

[WPBEGINNER](#)[BLOG](#)[SHOWCASE](#)[7 BEST EMAIL MAR...](#)

7 Best Email Marketing Services for Small Business (2023)

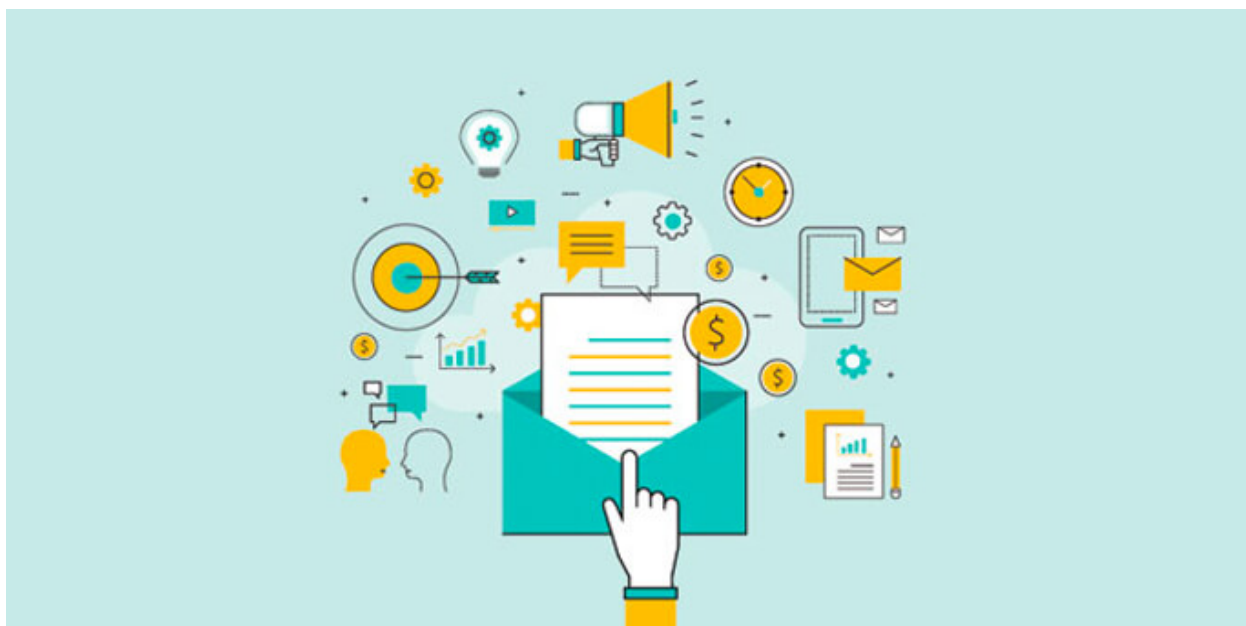
Last updated on November 29th, 2023 by [Editorial Staff](#) | Reviewed by: [Syed Balkhi](#)



Is email marketing a priority for your business in 2023? Are you looking for the best email marketing software?

Choosing the right email marketing service can have a significant impact on the success of your marketing campaign.

In this article, we will review and compare the 7 best email marketing services for small businesses.



Why Choosing The Best Email Marketing Service is Important?

Email marketing is one of the most cost-effective marketing strategy for small businesses. According to [marketing statistics](#), email marketing on average sees a 4400 percent return on investment (ROI) for businesses in the United States.

This is because email marketing is easy to manage, gives you full control, and allows you to establish a direct contact with your customers.

Not convinced on email marketing? See these [6 reasons why building an email list is so important today](#).

It's important to understand that a lot of your success with email marketing depends entirely on the email marketing software you choose because they are responsible for making sure that your emails actually get delivered.

If you aren't careful, then you will end up paying a lot more money for fewer marketing features and terrible email deliverability rates (which causes you to lose even more money).

What to Look for in a Good Email Marketing Tool?

A good email marketing service should enable you to create highly engaging email newsletters with an easy user interface (ideally drag-and-drop editor).

You should be able to easily send bulk emails that are actually personalized and targeted without a lot of work. This is also known as [marketing automation](#).

Aside from that, your email marketing service must make it easy to manage your contact list, [segment users into groups](#), and track the performance of your email marketing campaigns.

Most importantly, a good email service provider ensures that your email campaigns do not end up in the spam folder.

Having said that, let's take a look at some of the most popular email marketing service providers and how they stack up against each other.

1. Constant Contact



Constant Contact is one of the largest and fastest growing email marketing service in the world. It is also the most easy to use and beginner friendly email marketing service.

You can easily manage your email lists, contacts, email templates, marketing calendar, and more.

Each account gives you access to unlimited emails, easy tracking and reporting, built-in social media sharing tools, free image library, list segmentation, Facebook ads integration, and a powerful eCommerce integration for **Shopify** stores.

Their Email Plus accounts also come with powerful features like email automation, drip campaigns, surveys & polls, coupons, online donations, and subject line A/B testing which helps you send targeted emails to maximize your open rate.

Constant Contact offers unmatched customer support with live chat, phone calls, email, community support, and a vast library of helpful resources.

Aside from online training, they also offer in-person live seminars across the United States. This allow small business owners to quickly learn the basics of email marketing and start using it to grow their business like a pro.

For all the reasons above and especially their ease of use, we rate **Constant Contact** the best email marketing service for small businesses and startups.

Constant Contact has a 60-day free trial (no credit-card required). After that their pricing starts as low as \$ 9.99 /month.

WPBeginner users can use our **Constant Contact coupon code** to get an additional 20% off.

2. Brevo (Formerly Sendinblue)



Brevo, formerly known as Sendinblue, is a complete SMS and email marketing software for businesses. They are one of the fastest growing email marketing platforms in Europe.

It is an extremely easy to use platform with excellent tools to create beautiful and highly engaging emails. Their simple drag and drop email editor is perfect for beginners with no experience in email marketing.

Brevo includes user-friendly **marketing automation tools** that allow you to send transactional emails, create workflows for automatic follow-up emails, and segment users. It can also select the best time to send bulk emails using their AI algorithms to ensure the best email deliverability.

Brevo offers a completely free email marketing plan unlimited contacts. Their free plan lets you send up to 300 emails per day, but all your emails will have their branding.

Their paid plans start from \$25 per month for Lite. You can also include SMS to your account, but the pricing will vary based on your sending requirements.

They have improved their premium plan recently to include more advanced features like landing page builder, live chat, **sales CRM**, and Facebook ads integration. This means users now get more value for the same price.

Brevo also offers a separate SMTP bulk email marketing service which you can use to power automated or transactional emails from your WordPress site. You do not need this for email marketing campaigns, but it's a nice functionality to have if you have a large website, and you want automatic real-time content based emails.

3. HubSpot

HubSpot is one of the most well-known software in the customer relationship management (CRM) and email marketing space.

Their email marketing service is free to start, and it comes with a lot of advanced automation features designed to grow your business.

You can use their easy drag-and-drop email builder and a selection of templates to create a completely custom newsletter that matches your brand's personality and colors.

Because of the native integration with the HubSpot CRM, you can personalize your emails for each subscriber based on things like device type, country, list membership, or any other custom information you might have on the individual subscriber.

HubSpot comes with all the powerful feature you'd expect from an enterprise level email marketing software such as send time optimization, high email deliverability, A/B testing, detailed performance analytics, marketing automation, drip campaigns, and more.

One of the main reasons why small, medium, and enterprise customers choose HubSpot is because they offer an all-in-one marketing platform that includes email marketing, CRM, automation workflows, sales tools, website builder, operation hub, and more.

Hubspot Email Marketing has a free plan, which includes the CRM and all of HubSpot's free marketing, sales, service, and operations tools.

The free version allows you to send 2,000 emails and store an unlimited number of subscribers. You can create custom signup and popup forms, build landing pages, manage and track your online ads, and more. It has all the tools you need to get started.

If you need more advanced capabilities, then their paid plans starts at \$45/month.

4. Omnisend

Omnisend is a powerful SMS & email marketing service for eCommerce businesses who are looking for an omni-channel marketing automation solution.

They offer one of the most generous free email marketing plans because it includes all the powerful features like pre-built automation workflows, subscriber segmentation, A/B testing, performance reports, and even SMS + web push notification.

Most other free email marketing plans are restricted, but Omnisend is confident in their value proposition, so they offer most everything in their free plan. As your contact list grows, you will need to upgrade to their paid plans.

Omnisend seamlessly integrates with all the popular website builder and eCommerce platforms like WooCommerce, Shopify, BigCommerce, and more. They also have integration with hundreds of other business tools like live chat software, help desk service, and more.

The best thing that we liked about Omnisend is their pre-built eCommerce marketing automation workflows that are designed to help you drive more revenue through customer journey optimization. This includes emails like welcome email series, cart abandonment emails, cross-sell emails, and more.

Their email builder is very easy to use and comes with a large selection of customizable email templates, so you can create beautiful, on-brand campaigns. Once it's set up, you can personalize the email using their powerful targeting and segmentation features.

What a lot of users love about Omnisend is that they offer SMS built-in, so you don't have to pay for a separate software, and their SMS feature allows you to send messages in 209 regions across the world.

Omnisend free email marketing plan allows you to contact up to 250 subscribers, and their paid plans start at \$16 per month.

5. Drip

Drip is a powerful enterprise email marketing platform for eCommerce, bloggers, and digital marketers. They offer a wide range of tools to make marketing automation, sales funnels, and personalization easy.

Their email software offer seamless integration for all popular website builders including WordPress and WooCommerce. This allows you to easily add pop-ups / opt-in sign up forms to your website and capture more leads.

What sets Drip apart from the competition like Campaign Monitor is their intelligent marketing automation tools, smarter email segmenting, split testing features, list groups, and a visual drag and drop builder for automation workflows. These features allow you to reach targeted customers in your email list to get more sales.

Support options at Drip include live chat support, webinars, automation training, detailed courses, free guides and excellent documentation.

We use Drip for several of our businesses including WPBeginner because it allows us to send bulk emails while connecting and engaging with every customer on a personal level using their smart eCommerce marketing automation. We can also use the WPForms integration to add specific customer data tags to improve personalization.

Their eCommerce revenue attribution feature shows us exactly how much revenue we generate from each email marketing campaign.

Even though it's a bit pricey, we believe Drip is the best email marketing software for eCommerce websites and business owners who want more advanced features to maximize their marketing efforts.

Drip offers a free trial, and their plans starts from \$49 / month which includes all their features.

Recently, they've added SMS notification as a feature to all plans which allows you to connect with your users on both email and **SMS marketing** channel. This makes them a true all-in-one email marketing platform for store owners.

6. Moosend

Moosend is an affordable email marketing service for small businesses. It comes with a suite of powerful marketing automation features, email list building tools, landing pages, and more.

You can quickly create an email newsletter and customize the email design to match your brand within minutes by either choosing from their dozens of pre-made email templates or by creating a completely custom template.

The nice part about Moosend is that they offer marketing automation features to all plans. You can use their automation workflow designer to offer a personalized subscriber journey for your newsletter subscribers.

Moosend offer detailed email analytics that shows you important metrics such as email opens, clicks, bounces, product views, purchases, custom event tracking, and even predicted demographics data.

All plans come with powerful conversion optimization features such as A/B testing, email heatmap analytics, [countdown timers](#), conditional content, AI-engine for product recommendations, popup forms, floating bars, newsletter signup subscription forms, and more.

[Moosend](#) offers a 30 day free trial with unlimited number of emails (no credit card required). After that their pricing starts at \$9 per month for their Pro plan which includes landing page builder, transactional emails for eCommerce websites, team management, and more.

7. AWeber

[AWeber](#) is one of oldest and most popular email marketing service providers in the world. They offer a wide-range of tools for small and medium sized businesses to manage their email marketing.

Getting started with AWeber is easy. It connects seamlessly to most platforms including WordPress. For detailed instructions, see our [ultimate guide on how to connect AWeber to WordPress](#).

You get access to ready to use html email templates, list management, autoresponders, a/b testing, and email tracking with detailed insights.

[AWeber](#) also has other powerful email marketing features such as AMP emails, automatic RSS-to-email for bloggers, and tag based subscriber segmentation.

Support options include live chat, phone support, email support, live webinars, and a vast library of how-tos and tutorials.

AWeber offers a limited free plan for up to 500 subscribers. After that, their pricing starts from \$19/month. You can also sign up for quarterly or annual plans to save even more.

Bonus: ConvertKit

ConvertKit is a robust email marketing platform for professional bloggers, authors, and marketers. It is extremely easy to use and incredibly powerful.

ConvertKit's unique feature is that allows you to easily offer **content upgrades** and incentives with email sign up forms. It also comes with easy to manage auto-responders allowing you to send drip emails from their emailing service.

With **ConvertKit**, you can easily segment subscribers into those who are interested and those who have already purchased. This helps you increase conversions with automated emails that feel more personal. In marketing terms, this is called targeted email marketing.

They have all the powerful features you'd expect from a top-notch email marketing service such as A/B testing, beautiful email templates, **landing page builder**, smart workflows, and more.

ConvertKit offers email based support and have extensive knowledge base with great learning material.

A lot of **ConvertKit** features such as **paid newsletters** are specifically designed for creators and professional bloggers that's why we rate them the best email marketing service for professional bloggers.

They even added the ability for you to sell digital products & subscriptions from the same platform.

ConvertKit offers a 14-day free trial, and their pricing starts from \$29/month. They also offer a 30-day refund policy.

Their Creator Pro plan also includes advanced functionality like newsletter referral system, subscriber scoring, advanced reporting, and Facebook custom audiences.

Bonus: Mailchimp

Mailchimp is one of the most popular email marketing service providers in the world primarily because they offer a forever free email marketing service plan.

Although we don't recommend it anymore since there are better solutions available in the market, the sad reality is that we cannot create a best email marketing software list without including Mailchimp due to their sheer popularity.

Mailchimp comes with an easy drag-and-drop email builder, autoresponders, segmenting contacts into groups, and simple **email tracking** for analytics. It also allows you to setup delivery times based on user's timezones, and you can setup segmenting based on geolocation.

You can easily integrate MailChimp with WordPress, Magento, **Shopify**, and many other platforms. If you are using WordPress, then see our **ultimate guide to using Mailchimp and WordPress** for detailed instructions, or check out our picks of the **best Mailchimp plugins**.

When it comes to marketing automation features, Mailchimp platform is quite limited when compared to other providers in our list such as **HubSpot**, **Drip** or **ConvertKit**.

In the recent years, **Mailchimp** has attempted to add many of the "advanced" features, but having tested many of these, they're not truly advanced.

Mailchimp support is offered by email, live chat, and a large tutorials knowledge-base. However their support is often slow and no match to the quality of service that you get from **Constant Contact**.

Mailchimp offers a forever free plan which allows you to send 1,000 emails for up to 500 subscribers in 1 audience.

This plan is fairly limited because you don't get features like send-time optimization, advanced segmentation, multi-variate testing, etc. You are also required to display their branding in your email. Last but not least, support is restricted to email only which is fine if you're a hobbyist but as a serious business, you need reliable support that you can count on.

Their paid plans start from \$20/month, and the pricing increases based on the number of subscribers in your audiences.

However, if you want unlimited audiences, advanced audience segmentation, multivariate testing, and comparative reporting, then you'd have to move to their \$350 per month plan.

Final Thoughts: The Best Email Marketing Service

There are dozens of email marketing services out there, and we want to make sure you choose the right one for your business needs. Below is our expert pick:

If you're a small business, non-profit, or a new blogger, then we recommend using **Constant Contact**. Their pricing is great, and the support team is absolutely top-notch. Their onboarding team will help you find success with email marketing right away.

If you run an online store / ecommerce website, then we recommend using either **Omnisend** or **Drip** because they offer the best eCommerce email marketing software. Their personalization and automation features are extremely powerful. A lot of our own business websites use Drip.

If you're a professional blogger or content creator, then we recommend using **ConvertKit**. They offer an easy to use platform with advanced segmentation and funnels that will help you take your blogging business to the next level.

If you're a business owner who wants a powerful marketing automation tool that combines email marketing, SMTP bulk emails, and SMS messages, then we recommend using **Brevo**. Their platform is easy to use, and they allow you to manage both email and SMS from a single interface. They also offer a fairly generous forever free plan which makes them the best free email marketing software.

If you're looking for an all-in-one email marketing solution, then we recommend using [HubSpot](#). They offer a power suite of marketing tools including email marketing, CRM, sales tools, live chat, website builder, and more. Their free plan is great for lead generation because it lets you store unlimited subscribers.

Pro Tip: Get More Email Subscribers, Faster!

Once you have picked an email marketing service for your business, you'll likely want to start getting more email subscribers.

We use and recommend [OptinMonster](#). It is a powerful conversion optimization toolkit that helps you turn abandoning website visitors into email subscribers and customers.

OptinMonster seamlessly integrates with all the best email marketing services that we mentioned above and dozens more.

WPBeginner founder, [Syed Balkhi](#), is also the co-founder of OptinMonster. He initially built OptinMonster to help grow our own email list. After the launch in 2013, it has grown tremendously with over 1 million active installs of the WordPress plugin.

Today OptinMonster is being used by some of the largest brands in the world including McAfee, Experian, TripAdvisor, Pinterest, Harvard University, Patreon, and more.

Aside from OptinMonster, you can also use the following tools to grow your email marketing list:

- [WPForms](#) – #1 WordPress form builder that you can use to create contact forms, surveys, polls, and other type of forms. It comes with built-in integration with all popular email marketing services. Trusted by over 6 million website owners.

- **SeedProd** – Want to create custom landing pages to boost conversions? SeedProd offers a far superior landing page builder experience. This is why smart website owners use SeedProd along with their preferred email marketing service since it integrates with all the popular email platforms.
- **LiveChat.com** – One of the easiest ways to grow your email list is to connect your **live chat software** with your email marketing service. We use LiveChat on several of our sites.
- **ChatBot.com** – Another smart way to grow your email list is to use **chatbot software** and connect it with your email marketing service.
- **RafflePress** – this is the leading WordPress giveaway and contest platform. It lets you use viral marketing to grow your email list.

Bonus Tip: Improve Your Email Deliverability

All the **email newsletter** tools that we have shared in this article have great email deliverability rates.

However there are few things you can do to make sure that your marketing emails always get delivered.

1. Use a Professional Email Address

Email platforms like Gmail, Outlook, and others have algorithms that look for spammy behavior. One of them is the sender email address.

As a business, it's important that you use a **professional business email address** (like `yourname@yourcompany.com`) and not a generic hotmail or gmail address.

This will help make sure that your email deliverability rate is higher than industry average.

2. Send Targeted Emails based on Interests

It's very important that you personalize your emails based on user segments. Email marketing software like **Constant Contact** and **HubSpot** allows you to easily group your subscribers into segments such as most active, not-active, interested in specific topics, custom segments, etc.

This will help your email marketing campaigns have the highest open rate and click through rate which is a big factor in future email deliverability.

We always recommend sending a personalized welcome email to all new subscribers and then segment users accordingly based on their interests.

It's also important to have a clear unsubscribe link for users, so they can unsubscribe rather than marking your emails as spam.

For more tips, see this ultimate [step-by-step email marketing guide](#) with examples to help you create a successful email marketing campaign.

Email Marketing Software FAQs

Having helped thousands of users pick the best email marketing software, we have answered quite a lot of questions. Below are some of the answers to the most frequently asked questions about email marketing platforms.

Can I do bulk email marketing from my Gmail or Outlook?

In theory, yes. But this will quickly get your email accounts suspended. [G Suite](#) and [Outlook](#) are not made for bulk email sending. They are great solutions for [professional business emails](#).

Which is the best free email marketing service?

A lot of email marketing services will offer free tiers for limited use. The best free email marketing service is [Brevo](#), formerly known as Sendinblue, because their free plan doesn't have a limit on the number of subscribers. [HubSpot](#), [Omnisend](#), [MailerLite](#) and [MailChimp](#) also offer free email marketing service plans.

How much does email marketing cost?

Your email marketing cost will entirely depend on the number of subscribers you have, the number of total emails you send per month, and the email platform you use. On average, a small business email marketing cost is around \$20 – \$300 per month on email marketing given that they manage their own campaign. If you use an email marketing agency, then your cost might be closer to \$500 per month or higher.

Can email marketing help with SEO?

Email marketing has no direct impact on SEO. However it can help you [get more traffic](#) to your website which can lead to more shares and sometimes backlinks / mentions.

Google and other search engines use shares and mentions as social signals to rank websites. So indirectly, email marketing can help your website's SEO rankings.

You may also want to use these [best WordPress SEO plugins and tools](#) to improve your rankings.

Which is the best email marketing app for Shopify?

Many of the above email marketing services offer an intuitive Shopify app that's easy to use. We recommend using either [Omnisend](#) or [Drip](#) since they offer robust eCommerce marketing automation tools that seamlessly integrates with both Shopify and WooCommerce.

Some eCommerce power users prefer Klaviyo for Shopify email marketing, but their platform is quite expensive for small businesses.

Which is the best email marketing platform for WordPress?

Most email marketing platforms have deep integration with WordPress because it's the most [popular website builder](#) on the planet powering over 43% of all websites. With that said, the best email marketing platform for WordPress are [Constant Contact](#), [Brevo](#), and [HubSpot](#).

Over the last few years, a lot of business owners are also switching to native WordPress email marketing solutions like [FunnelKit Automations](#) because it helps you save on costs big time while offering all the powerful features like [broadcast emails](#), automated drip emails, CRM, and more right from inside WordPress.

Website owners use FunnelKit for creating emails and then use the [WP Mail SMTP plugin](#) along with a [SMTP service](#) like [SendLayer](#), Amazon SES, SendGrid, or others to ensure that all emails reliably get to customers inbox.

Are there other email marketing platforms that are not listed here?

Yes, there are literally hundreds of email marketing services out there, but we have not listed them all here. We believe that making a full email platforms list would create more confusion and cause choice paralysis for non-techy readers.

We have tried all the top major email marketing service including many that are not in our email platform lists above such as: [MailerLite](#), ActiveCampaign, [GetResponse](#), Ontraport, Mailjet, Benchmark, Campaign Monitor, InfusionSoft (now Keap), Klaviyo, Marketo, Eloqua,

Pardot by Salesforce, Sendloop, iContact, Emma, TotalSend, SharpSpring, MailPoet, Email Octopus, Sendy, and more.

The top email marketing services that we have chose to include in our list provide the best features for the best price.

Which are the best email marketing services in your opinion?

Our top choices for the best email marketing services are:

1. **Constant Contact** – Best email marketing services for small business.
2. **Brevo** (formerly Sendinblue) – Best email and SMS marketing platform.
3. **HubSpot** – All in one email marketing and CRM for growing businesses.

Bonus: **Omnisend** or **Drip** as best email marketing platform for eCommerce.

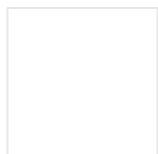
Along with an email marketing strategy, we also recommend **adding web push notification** on your website. This is another powerful way to connect with your visitors after they leave your website. We use **PushEngage** on WPBeginner, and it has become a top 5 traffic source on our site.

We hope this article gave you a good overview of the best email marketing services for your business. You may also want to see our list of **24 must have WordPress plugins for business websites**, and our comparison of the **best business phone services** for small businesses.

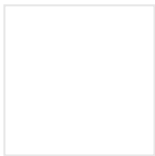
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About the Editorial Staff

Editorial Staff at WPBeginner is a team of WordPress experts led by Syed Balkhi with over 16 years of experience in WordPress, Web Hosting, eCommerce, SEO, and Marketing. Started in 2009, WPBeginner is now the largest free WordPress resource site in the industry and is often referred to as the Wikipedia for WordPress.

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194 Comments

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Syed Balkhi

Nov 1, 2023 at 2:24 pm

Hey WPBeginner readers,

Did you know you can win exciting prizes by commenting on WPBeginner?

Every month, our top blog commenters will win HUGE rewards, including premium WordPress plugin licenses and cash prizes.

You can get more details about the contest [from here](#).

Start sharing your thoughts below to stand a chance to win!

Fajri

Dec 19, 2023 at 10:26 pm

I am very interested in MooSend. I think I will consider using it in 2024 for my email marketing tool. I have used Brevo (SendInBlue before), MailChimp, and ConstantContact but I think it's a little bit pricey for someone who is trying to start an email marketing campaign.

Reply ↴

Moinuddin Waheed

Dec 10, 2023 at 9:37 pm

I have used mailchimp in the past and I think it is the most popular one when it comes to email marketing. Though I have used their free plan which has a limited number and is good for those who are just starting out.

But there are better options if one wants to upgrade for increasing email campaign.

I would definitely give a try to constant contact seeing it's popularity and active support and affordable pricing.

Reply ↴

Ahmed Omar

Nov 18, 2023 at 4:38 am

Great list of e-mail marketing platforms.
Granted, in my personal opinion I recently shifted to constant contact which is good and enough for my subscribers needs

Reply ↴

WPBeginner Support

ADMIN

Nov 20, 2023 at 10:46 am

Thank you for sharing which you are using currently

Reply ↴

hasan-hamidi

Sep 7, 2023 at 8:11 am

hello, special tanks to you and email marketing , I think the best way to advertise is email marketing , better than other ways , thanks again for your best website .

Reply ↴

WPBeginner Support

ADMIN

Sep 8, 2023 at 9:32 am

You're welcome, we hope our list of services was helpful and we're glad you found email marketing helpful!

Reply ↴

Logan Torres

Sep 3, 2023 at 9:44 pm

Great read regarding the various types of email marketing services nowadays and their benefits for continued business success. Thanks for this.

Reply ↴

WPBeginner Support

ADMIN

Sep 6, 2023 at 9:07 am

You're welcome, glad our list was helpful!

Reply ↴

Henrik R.

Apr 30, 2023 at 11:37 am

Hi!
You say:
“Mailchimp offers a forever free plan which allows you to send 12,000 emails for up to 2,000 subscribers.”
But according to my research, the free version includes max. 500 contacts and max.

1000 emails sent/month...
13 USD/month = 5000 emails.

Reply ↴

WPBeginner Support

ADMIN

May 1, 2023 at 10:05 am

Thank you for letting us know, MailChimp changed their free tier recently after this article was updated. We will be sure to update our article as soon as we can!

Reply ↴

mamun dev

Apr 12, 2023 at 6:46 am

Thanks! Great round-up I appreciate it.

Reply ↴

WPBeginner Support

ADMIN

Apr 12, 2023 at 9:44 am

Glad you like our list

Reply ↴

Ben Hawkshaw-Burn

May 20, 2022 at 8:15 pm

Great list of e-mail marketing platforms. Granted, in my personal opinion I would say that there are some other options out there I'd draw attention to opposed to the likes of HubSpot and MailChimp, this list is still full of great choices for smaller businesses which are beginning to dip their toes into the waters of e-mail marketing.

Reply ↴

WPBeginner Support

ADMIN

May 23, 2022 at 9:47 am

Glad you found our list helpful!

Reply ↴

Mitch

Nov 22, 2023 at 4:06 pm

thanks for the comments. what other companies would you recommend?

Reply ↴

Shahin Alam

May 19, 2022 at 2:35 am

Thank you so much. I'll go for SendinBlue free version.

Reply ↴**WPBeginner Support**

ADMIN

May 19, 2022 at 11:55 am

You're welcome, glad you found our recommendations helpful!

Reply ↴**Vijomi**

Sep 19, 2021 at 4:38 am

Really a very useful article. Through this article, I found some new email marketing services. Thanks for sharing all these email marketing services.

Reply ↴**Ouriken**

Jun 25, 2021 at 12:41 am

I will recommend Sendinblue as the best email marketing service to send emails to customers. I am using it for my clients.

Reply ↴

WPBeginner SupportADMIN

Jun 25, 2021 at 9:38 am

Thanks for sharing your recommendation

Reply ↴

D.

Jan 6, 2021 at 9:38 am

Can I add to this that I spent hours putting together draft campaigns in Mailchimp only to fall foul at the last hurdle when they decided that the content I was intending to send to my existing customers was “a “prospecting or introductory campaign” and that they couldn’t allow me to do it.

Reply ↴

WPBeginner SupportADMIN

Jan 7, 2021 at 9:43 am

You would want to reach out to MailChimp’s support as depending on how you created the list, you may be getting caught in a safety measure to prevent spam.

Reply ↴

Eldisa Haka

Jan 4, 2021 at 4:35 pm

Does free plan of sendinblue create a email list and a newsletter?

Reply ↴

WPBeginner Support

ADMIN

Jan 5, 2021 at 9:54 am

You would want to check with them for their current offerings but at the moment, you can do that with their free plan

Reply ↴

Jasmin B

Dec 14, 2020 at 12:44 pm

Awesome thank you so much this is great for email marketing

Reply ↴

WPBeginner Support

ADMIN

Dec 15, 2020 at 9:30 am

Glad our recommendations were helpful

Reply ↴

Bruce Maples

Nov 20, 2020 at 6:38 pm

I have an unusual question — Do any of these services offer a way to have a real-time or query-driven connection to the data? If I could find a provider that supported some sort of SQL connection, that would be much better than what I am doing.

Reply ↴

WPBeginner Support

ADMIN

Nov 23, 2020 at 11:20 am

We would recommend reaching out to the support for the different services with the tools you’re using on your site to see what integrations they have available.

Reply ↴

Ankur Sood

Aug 31, 2020 at 7:46 am

Thanks for sharing such a great article and it's helpful for everyone. Great Post!

Reply ↴

WPBeginner Support

ADMIN

Sep 2, 2020 at 10:14 am

Glad you found our content helpful

Reply ↴

Fencia

Aug 21, 2020 at 7:38 pm

Thank you for this information I found it to help me very much.

Reply ↴

WPBeginner Support

ADMIN

Aug 24, 2020 at 3:04 pm

You're welcome

Reply ↴

Rahat

Aug 1, 2020 at 6:11 pm

I'm going to try it for my next post.

Reply ↴

WPBeginner Support

ADMIN

Aug 3, 2020 at 3:05 pm

We wish you luck

Reply ↴

Beth Gucio

Jul 28, 2020 at 8:43 pm

You are a great writer. I like the way you present it. Surely, it helps a lot. Thanks for this and keep writing.

Reply ↴

WPBeginner Support

ADMIN

Jul 29, 2020 at 11:05 am

Glad you found our content helpful

Reply ↴

Chris jones

Jul 24, 2020 at 6:02 am

Such a great article, Thanks for your valuable information.

Reply ↴

WPBeginner Support

ADMIN

Jul 24, 2020 at 12:55 pm

You're welcome

Reply ↴

CHUKWU NWANNEKA

Jun 29, 2020 at 1:53 pm

That’s a good one. I’m just a beginner, will know better soon

Reply ↴

WPBeginner Support

ADMIN

Jun 30, 2020 at 11:38 am

Glad you found our recommendations helpful

Reply ↴

Faisal

Jun 23, 2020 at 4:50 pm

Are those Email marketing providers good for transactional emails?

Reply ↴

WPBeginner Support

ADMIN

Jun 24, 2020 at 8:50 am

If you wanted to you could certainly use these services for that.

Reply ↴

Ciara

Jun 11, 2020 at 2:46 pm

Thanks for all the helpful information—a quick question I didn’t catch above: can you easily switch from one Email Marketing Service to another if you unhappy with the service/your business needs change?

Reply ↴

WPBeginner Support

ADMIN

Jun 12, 2020 at 9:07 am

Yes, you can if you wanted

Reply ↴

Omolara

May 21, 2020 at 6:58 pm

Whao! This article is a great help. I will try the most top rated. It is good guide to help expose my website and products. I really appreciate this.

Reply ↴

WPBeginner Support

ADMIN

May 22, 2020 at 9:06 am

Glad our article could be helpful

Reply ↴

Zuby Singh

May 21, 2020 at 1:29 pm

Besides your list, I personally use CaptureCode and they offer so much then just email marketing. They offer an entire platform for campaign management and a host of other marketing tools.

Reply ↴

WPBeginner Support

ADMIN

May 22, 2020 at 8:44 am

Thanks for sharing your recommendation

Reply ↴

Adriana Jenson

May 7, 2020 at 9:16 pm

Hi there, I just wanted to offer a tip in case you'd like to update your article. I just went to the ConvertKit website, and they have a free version now! It's for up to 500 subscribers. I think it may get some new bloggers who would typically go to Mailchimp.

Reply ↴

WPBeginner Support

ADMIN

May 8, 2020 at 10:13 am

Thank you for sharing this

Reply ↴

Adriana

May 10, 2020 at 1:13 am

You're welcome! Happy to help. Your team helps me so much. Thank you for sharing your article!

Reply ↴

Anantha Ram

Apr 25, 2020 at 1:14 pm

It seems mail chimp will serve the starter needs without any discouragements! lets have a good time!

Reply ↴

WPBeginner Support

ADMIN

Apr 28, 2020 at 11:58 am

Glad our recommendation was helpful

Reply ↴

Stefan Ch

Feb 22, 2020 at 4:08 pm

I'd say that regardless of which esp one picks we should always make sure that deliverability is ok. I.e. SPF, DKIM, DMARC records set up correctly, and blacklists are checked upon regularly.

Reply ↴

WPBeginner Support

ADMIN

Feb 24, 2020 at 11:40 am

Thanks for sharing your recommendations

Reply ↴

Pschool

Jan 3, 2020 at 8:56 am

thank you for providing email marketing tools and software provider for email marketing.

Reply ↴

WPBeginner Support

ADMIN

Jan 3, 2020 at 10:13 am

You're welcome, glad our recommendations could be helpful

Reply ↴

Ranojit Kumar

Oct 2, 2019 at 12:58 pm

I used MailChimp for my tiny startup e-commerce website. I think it's best. I think it best for those who are looking for a lower price.

Reply ↴

WPBeginner Support

ADMIN

Oct 3, 2019 at 9:13 am

Thanks for sharing your recommendation

Reply ↴

Jochen

Sep 26, 2019 at 9:01 am

OptinMonster is a nice tool for collecting leads and mails. I am just playing around with it on a e-commerce page.

The great thing is, that I can use it on every blog or shop system.

Reply ↴

WPBeginner Support

ADMIN

Sep 26, 2019 at 11:47 am

Thanks for sharing your recommendation

Reply ↴

Dilraj gurjar

Sep 26, 2019 at 7:13 am

Sir can you please tell me some strategy to grow my email list because it's no growing fastely. It is running slow like per day 2 or 3 subscriber

Reply ↴

WPBeginner Support

ADMIN

Sep 26, 2019 at 11:39 am

For growing your email list, you would want to take a look at our article here:

<https://www.wpbeginner.com/beginners-guide/12-tested-and-easy-ways-to-grow->

[your-email-list-faster/](#)

Reply ↴

Mark JC

Sep 25, 2019 at 8:59 pm

Thanks for the article. There are two departments in my company which uses Constant Contact whole tho other uses Mailchimp. I find Mailchimp better for a bigger campaign. Great article and thanks for the comparisons.

Reply ↴

WPBeginner Support

ADMIN

Sep 26, 2019 at 11:07 am

Thanks for sharing your experience with the services

Reply ↴

Vitus

Sep 25, 2019 at 5:27 pm

Thanks for the wonderful comparison. Still new in email list building. Would come

handy.

Reply ↴

WPBeginner Support

ADMIN

Sep 26, 2019 at 11:11 am

You're welcome, glad our article could be helpful

Reply ↴

Melvin Adame

Sep 25, 2019 at 4:44 pm

I ended up going with Drip after being with Mailchimp for 3 years and it has been the best decision I could make. I have to thank the author of this article!! Thank you

Reply ↴

WPBeginner Support

ADMIN

Sep 26, 2019 at 11:12 am

You're welcome, glad we could recommend more options to you

Reply ↴

Karen Tooker

Aug 31, 2019 at 2:37 pm

Great comparison article. I've heard great things about Aweber and WordPress sites and auto responders. Nice to be able to compare in one place.

Reply ↴

WPBeginner Support

ADMIN

Sep 4, 2019 at 9:31 am

Glad our article could be helpful

Reply ↴

Thomas

Aug 30, 2019 at 11:57 am

While I hear alot of good things about Sendinblue and Convertkit, I heartily recommend Mailchimp to small businesses, email marketing entrepreneurs just starting out or if you just don't have a clue, are new to email marketing but want to find something affordable where you can start out. Then Mailchimp is for you. They miss some functions that other companies offer but the easiness and the "free up to 2 000 contacts" makes it e great starting point.

Reply ↴

WPBeginner Support

ADMIN

Aug 30, 2019 at 3:27 pm

Thanks for sharing your recommendation

Reply ↴

Kerry Hunt

Aug 27, 2019 at 3:48 pm

Thank you for this excellent article. I'm looking for an ESP that is easy to use and allows affiliate links. I understand some ESPs don't allow affiliate marketing in your emails. I'd love to hear which do or don't. Thank you!

Reply ↴

WPBeginner Support

ADMIN

Aug 28, 2019 at 9:14 am

Most if not all email service providers should allow for affiliate links. They just do not allow affiliate marketing and by that, it means emails only for recommending products rather than keeping up a relationship with your subscribers for your content

Reply ↴

Shakeel Anjum

Aug 27, 2019 at 2:44 am

Thank you WPB for providing the details of Best Email Marketing Services.

I'm currently using MailChimp and I'm currently happy with it.

Reply ↴

WPBeginner Support

ADMIN

Aug 27, 2019 at 10:03 am

You're welcome, glad you're happy with MailChimp

Reply ↴

Kevin Norberg

Aug 26, 2019 at 10:23 pm

Hey, thanks for supporting us out here! Really appreciate the quality training and content.

Reply ↴

WPBeginner Support

ADMIN

Aug 27, 2019 at 9:39 am

You're welcome, glad out tutorials can be helpful

Reply ↴

Adi Rainbow

Aug 26, 2019 at 1:44 pm

Nice Blog For The Email Marketing!

Reply ↴

WPBeginner Support

ADMIN

Aug 26, 2019 at 1:48 pm

Thank you

Reply ↴

Trent W

Jul 30, 2019 at 1:10 am

Nice page really helpful and I have a question
1st) if you choose a service and decide to change do you keep your list or have to start over

Reply ↴

WPBeginner Support

ADMIN

Jul 30, 2019 at 10:18 am

Most if not all of the email marketing services give you the ability to export your list of users to transfer to the new platform.

Reply ↴

Naum

Jul 17, 2019 at 11:52 am

Can u guys check the maijet link because when i click it doesnt take me to the maijet website, i think the link is at the forth paragraph. but thanks for the article it is very

helpful

Reply ↴

WPBeginner Support

ADMIN

Jul 18, 2019 at 9:59 am

From testing the link appears to be working but we will be sure to keep an eye out should the links have any trouble

Reply ↴

Okereke Divine

Jul 5, 2019 at 11:01 am

WPbigger – this is the first blog that I learnt how to create wordpress back then in 2016. Today, I have also learnt a lot about the email marketing.

I really appreciate you guys existence and YES, HAPPY BIRTHDAY

Reply ↴

WPBeginner Support

ADMIN

Jul 8, 2019 at 1:10 pm

Thank you, glad we could be helpful over such a long time

Reply ↴

kashyap

Jul 3, 2019 at 5:30 am

Nice Blog For The Email Marketing

Reply ↴

WPBeginner Support

ADMIN

Jul 3, 2019 at 11:44 am

Thank you

Reply ↴

Sikha Mishra

Jun 25, 2019 at 7:02 am

Very good list, added to my favorites. I like that you broke down the questions by topics.

Reply ↴

WPBeginner Support

ADMIN

Jun 26, 2019 at 10:40 am

Thank you, glad you like how we broke down our article

Reply ↴

David

Jun 22, 2019 at 12:44 pm

MailChimp does seem to be peeling back what it offers, and over time is restricting their plans more and more... however I do believe they announced they were adding automation to the free plan a while back. I'm not sure your report on them is accurate in that sense.

Reply ↴

WPBeginner Support

ADMIN

Jun 24, 2019 at 11:46 am

We will certainly keep an eye on any product in our articles and update the article should our opinion change

Reply ↴

Donna

Jun 7, 2019 at 4:09 pm

Please I need a email provider that could drop Gmail spamming to inbox.....

Reply ↴

WPBeginner Support

ADMIN

Jun 10, 2019 at 11:30 am

If you mean you don't want your messages being sent to the spam in Gmail's inbox then any of these services can help with that and if you reach out, also have recommendations to help prevent your message from being sent to spam.

Reply ↴

Sanjay Sajeew

Jun 6, 2019 at 8:12 am

Very informative list. I am planning to buy any of Convert kit, Aweber, or Constant Contact. But I need to know Whether these Email services provide Landing pages and A/B testing tools? Since I am completely new in Email marketing, I have no idea. Kindly reply on this.

Reply ↴

WPBeginner Support

ADMIN

Jun 6, 2019 at 10:41 am

There are different implementations for each email marketing provider. If you reach out to their support with what you would like to set up, they should be able to let you know if that is available with their platform.

Reply ↴

Alian

Apr 5, 2019 at 11:50 am

I used mailchimp for some time and then switched to Tabellarius. Both give you very powerful tools under your belt if you know how to use them correctly.

Reply ↴

WPBeginner Support

ADMIN

Apr 8, 2019 at 11:04 am

Thank you for sharing the service you're currently using

Reply ↴

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Please Do NOT use keywords in the name field. Let's have a personal and meaningful conversation.

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