



Choosing the Right Email Platform



There are many choices when selecting an email platform. Right now I won't suggest any option, but I will provide some overarching questions to ask when considering any email service.

Company	Free migration service *	Landing page builder	24/7 customer support **	Dynamic segmentation
AWeber	✓	✓	✓	✓
MailChimp	✗	✓	✗	✗
ConvertKit	✓	✓	✗	✓
SendInBlue	✗	✗	✗	✓
MailerLite	✗	✓	✗	✓
MailJet	✗	✗	✗	✗
MooSend	✗	✗	✗	✓
SendPulse	✗	✗	✓	✗
EmailOctopus	✗	✗	✗	✓
BenchMark	✗	✗	✓	✓

* from other email marketing platform

** 24/7 Customer Support from Phone, Email, and Live Chat at some point

- Do you control your data? Can you move your subscribers, for example, and download a list?**
- What sort of CRM does it have on the back end for managing relationships with your community?**
- Is it going to stick around? Will it be bought by someone else?**

- How is its customer support?**
 - What analytics and testing support does it have?**
- (How can it help you learn and improve your strategy?)**

- How will you be writing for it
(automatic/RSS/social feed or
handwritten/edited)?**
- Does it play well with your current tech stack
(CMS, Ad server, CRM, etc.)?**

- Who is it primarily trying to serve
(marketers, activists, media)?
and what features it will require**

Top Conciderations

- eCommerce optimization
- automation side
- scalability
- pricing
- reliability
- simplicity