

Marketing Automation

Top Tools



SMS Marketing Automation

1. TextMagic

- Versatile platform for both promotional and transactional SMS messages
- Pay-as-you-go option, making it budget-friendly for smaller businesses
- Features include bulk messaging, email-to-SMS conversion, and two-way texting

2. SimpleTexting

- User-friendly interface with comprehensive features
- Offers bulk messaging, automation, and detailed analytics
- Integrates with popular tools like Mailchimp and Zapier

3. EZ Texting

- Prioritizes simplicity and ease of use
- Affordable pricing plans
- Features include mass texting, text-to-vote polls, and delivery reports

Email Marketing Automation

1. Sender

- One of the most affordable email newsletter services
- Free plan available with automation features
- Includes drag-and-drop editor, behavioral segmentation, and visual automation builder

2. Brevo (formerly Sendinblue)

- Offers advanced marketing automation at an affordable price
- Free plan available with up to 300 emails per day
- Includes website goal-based campaigns, lead scoring, and SMS marketing features

3. MailerLite

- Generous free plan for up to 1,000 subscribers
- Easy-to-use interface with straightforward automation setup
- Includes landing page editor and customizable forms

Combined Email and SMS Marketing

1. Textdrip

- Cost-effective SMS marketing automation tool
- Features include unlimited data imports, message scheduling, drip campaigns, and bulk texting
- Base plan starts at \$19.99 per month with flexible pricing

2. Insider

- Helps create, personalize, and automate marketing campaigns across multiple channels
- Syncs email and SMS campaigns
- Tailors campaigns based on customer behaviors and interests

Additional Automation Tools

1. GetResponse

- Affordable email automation software with additional features
- Includes AI content creator, landing page builder, and webinar hosting
- Offers smart send time optimization

2. EmailOctopus

- Budget-friendly email service for creating, sending, and tracking campaigns
- Features include pre-designed templates, automation builder, and contact tagging
- Offers detailed analytics and live chat support