

Lesson no. 4: Best Email Marketing Tools

Why Choosing The Best Email Marketing Service is Important?

Email marketing is one of the most cost-effective marketing strategy for small businesses. According to the Direct Marketing Association, email marketing on average sees a 4300 percent return on investment (ROI) for businesses in the United States.

This is because email marketing is easy to manage, gives you full control, and allows you to establish a direct contact with your customers.

It's important to understand that a lot of your success with email marketing depends entirely on the email marketing software you choose because they are responsible for making sure that your emails actually get delivered.

If you aren't careful, then you will end up paying a lot more money for fewer marketing features and terrible email deliverability rates (which causes you to lose even more money).

What to Look for in a Good Email Marketing Tool?

A good email marketing service should enable you to create highly engaging email newsletters with an easy user interface (ideally drag-and-drop editor).

You should be able to easily send bulk emails that are actually personalized and targeted without a lot of work. This is also known as marketing automation.

Aside from that, your email marketing service must make it easy to manage your contact list, [segment users into groups](#), and track the performance of your email marketing campaigns.

Most importantly, a good email service provider ensures that your email campaigns do not end up in the spam folder.

Having said that, let's take a look at some of the most popular email marketing service providers and how they stack up against each other.

1. Mailchimp



Mailchimp is one of the most popular email marketing service providers in the world primarily because they offer a forever free email marketing service plan.

[Mailchimp](#) comes with an easy drag-and-drop email builder, autoresponders, segmenting contacts into groups, and simple tracking for analytics. It also allows you to setup delivery times based on user's timezones, and you can setup segmenting based on geolocation.

You can easily integrate MailChimp with WordPress, Magento, [Shopify](#), and many other platforms. If you are using WordPress, then see our ultimate guide to using Mailchimp and WordPress for detailed instructions.

When it comes to marketing automation features, Mailchimp platform is quite limited when compared to other providers in our list such as [Drip](#) or [ConvertKit](#).

In the recent years, Mailchimp has attempted to add many of the "advanced" features, but having tested many of these, they're not truly advanced.

Mailchimp support is offered by email, live chat, and a large tutorials knowledge-base. However their support is often slow and no match to the quality of service that you get from [Constant Contact](#).

Mailchimp offers a forever free plan which allows you to send 12,000 emails for up to 2,000 subscribers. This plan is fairly limited because you don't get features like send-time optimization, advanced segmentation, multi-variate testing, etc. You are also required to display their branding in your email. Last but not least, support is restricted to email only which is fine if you're a hobbyist but as a serious business, you need reliable support that you can count on.

Their paid plans start from \$10/month for up to 500 subscribers, and the pricing increases in the increment of 500 subscribers.

2. Constant Contact



Constant Contact is one of the largest and fastest growing email marketing service in the world. It is also the most easy to use and beginner friendly email marketing service.

You can easily manage your email lists, contacts, email templates, marketing calendar, and more. Each account gives you access to easy tracking and reporting, built-in social media sharing tools, free image library, list segmentation, Facebook ads integration, and a powerful eCommerce integration for [Shopify stores](#).

Their Email Plus accounts also come with powerful features like email automation, drip campaigns, surveys & polls, coupons, online donations, and subject line A/B testing which helps you send targeted emails to maximize your open rate.

Constant Contact offers unmatched customer support with live chat, phone calls, email, community support, and a vast library of helpful resources.

Aside from online training, they also offer in-person live seminars across the United States. This allow small business owners to quickly learn the basics of email marketing and start using it to grow their business like a pro.

For all the reasons above, we rate [Constant Contact](#) the best email marketing service for small businesses.

[Constant Contact](#) has a 60-day free trial (no credit-card required). After that their pricing starts as low as \$20/month.

WPBeginner users can use our [Constant Contact coupon code](#) to get an additional 20% off.

3. SendinBlue



SendinBlue is a complete SMS and email marketing software for businesses. They are one of the fastest growing email marketing platforms in Europe.

It is an extremely easy to use platform with excellent tools to create beautiful and highly engaging emails. Their simple drag and drop email editor is perfect for beginners with no experience in email marketing.

SendinBlue includes beginner-friendly marketing automation tools that allow you to send transactional emails, create workflows for automatic follow-up emails, and segment users. It can also select the best time to send bulk emails using their AI algorithms to ensure the best email deliverability.

SendinBlue offer a completely free email marketing plan that lets you send up to 300 emails per day, but all your emails will have their branding. Paid plans start from \$25 per month. You can also include SMS to your account, but the pricing will vary based on your sending requirements.

They have improved their premium plan to recently include more advanced features like landing page builder, live chat, CRM, and Facebook ads integration. This means users now get more value for the same price.

SendinBlue also offers a separate SMTP bulk email marketing service which you can use to power automated or transactional emails from your WordPress site. You do not need this for email marketing campaigns, but it's a nice to have feature if you have a large website, and you want automatic real-time content based emails.

4. Drip



Drip is a powerful enterprise email marketing platform for eCommerce, bloggers, and digital marketers. They offer a wide range of tools to make marketing automation, sales funnels, and personalization easy.

Their email software offer seamless integration for all [popular website builders](#) including WordPress and WooCommerce. This allows you to easily add pop-ups / sign up forms to your website and capture more leads.

What sets Drip apart from the competition like Campaign Monitor is their intelligent marketing automation tools, smarter email segmenting, split testing features, list groups, and a visual workflow builder. These features allow you to reach targeted customers in your email list to get more sales.

Support options at Drip include live chat support, webinars, automation training, detailed courses, free guides and excellent documentation.

We use Drip for several of our businesses because it allows us to send bulk emails while connecting and engaging with every customer on a personal level using their smart eCommerce marketing automation.

Even though it's a bit pricey, we believe Drip is the best email marketing software for eCommerce websites and business owners who want more advanced features to maximize their marketing efforts.

[Drip](#) offers a free trial, and their plans starts from \$49 / month which includes all their features.

5. ConvertKit



[ConvertKit](#) is a robust email marketing platform for professional bloggers, authors, and marketers. It is extremely easy to use and incredibly powerful.

ConvertKit's unique feature is that allows you to easily offer [content upgrades](#) and incentives with email signup forms. It also comes with easy to manage auto-responders allowing you to send drip emails from their emailing service.

With ConvertKit, you can easily segment subscribers into those who are interested and those who have already purchased. This helps you increase conversions with automated emails that feel more personal. In marketing terms, this is called targeted email marketing.

ConvertKit offers email based support and have extensive knowledge base with great learning material.

A lot of ConvertKit features are specifically designed for creators and professional bloggers that's why we rate them the best email marketing service for professional bloggers.

[ConvertKit](#) offers a 14-day free trial, and their pricing starts from \$29/month. They also offer a 30-day refund policy.

6. AWeber



AWeber is one of oldest and most popular email marketing service providers in the world. They offer a wide-range of tools for small and medium sized businesses to manage their email marketing.

Getting started with [AWeber](#) is easy. It connects seamlessly to most platforms including WordPress. For detailed instructions, see our [ultimate guide on how to connect AWeber to WordPress](#).

You get access to ready to use html email templates, list management, autoresponders, and email tracking with detailed insights.

Support options include live chat, phone support, email support, live webinars, and a vast library of how-tos and tutorials.

[AWeber](#) offers a limited free plan for up to 500 subscribers. After that, their pricing starts from \$19/month. You can also sign up for quarterly or annual plans to save even more.

7. GetResponse



GetResponse is another very popular email marketing solution. It is extremely easy to use and simplifies email marketing for small businesses.

It comes with some amazing marketing automation tools which allow you to create smart automated campaigns.

With their drag and drop builder, you can create campaigns, segment contacts, and send any number of emails designed for specific groups. These tools help you create effective email campaigns to boost your profits.

GetResponse comes with beautiful responsive forms, landing pages, A/B testing, unsubscribe tracking, and autoresponders. It also integrates with third party lead generation software like OptinMonster, Salesforce, Google Docs, ZenDesk, etc.

Support is provided by phone, live chat, and email. Their help section is full of free learning material including videos, webinars, how-tos, guides, etc.

GetResponse offers a 30-day free trial. Their pricing starts at \$15/month.

