

ENTREPRENISTA

Entrepreneistas Marketing Tech Stack: Our Complete 2025 Tool Kit



Hi Entreprenista! Steph here!

Thank you for attending my 7 Marketing Secrets Masterclass! As a fellow founder who has built multiple seven-figure businesses, I know firsthand how overwhelming it can be to choose the right tech tools for your business. After years of trial and error, countless hours of research, and hundreds of thousands spent testing different platforms, I put together the tools we are actually using at Entreprenista today, and have used in the past, to help you with your marketing systems.

**Warmly,
Steph Cartin**

p.s. I can't wait to connect with you in the community platform!

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Klaviyo | klaviyo

[learn more about klaviyo](#)

Why we use it

- Incredibly powerful for email automation
- Most advanced segmentation capabilities
- Create professional emails without coding experience

How we use it

- Entrepenista uses Klaviyo for all our email marketing, which includes:
- All website forms and pop-ups
 - Personalized email flows for each sign up entry point
 - Newsletter, sales and promotional emails
 - Customer segmentation

Benefits over Competitors

- Much more user-friendly than most providers
- Superior analytics and reporting capabilities
- Better deliverability rates than competitors
- Seamless integration with other marketing tools

Beehiiv | beehiiv

[learn more about beehiiv](#)

Why we use it

- Powerful all-in-one newsletter platform
- Advanced analytics for deep audience insights
- Built-in monetization capabilities through subscriptions and ad network

How we use it

- Entrepenista uses beehiiv for newsletter management, including:
- Newsletter campaigns
 - Automated welcome series
 - Re-engagement campaigns
 - Built-in referral program

Benefits over Competitors

- More affordable pricing structure
- Built-in monetization features through native ad network
- Seamless integration of website, email, and growth tools

Later |

[learn more about later](#)

Why we use it

- It's incredibly efficient for social planning
- They have excellent visual planning tools
- You can manage multiple platforms easily

How we use it

Entrepenista uses Later for all our social media, including:

- Content scheduling
- Visual feed planning
- Analytics tracking
- Hashtag management
- Link in bio feature
- Cross-platform posting

Benefits over Competitors

- Better visual planning features
- More intuitive interface
- Superior analytics
- Better Instagram integration

Canva |

[learn more about canva](#)

Why we use it

- Incredibly user-friendly
- Extensive template library for everything you are working on
- Create professional designs without design experience

How we use it

Entrepenista uses Canva for almost all of our graphics, which include:

- Our graphic ads
- Our social media templates
- Our email templates
- Our newsletter design
- Our event and sales decks
- Merch and event signage
- Etc. etc. etc.

Benefits over Competitors

- Canva is very affordable in comparison to competitors
- Great for teamwork as everyone is able to access files and organize them appropriately
- All skill levels can use this tool verses the top competitors

Capcut Pro | CapCut Pro

[learn more about capcut pro](#)

Why we use it

- It's incredibly intuitive for video editing
- They have extensive effects and transition libraries
- You can create professional videos without extensive editing experience
- It is considerably one of the most-used content editing tools to used by creators.

How we use it

Entrepenista uses CapCut Pro for all our video content, including:

- Social media videos
- Promotional content
- Event highlight reels
- Tutorial videos
- Member spotlights
- Behind-the-scenes content
- Ready to use templates

Benefits over Competitors

- More affordable than Premier Pro
- Easier learning curve than Final Cut
- Better mobile integration
- More modern features for social media
- Uses AI for captioning, templates, and voice enhancement

Descript

[learn more about descript](#)

Why we use it

- It's incredibly innovative for audio/video editing
- They have amazing transcription accuracy
- You can edit content like a document
- Can change/alter the order of your script

How we use it

Entrepenista uses Descript for all our audio/video editing, including:

- Podcast editing
- Video transcription
- Content repurposing
- Interview editing
- Social media clips
- Member testimonials
- Creating compelling hooks

Benefits over Competitors

- More intuitive than traditional editors
- Better transcription quality
- Unique text-based editing approach
- Superior collaboration features
- Extremely smooth voiceover editing

Opus

[learn more about opus clip](#)

Why we use it

- AI-powered video repurposing that transforms long-form content into engaging short clips
- Advanced virality prediction and content optimization
- Content batching to create several videos from one long-form video

How we use it

Entrepenista uses Opus Clip for comprehensive video content management, including:

- AI-powered hook identification
- Pulling b-roll content
- Podcast recap reels
- Diversifying our content

Benefits over Competitors

- More intuitive interface for quick clip creation
- Seamless integration with professional editing tools
- Advanced team collaboration capabilities
- Most time-saving tool for video content

Manychat

[learn more about manychat](#)

Why we use it

- Automates customer interactions across Facebook, Instagram, and WhatsApp with AI-powered chatbots
- Enables instant 24/7 customer engagement and support

How we use it

Entrepenista uses Manychat to automate our responses on social media and to collect emails.

- Create personalized messaging sequences and broadcasts
- Set up automated responses to comments and messages

Benefits over Competitors

- AI-powered conversation capabilities
- Drag-and-drop flow builder requires no coding
- Visual approach to chatbot creation and editing
- More affordable pricing

Partnerstack PartnerStack

[learn more about partnerstack](#)

Why we use it

- Only platform built specifically for B2B SaaS partnerships
- Comprehensive partnership ecosystem management
- Advanced automation and tracking capabilities

How we use it

- Entrepenista uses PartnerStack for complete partnership and affiliate management, including:
- Commission automation
 - Payment processing
 - Performance analytics
 - Partner attribution

Benefits over Competitors

- Better user interface and experience
- Comprehensive partnership and affiliate management

Impact

[learn more about impact](#)

Why we use it

- Advanced partnership management platform for multiple partnership types
- Built-in partner discovery and recruitment tools

How we use it

- Entrepenista uses Impact for complete partnership management, including:
- Commission automation and payments
 - Performance tracking and optimization
 - Multi-channel attribution tracking

Benefits over Competitors

- Advanced fraud protection with machine learning algorithms
- Extensive partner network with 300,000+ potential partners
- Comprehensive analytics

Entreprenista League

ENTREPRENISTA
League

[learn more about the community](#)

Who we are

- The most supportive community for women entrepreneurs
- Connect with 2000+ business owners
- Lifetime access to resources & support
- 24/7 active community platform

How our members use it

- Virtual networking events
- Local in-person meetups
- Industry-specific rooms
- Direct founder connections
- Office hours with experts
- PR and media opportunities
- Educational events and workshops
- Etc. etc. etc.

Benefits over Competitors

- Founders from all industries and sizes of businesses
- Highly engaged community of authentic & genuine people
- Opportunities to grow and scale your business
- 300+ educational event replays available on-demand

Circle

Circle

[learn more about the circle](#)

Why we use it

- Circle provides a comprehensive community platform with native live streaming, events management, and robust engagement features
- Fosters member connections through its all-in-one solution

How we use it

- Customizable spaces for discussions and content organization
- Native live streaming for events and workshops
- Event scheduling with RSVP functionality
- Private messaging between members and groups

Benefits over Competitors

- Clean, intuitive interface
- Customizable branding options
- Mobile-responsive design
- Automated workflows for engagement

Perplexity + ChatGPT



[learn more about perplexity.](#)

Why we use it

- They're incredibly powerful for content creation
- They have extensive knowledge bases
- You can get quick, accurate information

How we use it

Entrepenista uses these AI tools for various purposes, including:

- Content research
- Blog post ideation
- Email copy optimization
- Social media captions
- Market research
- Trend analysis

Benefits over Competitors

- More accurate than other AI tools
- Better real-time information access
- More versatile applications
- Superior natural language processing

Remini



[learn more about remini](#)

Why we use it

- Advanced AI-powered photo and video enhancement capabilities
- Professional-grade image restoration
- Transforms low-quality visuals into high-definition content

How we use it

Entrepenista uses Remini for almost all of our images, which include:

- Un-blur and sharpen images
- Noise reduction for cleaner results
- Old photo restoration
- Color correction and optimization

Benefits over Competitors

- Natural-looking results that maintain image authenticity
- User-friendly interface with one-tap enhancement
- Optimal photo enhancement in a short period of time

Google Tag Manager + Google Analytics

[learn more about google products](#)

Why we use it

- They're incredibly comprehensive
- They have the most detailed tracking capabilities
- You gain deep insights into user behavior

How we use it

Entrepenista uses these tools for all our analytics, including:

- Website performance tracking
- User behavior analysis
- Campaign measurement
- Conversion tracking
- Traffic source analysis
- ROI measurement

Benefits over Competitors

- More detailed data than alternatives
- Better integration capabilities
- More customization options
- Industry standard tracking

Webflow

[learn more about webflow](#)

Why we use it

- It's incredibly flexible for custom design
- They have the best visual builder in the market
- You can create professional websites without coding

How we use it

Entrepenista uses Webflow for all our web presence, including:

- Main website development
- Blog platform
- Landing pages
- Podcast library
- Solutions library

Benefits over Competitors

- More design freedom than WordPress or Squarespace
- Better SEO capabilities built-in
- Faster loading speeds than competitors
- Professional hosting included

Google Keyword Planner

[learn more about keyword planner](#)

Why we use it

- User-friendly interface with one-tap enhancement
- Comprehensive search volume and trend analysis
- Essential tool for both SEO and paid advertising strategies

How we use it

Entrepenista uses Google Keyword Planner for comprehensive keyword strategy, including:

- Discover new relevant keywords
- Analyze monthly search volumes
- Track seasonal trends
- Monitor competitor keywords

Benefits over Competitors

- Free access to Google's extensive keyword database
- More accurate search volume data than third-party tools
- Superior trend analysis and forecasting capabilities

Google Search Console

[learn more about search console](#)

Why we use it

- Real-time SEO performance monitoring and troubleshooting
- Essential for maintaining website health and search visibility

How we use it

- Entrepenista uses Google Search Console for comprehensive search optimization, including:
- Track keyword rankings and positions
 - Analyze click-through rates
 - Measure mobile vs desktop performance

Benefits over Competitors

- Most accurate search data directly from Google
- Real-time performance monitoring capabilities
- Free access to advanced SEO tools

Shopify

[learn more about shopify](#)

Why we use it

- All-in-one ecommerce platform with comprehensive marketing automation tools
- Built-in SEO and analytics capabilities

How we use it

- Entrepenista uses Shopify for complete ecommerce management, including:
- Online store creation and customization
 - Product catalog management
 - Inventory tracking
 - Order processing and fulfillment

Benefits over Competitors

- Superior user-friendly interface requiring no technical expertise
- Extensive app ecosystem with 8,000+ integrations
- 24/7 dedicated customer support

SEMRUSH

[learn more about semrush](#)

Why we use it

- All-in-one digital marketing platform
- Industry-leading keyword research and competitor analysis tools
- Advanced SEO tracking and website health monitoring

How we use it

- Identify high-value search terms and content gaps
- Track keyword positions across multiple locations
- Create SEO-optimized content briefs
- Identify trending topics in our niche

Benefits over Competitors

- Largest keyword database in the industry
- Real-time ranking updates
- Integrated content marketing platform
- Powerful site audit capabilities

Hubspot

HubSpot

[learn more about hubspot](#)

Why we use it

- All-in-one platform that unifies marketing, sales, and commerce operations
- Advanced marketing automation capabilities

How we use it

- HubSpot enables complete business management through:
- Payment processing through HubSpot Payments or Stripe
 - Lead capture and nurturing workflows
 - Customer behavior analysis

Benefits over Competitors

- Intuitive interface designed for ease of use
- Seamless connection with existing payment processors
- Responsive and knowledgeable customer support team

Copper

:copper

[learn more about copper](#)

Why we use it

- Comprehensive customer relationship management platform that seamlessly integrates with Google Workspace
- Excels at automating data collection and relationship management,

How we use it

- Entreprenista uses Copper for:
- Centralized storage of all customer interactions and documents
 - Customizable drag-and-drop sales pipelines
 - Task automation and recurring activity scheduling

Benefits over Competitors

- Deepest Google Workspace integration among CRMs
- Intuitive interface requiring minimal training
- Automated data capture and enrichment

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