

● **Website Foundation**

- Website (Central Hub)
- Content Management System (CMS)
- Domain Registrar
- CDN (Content Delivery Network)
- ADA & Accessibility Tools
- Ecommerce Platform

● **Operational Efficiency & Compliance**

- Project Management Tools
- Internal Company Email Provider
- Compliance and Security Tools
- Integration and API Management Tools
- Marketing Automation Platforms
- Password Manager

● **Customer Engagement & Experience**

- Customer Relationship Management (CRM)
- Email Marketing Platforms
- Social Media Channels
- Social Media Management Tools
- Chatbots and AI-Driven Tools
- Software and creative tools
- Webinar and Video Meeting Platforms

● **Data Management & Analytics**

- Analytics and Data Visualization
- Customer Feedback and Survey
- Personalization and A/B Testing

● **Marketing Strategy & Outreach**

- Search Engine Optimization (SEO)
- Digital Advertising Platforms
- Lead Generation and Management Tools
- AI Tools Apps & Software

Notes/Other
