want traffic and Google Analytics is owned by Google it makes sense to use their information to help you get better search results from their product. Plus, it's the most advanced free service.

You can track your AdWords, AdSense, and other ads, plus you can track things like real time traffic to your website, where they're coming from, and what they're doing after they get there.

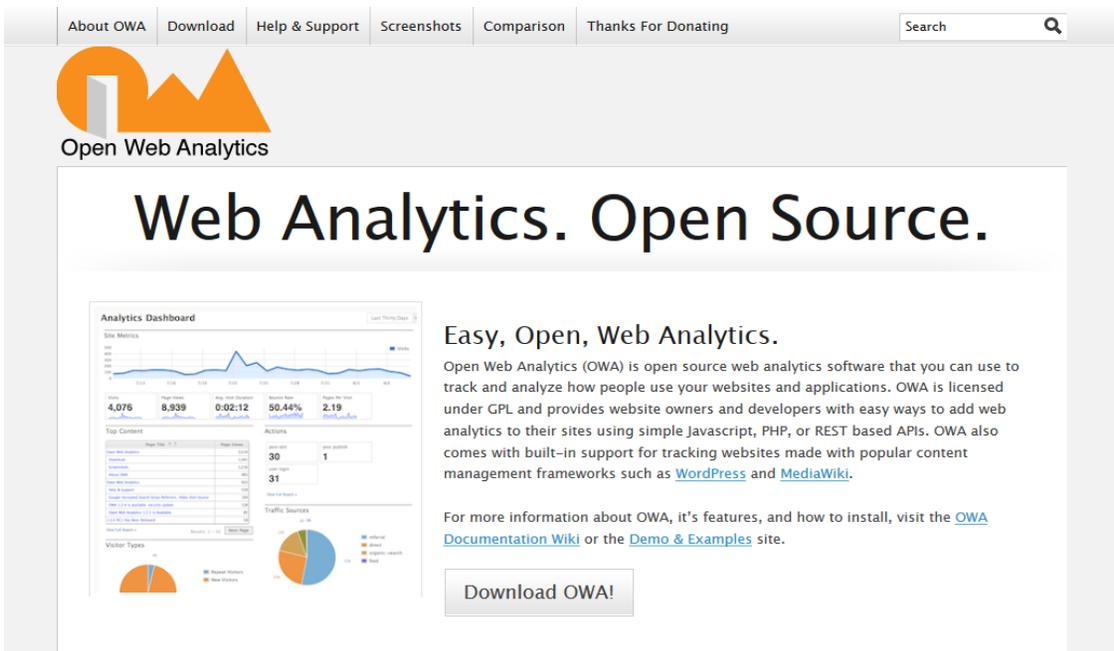
You can set goals for different things so you can track and measure what you need to. If you want your audience to conduct a specific action, such as buying a product, signing up for a newsletter, or taking another action -- you can set a goal for that.



Whether you use another analytics tool, you must use Google Analytics. You can even hire experts, who have a Google Analytics certification, so you can ensure that you track what's important.

OWA

You can get this open-source software completely free. However, you can also pay for a pro version. Open Web Analytics gives you the ability to study the numbers using your own native system, which you install on your server. It supports WordPress as well.



It's a non-commercial option for you to get analytics that will help you improve your website and business. It uses PHP, MySQL, and JavaScript instead of proprietary systems to test your analytics. Plus, if you happen to be good at coding, you can customize your system or hire someone to do it for you, so the system can meet your unique needs.

Track multiple websites without limits. Set goals, set up funnels and more. It works with e-commerce goals and tracking so, you can track events, as well as set up customized variables. This makes it easy to compare results. Use heat maps to track mouse movements and more.

The fact that it's open-source software is a great thing because you won't be limited by what a business thinks you should track. You can customize this system the way you need it to work.



Since it's a free option, you should most certainly try it. You'll need some technical knowledge but their instructions are understandable.

PIWIK

This leading open-source, analytic software can be customized and extended to meet your needs. You own all of your data, and you can use this software completely free on your own server. Alternatively, you can use the free software, but use it on a hosted server, for a small monthly price.

PIWIK
Open Analytics Platform

Learn more
Community
Help
Marketplace
Developers
Hosting
About
Blog

Download
Demo

Liberating Analytics

Piwik is the leading open-source analytics platform that gives you more than just powerful analytics:

- Free open-source software
- 100% data ownership
- User privacy protection
- User-centric insights
- Customisable and extensible

PIWIK

Dashboard Visitors Actions Refers

Overview Visitor Log Custom Variables Devices Settings Locations

Date Range 12 / 13 / 2013 ALL VISITS WIDGETS AND DASHBOARD

Visits Over Time

Annotations

- 2012-01-01 Happy new year everyone! This is a text annotation
- 2012-01-01 In 2013 we will be working. Stay tuned!

REPORT

635 visits, 565 unique visitors

You want to find ways to study the metrics of your business and this is a great option that a lot of people use successfully. The hosted and self-hosted versions are worthwhile to try.

Real-time stats include visitors during a specific period and where they came from with the map. You can find out how they're engaging, and more. Set up custom variables, and use the heat map to figure out what your visitors really do when they get there.

This full featured, option is totally free unless you choose to use the hosted version. The hosted version is often updated, while you'll need to check for updates to the downloadable version and install them yourself. Both are good options for most sizes of businesses.

PIWIK Dashboard All Websites English ⚙️ ⓘ ↻

VIRTUAL-DRUMS.COM
2017-01-10
ALL VISITS
DASHBOARD
YOU ARE VIEWING THE DEMO OF PIWIK

Dashboard

Dashboard

Visitors

Actions

Referrers

Goals

Visitors in Real-time

| DATE | VISITS | ACTIONS |
|-----------------|--------|---------|
| Last 24 hours | 68 | 105 |
| Last 30 minutes | 2 | 3 |

Wednesday, January 11, - 15:27:29 (12s)

Direct Entry

Actions: ■ ■

Wednesday, January 11, - 15:10:18

from demopiwik.org

Actions: ■

Wednesday, January 11, - 14:33:27 (9 min 4s)

Direct Entry

Visits Over Time

Visitor Map

46 visits

World-Wide Visits

Premium Products & Services for Piwik

Get powerful insights into how your audience watches your videos and listens to your audio. Media Analytics is now available on the Marketplace.

LEARN MORE

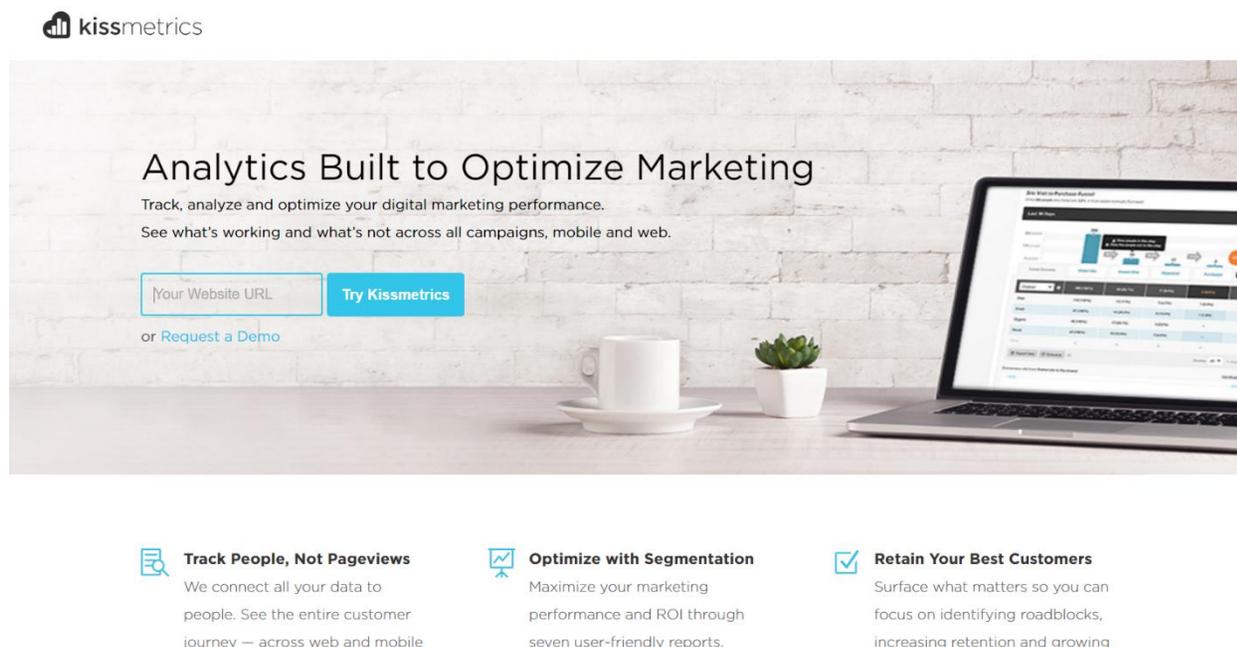
Referrer Types

| REFERRER TYPE | VISITS | UNIQUE VISITORS |
|----------------|--------|-----------------|
| Direct Entry | 21 | 21 |
| Search Engines | 14 | 14 |

There is a lot of information you can glean from the right type of analytics such as actions, engagement, sales, keywords and more. That information can mean the difference in succeeding and failing.

Kissmetrics

If you want to optimize your marketing, you'll want to try this is the analytics platform. To see everything it offers you can schedule a demo. They tout their ability to be able to connect your data to the people you serve across all platforms so that you can ensure the actions you take get the results you want.



The image shows the Kissmetrics website banner and a list of features. The banner features the Kissmetrics logo, the headline "Analytics Built to Optimize Marketing", and subtext: "Track, analyze and optimize your digital marketing performance. See what's working and what's not across all campaigns, mobile and web." Below this is a form with a text input field labeled "Your Website URL" and a blue button labeled "Try Kissmetrics". A link "or Request a Demo" is positioned below the button. The background of the banner is a photograph of a desk with a laptop displaying the Kissmetrics dashboard, a white coffee cup, and a small potted plant. Below the banner are three feature cards:

- Track People, Not Pageviews**
We connect all your data to people. See the entire customer journey — across web and mobile
- Optimize with Segmentation**
Maximize your marketing performance and ROI through seven user-friendly reports.
- Retain Your Best Customers**
Surface what matters so you can focus on identifying roadblocks, increasing retention and growing

They have features that help you track your customer's journey from the first time they visit your page, sign up for your email list, and buy a product or engage on social media. If you're a customer-centric business, the tools in this platform will be exciting for you. It's often rated in the top five business-intelligence software options.

You can set up funnel reports, cohort reports, retention reports, customer profiles, group content lists, A/B testing, conversion periods, email support, testing and staging, data segmentation, real-time monitoring all cross platform.

Because it is a paid platform, you'll have the advantage of customer service. You can link Kissmetrics to your email marketing, in addition to using it to ensure that your content is getting the results you want. The only con is that there is a lot to learn about this software.

As they say, nothing is done until the paperwork is finished. The paperwork, in this case, consists of analytics. If you don't study your metrics you have no idea how your efforts affect your bottom line. Instead of guessing, study the numbers and find out what really plays a role in your success or failure.

Moving on From Here

This report contained a ton of information for you and I do hope you found it helpful. If you're feeling overwhelmed, just take it one step at a time. Set up one aspect of your business before moving onto the next.

But most importantly, if you can't make a decision on the right tool, don't sweat it. Instead, jump right in and see what works for you. A lot of your decisions will become final through trial and error. The good news is, this is an online business and that means things can be changed quickly and easily, so don't be afraid to take chances and make mistakes. You'll learn from those mistakes and create a bigger and better business in the process!