

Software Integration Matrix

Finding all of the software platforms available to help you launch and scale your business is overwhelming! And once you've found a few you like, you need to keep toggling back and forth to see which integrate with which others.

The matrix on the next page will save you countless hours switching back and forth between apps to see what ingrates with what, so you can narrow down your options and then finally make some decisions.

Disclaimer: There are many more software options than those shown on the matrix. It's impossible to get them all onto one sheet. The ones listed here are bigger and most popular options. Also, integrations between platforms change regularly. This sheet is accurate as of the date of creation.

Wordpress Integrations

Because of the way Wordpress is configured, it typically integrates with other software via plug-ins. Those are small downloadable files that you embed on your Wordpress site to give it additional functionality. In the matrix, then, the integrations displayed are via plug-ins.

Coaching Platforms

If you're building a coaching business and would like to add a platform to your mix to manage your coaching relationships, I suggest looking at:

- CoachLogix
- Coaches Console
- Coaches Loft
- Simplero
- Satori

Website Creation

There are countless ways to create a new website. Sites on Wordpress are created by using themes and builders, which is different from using a drag-and-drop interface like Wix, GoDaddy and Weebly. In addition, platforms such as Thinkific have their own specialized functions, but also allow you to build a website, or at least a sales page, as well.

Membership Sites

Like websites, membership sites come in many shapes and sizes. Some, like MemberPress, are Wordpress plug-ins. Others, like AccessAlly, are dedicated online membership platforms. And other platforms that specialize in other functions, like Thinkific and Kajabi, also include memberships.

	Course Creation					All-in-One Platforms				Membership Platforms			Webinars						Website Creation			Landing Pages	
	Thinkific	Teachable	LearnWorlds	LifterLMS*	LearnDash*	Kajabi	Kartra	Podia	ClickFunnels	AccessAllly	Memberium*	MemberPress*	GoToWebinar	EasyWebinar	WebinarNinja	WebinarJam	EverWebinar	Zoom Webinar	Wix	Weebly	SquareSpace	Leadpages	InstaPage
Automation, Email Marketing																							
ActiveCampaign	X		X					X	X					X	X				X		X	X	
aWeber	X		X					X	X			X	X	X					X		X	X	
ClickFunnels						X						X											
ConstantContact	X								X				X	X							X	X	
ConvertKit	X	X	X	X	X			X	X	X			X	X					X		X	X	
Drip						X		X	X	X	X		X	X					X		X		
Flodesk																							
GetResponse								X	X				X						X		X	X	
InfusionSoft				X					X	X			X								X		
Keap	X												X	X								X	
MailChimp	X	X	X	X				X	X				X	X					X	X	X	X	
Marketo												X					X		X		X	X	
Ontraport				X	X				X	X			X								X		
SumoMe	X	X	X																				
Quizzes																							
Bucket.io												X											
LeadQuiz								X															
Typeform	X																		X		X		
Payments & E-Commerce																							
PayPal	X			X			X	X		X			X					X	X	X	X	X	
SamCart	X				X					X			X										
Shopify	X																		X		X	X	
Stripe	X			X	X		X	X		X			X						X	X	X	X	
WooCommerce				X	X					X	X								X				
Chat & Support																							
Help Crunch																							
Intercom	X																		X		X		
Live Agent																							
Slack					X							X							X		X		
Advertising & Miscellaneous																							
FB Pixel	X	X	X					X											X	X			
Google Ads								X												X	X	X	
Google Analytics	X	X	X					X													X	X	
Zapier	X	X	X		X	X	X						X	X	X	X	X	X	X	X	X	X	

* WordPress software