

ActiveCampaign >

ActiveCampaign combines your email marketing, automation, with CRM and sales. You can import lists of contacts from other services that you use or contacts can be added manually one at a time, or importing from a file on your computer. They have editable templates that you can choose from to create your campaigns. ActiveCampaign gives you the option to view reports such as: opens/unopened, forwards, links clicked, bounces, unsubscriptions, updates, and more! You can also send SMS messages to your contacts for follow up on campaigns. ActiveCampaign's plans start from \$9/month. You can also request a demo with limited features for a test run.



Constant Contact offers tools to make it easy for you to stay in contact with your clients. You can schedule email campaigns and you can see how your recipients are handling your emails through reports that detail whether an email was opened, forwarded or bounced. They offer hundreds of templates to choose from for your email blast and a gallery of stock images that you can include on your email campaigns to add interest. Constant Contact lets you import files of contacts or input them individually. Constant Contact has a 60-day free trial (no credit-card required). After that their pricing starts as low as \$20/month.



Campaign Monitor

Campaign Monitor allows you to create email campaigns that get results. They have hundreds of templates that you can customize to look great on any device. You can create emails that send on a specific time and date to keep your audience engaged. Campaign Monitor allows you to see how your emails are performing in real time with interactive data and analytics on your campaigns. Campaign Monitor's pricing plans start from \$9/month.



GetResponse

GetResponse gives you the ability to create valuable marketing list of prospects and clients, so you can develop relationships with them and build a responsive and profitable base. They have a design editor so you can create follow-up campaigns, newsletters, and video emails in minutes. GetResponse has list management tools to help you market to your clients and an unlimited autoresponder that allows you to follow up automatically with customers.

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



ConvertKit

ConvertKit is an email service provider that is specifically for businesses who are building audiences. Leads can be collected via web forms or through landing pages that you can create within the ConvertKit editor. Everything inside the template is editable. You can send out broadcasts and drip campaigns by first choosing which subscribers you want to send it out to. ConvertKit lets you segment contacts into those who interested and those who have already purchased. ConvertKit also lets you re-send to any unopened emails. Pricing for ConvertKit plans start from \$29/month with a 30-day refund policy.



AWeber has excellent features like broadcast messages, reports, and managing subscribers. You can choose the day and time you want an email to be sent as well as who they are sent to (all subscribers, certain ones, or to a certain email list - you get to choose!). Aweber allows you to automatically send follow up messages to your subscribers after a set amount of days and at whatever day of the week and time you choose. AWeber offers a 30-day free trial. After that, their pricing starts from \$19/month.