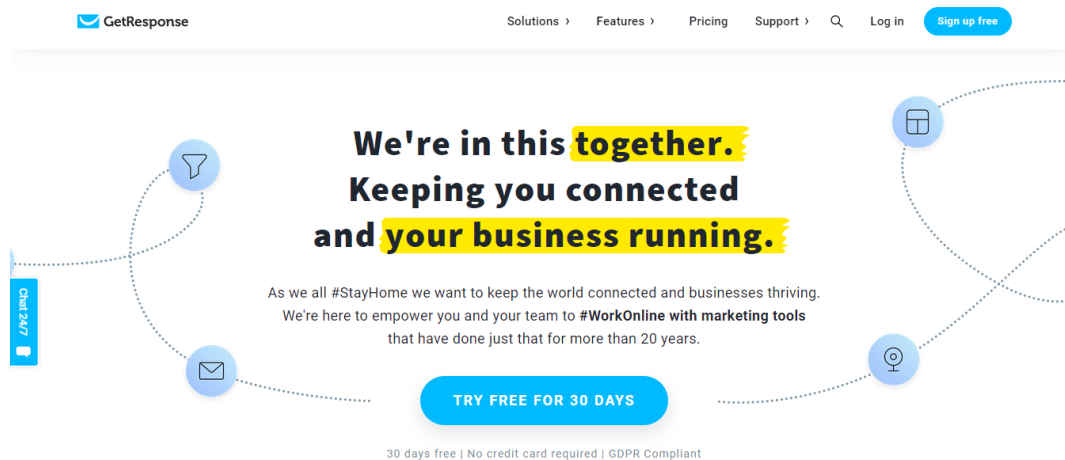


5 EMAIL MARKETING PLATFORMS FOR SMALL BUSINESSES

Choosing the best email marketing service to use can be a bit tricky, especially when there are so many options out there to pick from. It is important to make sure you select an email marketing software which can help drive the success of your marketing campaigns and perform all the necessary functions needed to help your leads transition from visitors into customers.

The following are some of the best email marketing services that can be used by small businesses.

1. GetResponse



GetResponse is an excellent email marketing service which is very easy to use. This platform gives you the opportunity to carry out successful email marketing strategies without a hitch. It allows business owners to create specialized email campaigns using fantastic marketing automation tools.

In use by over 350,000 businesses worldwide, GetResponse offers features such as A/B Testing, Visual email responders, and Autoresponders which sets your marketing apart from others in the

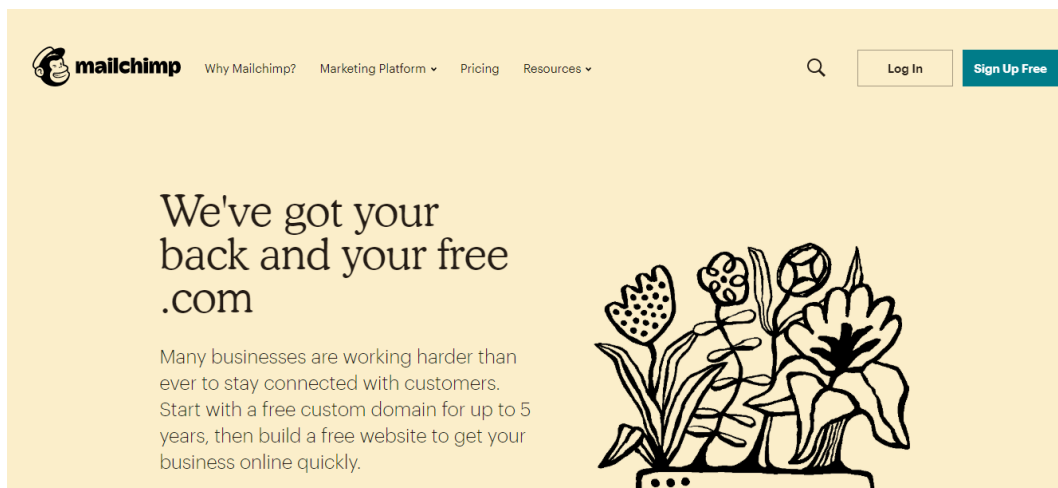
industry. There are also additional functions like Landing pages, webinars, and conversion funnels which are made available to users.

The payment plan for this platform is split into:

- Basic Plan at \$15 per month
- Plus plan at \$49 per month
- Professional Plan at \$99 per month
- Enterprise plan with custom pricing

Visit [here](#) for a detailed overview of the pricing. GetResponse offers a free 30-day trial period for any of these plans with ALL the features included. There is also an 18% discount if you pay for a year and a 30% discount for those who would like to pay for 2 years. If you have any questions, they have a 24 /7 live chat and email support available.

2. Mailchimp



The image shows a banner from the Mailchimp website. At the top left is the Mailchimp logo, followed by navigation links: "Why Mailchimp?", "Marketing Platform", "Pricing", and "Resources". On the top right, there is a search icon, a "Log In" button, and a "Sign Up Free" button. The main text of the banner reads: "We've got your back and your free .com". Below this, a paragraph states: "Many businesses are working harder than ever to stay connected with customers. Start with a free custom domain for up to 5 years, then build a free website to get your business online quickly." To the right of the text is a line-art illustration of a potted plant with several different flowers and leaves.

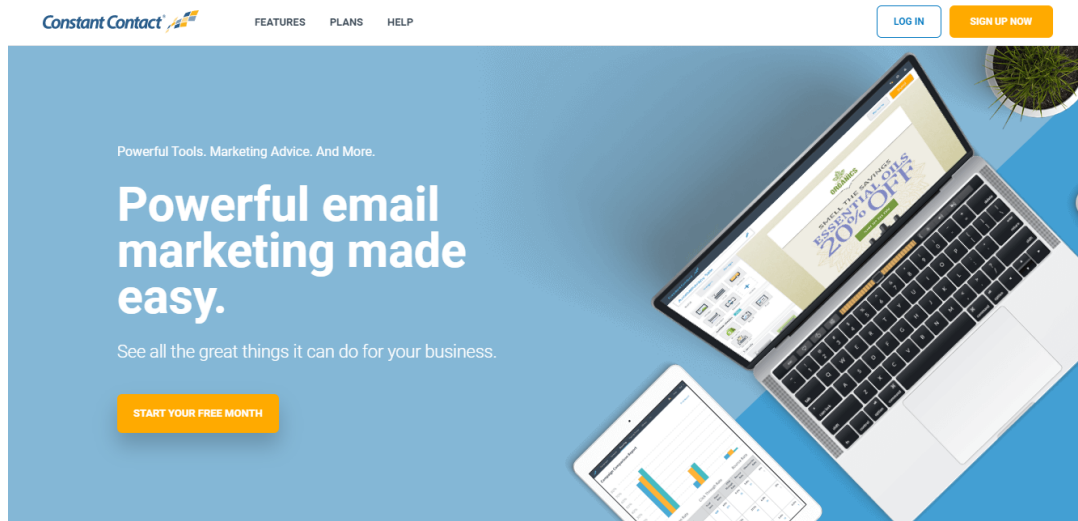
This might be the most popular email marketing platform for many bloggers and small businesses for one simple reason. It comes with a plan which is free of cost and allows you to have a subscriber list of up to 2000 people.

Using Mailchimp as an email marketing service offers many advantages as it offers beautiful pre-designed templates, personalized functions, and even social media integrations that can help businesses connect with their prospective customers. Email automation is made easy with this tool and it helps your business to run smoothly even in your absence. The [pricing](#) plan for Mailchimp is as follows:

- The Free plan for \$0
- The Essentials plan for \$9.99 per month
- The Standard plan for \$14.99 per month
- The Premium plan for \$299 per month

The Free plan comes with the basic necessities but for additional features or functions, you would have to get on the paid plans. So, if you are on a budget and in need of an easy-to-use tool with advanced features, then you need not look any further.

3. Constant Contact



Constant Contact is an email marketing service which offers many more features than your average marketing automation. It is a platform with various advanced functions such as Subject line A/B Testing, surveys, polls, drip campaigns and ecommerce email marketing just to mention a few.

This platform offers one-month free access when you choose a plan. There are 2 plans starting at \$20 and \$45 per month which are the Email and Email Plus plan, respectively. These plans vary according to the number of subscribers on a list. Some of the features of these plans include:

Email Plan:

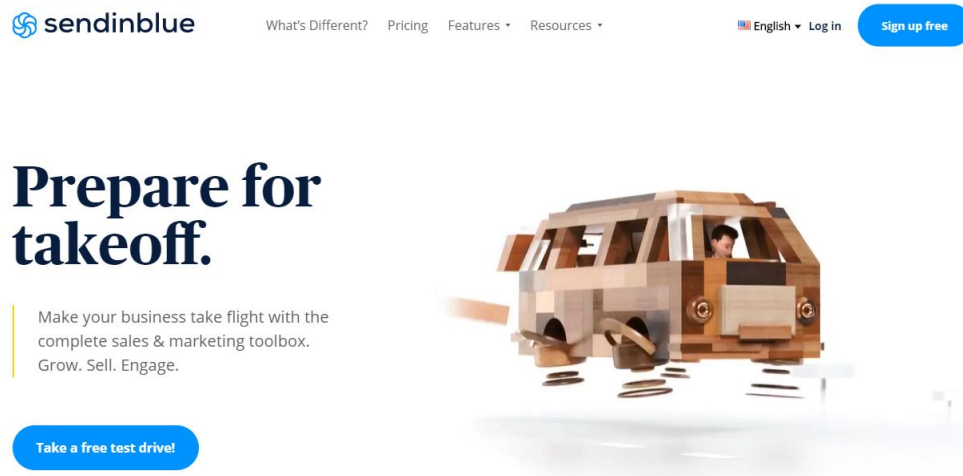
- Unlimited Emails
- Customizable Templates
- Pop-Up Forms
- List Segmentation
- Facebook & Instagram Ads & Insights`

The Email Plus plan includes all the above and:

- Ecommerce Marketing Advanced
- Online Store - Accept Online Payments
- Contact List Import
- List-Building Tools & Welcome Email
- Customizable Pop-Up Forms
- List Segmentation

These are just a few of the features included in the plans for Constant Contact. There is also a 15% discount for small businesses who want to prepay for 6 or 12 months and non-profit organizations are allowed a discount of 30% on the same prepayments. You can view a more detailed analysis of this plan [here](#)

4. [SendInBlue](#)



The screenshot shows the SendInBlue website homepage. At the top left is the SendInBlue logo. To its right are navigation links: "What's Different?", "Pricing", "Features", and "Resources". Further right are "English" (with a dropdown arrow) and "Log in". A prominent blue button labeled "Sign up free" is located in the top right corner. The main content area features the headline "Prepare for takeoff." in a large, bold, dark blue font. Below this headline is a sub-headline: "Make your business take flight with the complete sales & marketing toolbox. Grow. Sell. Engage." A blue button with the text "Take a free test drive!" is positioned below the sub-headline. To the right of the text is a 3D illustration of a wooden airplane with a pilot visible in the cockpit, flying over a white surface.

SendInBlue is another vibrant email marketing platform that combines a lot of good features for small businesses. Their services are available to different users such as agencies, e-commerce

companies, marketers, and non-governmental organizations. The all-in-one platform also combines other features such as SMS Marketing, Live website chats, Facebook Ads, Landing pages, Customer relationship management and so much more.

The email marketing service helps you to create personalized and professional messages from scratch for the growth of your business. It also allows you to manage all your contact details and it automates all segmentations and marketing messages so that you can be sure that your emails are reaching the target audience.

[Pricing](#) plans for SendInBlue are split into 5 and are based on volume of emails:

- The Free plan which allows you to send up to 9000 emails per month
- The Lite plan at \$25 with up to 40,000 emails per month
- The Essential plan at \$39 with up to 60,000 emails per month
- The Premium plan at \$66 with up to 350,000 emails per month
- The Enterprise plan with all the above features at customized pricing

You can also enjoy a 10% discount on the Lite to Premium plans if payments are made annually.

Check out their website to find out more about the features of each plan.

5. Drip

drip Features Pricing Integrations Partners Customers Learn

Try Drip free Get a demo Sign In

Marketing automation built for ecommerce.

Brands are using their store data with Drip-powered marketing automation to build personalized marketing experiences, drive meaningful engagement, and earn long-term customer loyalty.

Your work email Try Drip Free

By submitting, you agree to receive emails from Drip.

Work 2 steps

Split Test Complete (Push A won)

2nd Purchase Created

Added to Facebook custom audience

facebook

Viewed "jackets" in the last week?

Instagram

Top Strategies

Your Best Posts

\$0,470 in sales

2,210 views

48% of your posts were viewed by your audience in the last 7 days

While Drip is a great email marketing platform for many businesses, it is especially great for e-commerce companies and has been referred to as the future of marketing automation for e-commerce.

It is a very beginner-friendly tool and it helps online store owners to create unique experiences for each of their customers. It allows them to identify customers based on various segmentations like:

- ✓ New visitors
- ✓ Returning customers
- ✓ Customers who have abandoned their shopping carts
- ✓ Customer's orders or even just products that they have expressed interest in.

And these are just some of the examples showing how intelligent their marketing automation tools are. Many people prefer to use Drip because it allows you to personalize the customer's

experience by curating personalized messages based on the data gotten from the customers and their behavioral patterns.

It also supports integrations for various websites such as Shopify, Magneto, PayPal, Stripe, WordPress, and Facebook. All these helps to create a seamless experience for the customer.

The [pricing](#) plan for Drip starts at \$19 per month for up to 500 subscribers and increases as the number of subscribers grow. Drip also allows you to send unlimited emails regardless of the plan you decide on.

There is a free 14-day trial which requires no credit card information and allows you to test all the features of an ECRM. They also offer amazing customer service which includes a friendly support team, user manuals, guides, and free resources such as courses or webinars.

There are a lot of email marketing platforms available for small businesses and most of them perform similar services. For you to decide on what platform you want to use, it is important to consider things such as your budget, marketing needs or user-friendliness of the service. Also remember that you never have to be stuck with one email marketing service and you always have the option of switching whenever you find one that suits your needs.