

Email Newsletter *Basics*

RISBDC RESOURCE GUIDE



5 BEST EMAIL MARKETING TOOLS (AND WHY WE LOVE THEM)

Email marketing is an extremely powerful tool and one that can drive a huge return on your investment when used properly. But, it's important to choose the right email marketing service because it can have a significant impact on the success of your marketing campaign. Read below for our favorite email marketing tools.

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.

Pros: easy drag-and-drop email builder; you can set automatic replies; segment lists; set custom email delivery times based on the subscriber's time zones

Cons: limited advanced features for when your email list grows; slow customer support

Price: Mailchimp offers a forever free plan which allows you to send 12,000 emails to up to 2,000 subscribers. Their paid plans start from \$10/month for up to 500 subscribers, and the pricing increases in the increment of 500 subscribers up to about \$299 per month.

CONSTANT CONTACT

[Constant Contact](#) is one of the easiest-to-use and beginner-friendly email marketing services. Easily manage your email lists, contacts, email templates, marketing calendar, and more.

Pros: unlimited email sending, simple drag-and-drop email designer tool, easy reporting features, integration with social media and eCommerce websites, great customer support, and online training courses

Cons: though they have a built-in design tool, the amount of options is limited.

Price: Constant Contact has a 60-day free trial. After that their pricing starts as low as \$9.99 /month.

MOOSEND

[Moosend](#) is an affordable email marketing service for small businesses. It comes with a suite of powerful marketing features, email list-building tools, the ability to create custom landing pages, and more.

Pros: decent email builder tools; the advanced features like building automated emails, design testing, and unlimited emails are all under their basic price plan; excellent reporting quality

Cons: the interface for creating and sending emails can be tricky to use; the templates are really basic and limited; limited customer support

Price: Moosend offers a 30-day free trial with an unlimited number of emails. After that their pricing starts at \$9 per month for their Pro plan which includes a landing page builder, transactional emails for eCommerce websites, team management, and more.



Need more help marketing your business?

Set up a meeting with an RISBDC business expert today by calling (401) 874-7232 or by submitting our [Online Request for Counseling](#).



HUBSPOT

[HubSpot](#) is a robust, all-in-one marketing tool that offers website building, customer relationship management, and email marketing support. We love it because if you decide to invest in more than email marketing, HubSpot has other tools to meet your marketing in one place. If you don't see yourself taking full advantage of the HubSpot suite of tools, we'd recommend choosing another email marketing tool.

Pros: easy drag-and-drop email builder; good selection of templates to create a completely custom newsletter; data tool for understanding the best time to send emails and more; detailed performance analytics; automated email campaign setup

Cons: it can get expensive as you grow your email list; the templates are not as beginner-friendly

Price: Their email marketing service is free to start for sending up to 2,000 emails, and it comes with a lot of powerful automation features designed to grow your business. If you need more advanced capabilities, then their paid plans start at \$45/month.

KLAVIYO

[Klaviyo](#) calls itself "the ultimate marketing platform for eCommerce." We recommend using it for businesses that sell products online, especially through Shopify websites.

Pros: large template library with the ability to create highly engaging email series; great custom sign-up form creation tool; seamless connections to other tools like Shopify, Salesforce, and custom integrations; robust email list data

Cons: though the features are excellent, there are many of them which require an investment of time to learn

Price: Klaviyo's email plans are free to start for up to 250 contacts and 500 monthly email sends and then go to \$45/month for up to 1,500 contacts and 15,000 emails.

Overall, you'll find a lot of the email marketing tools on the market today will have similar features so it's good to explore each of the ones we've listed to demo the product and test it out for yourself to see if it feels easy to use and if it serves your business needs. We also recommend considering what plans you might have for marketing, like connecting the tool with an eCommerce website or new social media channels, to see if the email tool will be compatible.

BONUS: EXTRA TOOLS FOR EVEN EASIER EMAIL MARKETING

[Canva](#) is one of our favorite tools for businesses on a budget. If there is no room in your budget to hire a professional graphic designer, a solid temporary solution is to use Canva to create quality graphics for your emails and more!

[Mailgun](#) allows you to gain deeper email analytics like seeing the overall performance of your emails and creating campaign tests based on those insights.



More RISBDC resources on email marketing

[Email marketing 101](#) (webinar)

[Email marketing 201](#) (webinar)

[Is Email Marketing Dead?](#) (webinar)

[Grow Your Email List!](#) (webinar)

[How to Grow Your Email Marketing List](#) (blog)



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