Google Analytics (<http://www.google.com/analytics/>) - The first thing every startup should implement. It's 100% free and will give you the most insight into your website and marketing performance. Take the time to learn the tool and set up goal conversion tracking so you can get deeper than just traffic numbers.

MailChimp (<http://mailchimp.com/>) - Easy and affordable email service provider. Startups can use off-the-shelf templates in the beginning but they also have more custom solutions and an API as the company grows. They integrate with most of the other marketing software that is out here.

SEOMoz (<http://moz.com/>)  - At $100 a month this toll is pricey but if you are serious about search engine optimization it gives you all the reports you need to see how your site is doing on SEO metrics.

Olark (<http://www.olark.com/>) - This is a great live chat system that will only run you $15 a month for one operator ($44 a month for up to 4). Implementation is as easy as copying and pasting html into your site header. It gives startups an easy way to connect with customers and get the credibility they need in the beginning. You simply schedule when you want to be available.

Nimble (<http://www.nimble.com/>) - This is a basic CRM System that give you a 360 view on your customer as you can link a contact to their social media profiles. When looking at a contact you can see what they posted to LinkedIn, Facebook or Twitter recently. It also has basic deal flow functionality and the ability to assign deals and tasks to the team. It will also keep track of your brand's mentions across social media.

PopSurvey (<https://www.popsurvey.com/>) - Beautiful and intuitive survey tool. Great for creating quick follow-up surveys to see how your customers think you're doing.

Fiverr (<http://fiverr.com/>) - All gigs are $5. You can use this as a resource for banner design, guerrilla marketing and social media content.

Trello (<https://trello.com/>) - Great project management software.

HARO (<http://www.helpareporter.com/>) - Help a Reporter Out sends daily requests from reporters working on stories. It's time-consuming to trawl the listings every day but it's free PR if you can get one of the reporters to pick up your story.