
EMAIL MARKETING SERVICES

1. AWber

An email marketing program that provides 150 templates and a host of powerful, easy-to-use email marketing tools.

- **Tracking:** track the performance of each email you send or an email campaign as a whole
- **Customization:** customize templates and sign up forms to support your brand
- **List Management:** collect, manage, and send to specific segments of subscribers
- **Deliverability:** use the tools provided to get more messages delivered to your subscribers
- **Cost:** starts at \$19/month

2. Campaigner

A simple email creation tool that offers 1,200 possible email variations.

- **Tracking:** See who's receiving, opening and clicking links in your emails
- **Customization:** Pick from categories like newsletters, industries like real estate, and themes like special occasions
- **List Management:** Store your lists in Campaigner, and automatically manage opt-ins and opt-outs
- **Deliverability:** Get your messages delivered since 97% of Campaigner emails avoid spam filters and reach the inbox
- **Cost:** starts at \$10/month

3. MailChimp

An email marketing tool that was created to grow with your business.

- **Customization:** Select a pre-designed template, or customize your own email newsletter from scratch
- **Social Media:** Use Facebook to make connections, add fans, and get the word out about your newsletter
- **Deliverability — Mobile Distribution:** Use Email Beamer to send a campaign from any email app or your smartphone, without having to log in to MailChimp
- **Deliverability — A/B Split Testing:** Test different subject lines and messages to fine-tune your campaigns
- **Cost: FREE!** More advanced, integrated accounts start at \$10/month

4. iContact

An email and social media marketing tool that is built around small business needs.

- **Tracking:** See how popular your emails are with your contacts by tracking opens, clicks, and unsubscribes
- **Customization:** Pick a template from hundreds of options and create custom messages with the drag-and-drop message creation tool
- **Social Media:** Publish directly to Facebook and Twitter, and track the popularity of your posts
- **Deliverability:** Take advantage of a team of delivery specialists who make sure your messages get delivered
- **Cost:** starts at \$14/month

5. ConstantContact

An email marketing tool that includes free personal coaching and support by phone, email, chat, and in person.

- **Security:** Grow and store your lists in a secure, permission-based environment
- **Customization:** Choose a customizable template and easily edit it with one click
- **Social Media:** Promote your campaigns on social media sites like Facebook and Twitter and see social stats
- **Deliverability:** Use the anti-spam checker to make sure your campaigns get delivered
- **Cost:** starts at \$15/month

NOTE: There are many email marketing services available. These particular services were chosen because of their user-friendliness, customization, pricing and ability to work with small-to-mid size businesses

