

Email Marketing Tools

“Comprehensive Toolkit for Email Marketing Tools”

Email Marketing Process



Build

Build and manage your clients databases.



Create

Create eye catching promotions, invitations and newsletters.



Send

Send targeted communications to specific clients segments.

Serious about **EMAIL**
MARKETING?

Join our **Upcoming Training!**

Details @ www.digitalvidya.com

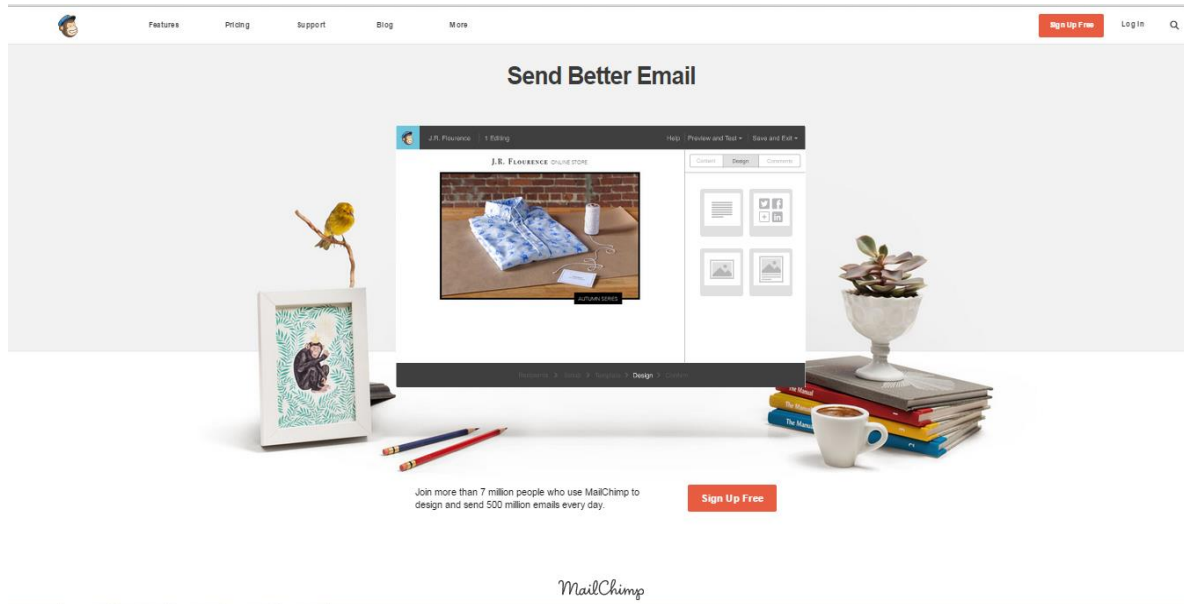
CONTACT US

info@digitalvidya.com

+91-11-8010033033

20 Email Marketing Tools

#1 MailChimp



Details at <http://mailchimp.com/>

What is it? It is one of the most widely used platforms for users to create, send and track the email newsletters.

What are the common uses? MailChimp allows you to send emails to up to 500 subscribers all at one go. This tool is free for the list of up to 2,000 subscribers.

#2 My Emma

Experience Emma now Log in

emma

Menu

Get more from your email marketing.
Emma's best-in-class software and personalized services make it possible.

Learn more ↓

What's new at Emma?

- Holiday Guide**
The busy marketer's guide to the 2014 holiday season [Read more](#)
- Automation Demystified**
A modern marketer's guide to email automation. [Get the guide](#)
- Mailing Score**
A new performance indicator for every sent mailing [Learn more](#)

Details at <http://myemma.com/>

What is it? My Emma is one such email marketing tool that helps to create visual designs by selecting downloadable options to customize the email.

What are the common uses? This tool is primarily leveraged for integrating email marketing campaigns with the user's social media account by enabling you to create your own email newsletter's design.

#3 Constant Contact



LOG IN

Helping small business do more business

Start your FREE trial today!

or Buy Now »

Details at <http://www.constantcontact.com/index.jsp>

What is it? Amongst other email marketing services, Constant Contact is a platform that presents real-time reports on the emails sent.

What are the common uses? Constant Contact enables bulk email marketing service by creating email advertising campaigns from a variety of customizable templates.

#4 Mad Mimi

Mad Mimi

Praise Pricing Chat Login

Simple Lovely Email

"Simple and Beautiful email marketing" — Mashable

Email [Create My Account](#)

Home About Features Pricing Examples

Easiest Email Ever

Mad Mimi is the easiest way to create, send, share and track email newsletters online. Mad Mimi is for people who want email marketing to be simple. Every day, over 40 million emails are sent, shared and tracked using our delightful and powerful service.

[Start totally free](#) [Explore a Little](#)

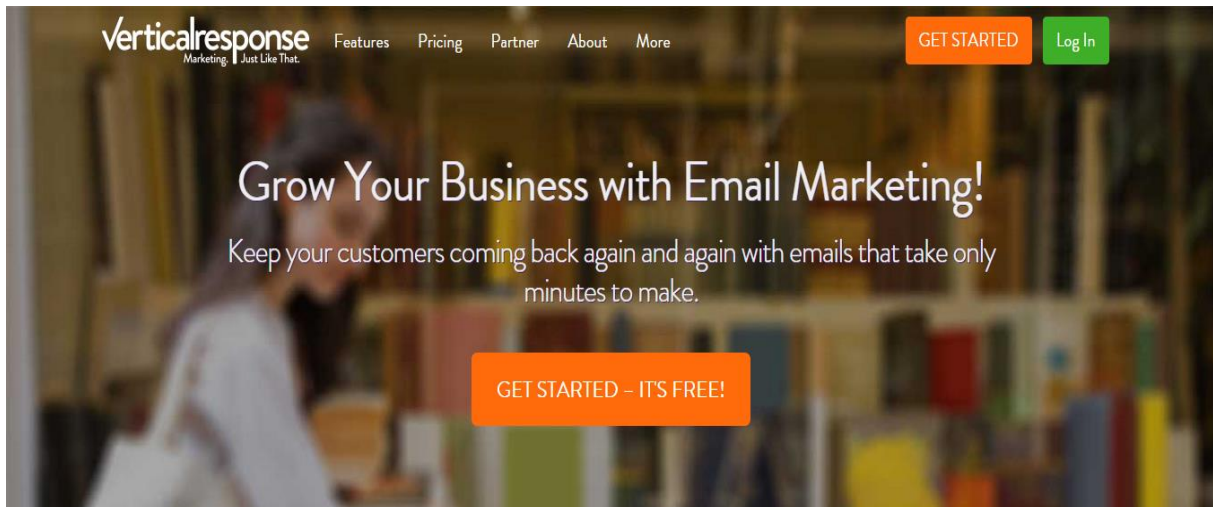
2,500 Contacts, no risk, no card required. See our [plans for business](#) →

Details at <https://madmimi.com/>

What is it? Mad Mimi offers simplified designed tools. Unlike other email marketing tools, here the access to free accounts extends to 2,500 contact and 12,500 emails in a month.

What are the common uses? It acts as a campaign comparison tool. The striking feature of this tool is that it offers 39 social networking buttons that can be used to insert in the mails.

#5 Vertical Response



Details at <http://www.verticalresponse.com/>

What is it? Vertical Response is 100% mobile and social friendly email marketing tool that helps to gain and regain customers.

What are the common uses? This tool allows you to quickly design & create professionally viable mails by dragging, dropping and adding the precise user-friendly content.

#6 Get Response

See how it works in less than two minutes.

World's Easiest Email Marketing
350,000 happy customers in 182 countries, engaging more than 1 billion subscribers every month.

- Email Creator**
Now anyone can create beautiful emails that look great on any device.
- Autoresponders**
Save time with automatic emails sent whenever you want.
- Landing Page Creator**
Create, publish and host beautiful, high-converting landing pages - in minutes.
- Expert Support**
FREE five-star support on anything from importing your list to sending your first email.
- 99% Email Deliverability**

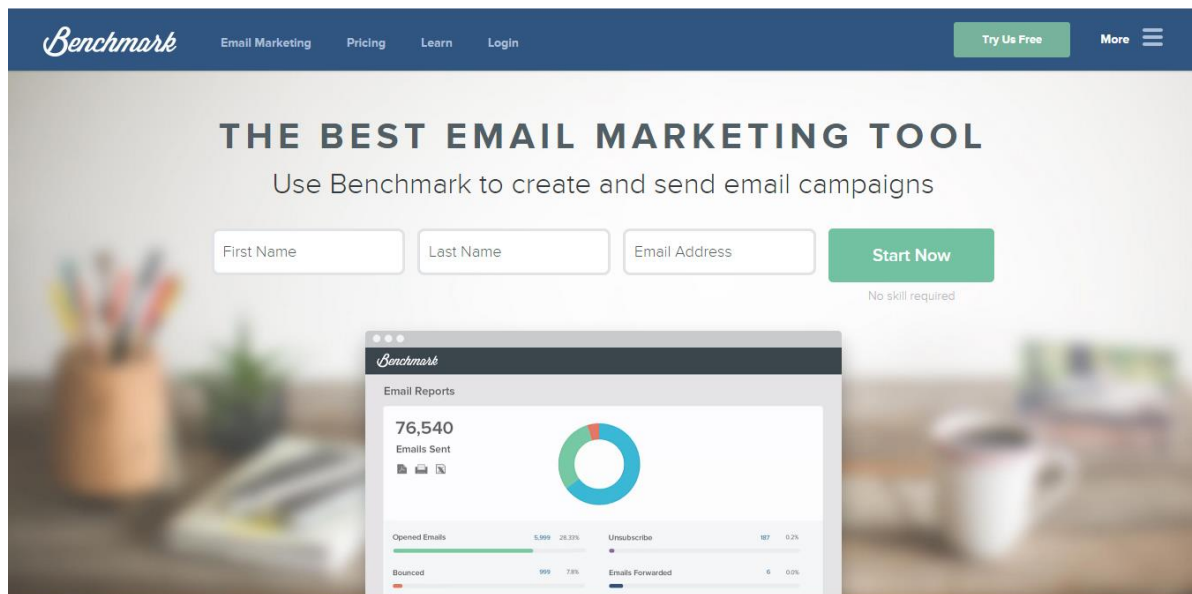
Show desktop

Details at <http://www.getresponse.com/>

What is it? Get Response is an email marketing deliverability tool.

What are the common uses? It enables video email marketing, supports online surveys and helps to integrate several apps.

#7 Benchmark

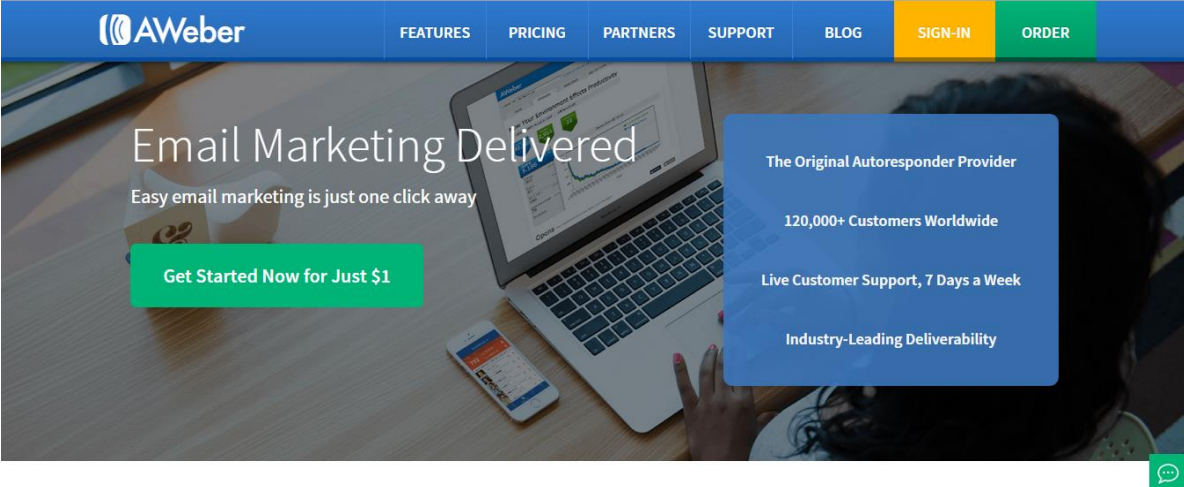


Details at <http://www.benchmarkemail.com/in/>

What is it? Benchmark aptly relates to its name as it is one of the best email marketing tools that makes use of such effective methods that guarantees no spam will appear on the mails.

What are the common uses? To enhance the standard of the email campaigns and stand out from the other template designs, Benchmark allows to implement interactive videos and links.

#8 AWeber



EMAIL MARKETING TOOLS

AWeber FEATURES PRICING PARTNERS SUPPORT BLOG SIGN-IN ORDER

Email Marketing Delivered

Easy email marketing is just one click away

Get Started Now for Just \$1

- The Original Autoresponder Provider
- 120,000+ Customers Worldwide
- Live Customer Support, 7 Days a Week
- Industry-Leading Deliverability

Chat icon

Simpler, Faster Email Marketing

Details at <http://www.aweber.com/>

What is it? AWeber's easy to use interface is gaining popularity amongst email marketers as it allows them to add attachments to custom created HTML newsletters.

What are the common uses? By implementing this platform to leverage email marketing, it becomes extensively feasible to report and track statistical figures such as open rate, click through, undelivered emails and much more.

#9 iContact



Details at <http://www.icontact.com/>

What is it? iContact is yet another email marketing tool that offers easy to use templates and designs using HTML coding.

What are the common uses? This tool offers viewable interaction history that is easily accessible via Android mobile, iPhone and iPod touch.

#10 Dialect Premailer



Premailer

Pre-flight for HTML email.

Use a URL as the source

Don't forget http://.

Paste HTML as the source

Make sure you use absolute URLs.

Details at <http://premailer.dialect.ca/>

What is it? It is a prerequisite email marketing tool especially in case of coding your own HTML emails.

What are the common uses? Dialect Premailer helps to enhance the level of HTML codes by discarding futile HTML elements.

#11 Mailigen



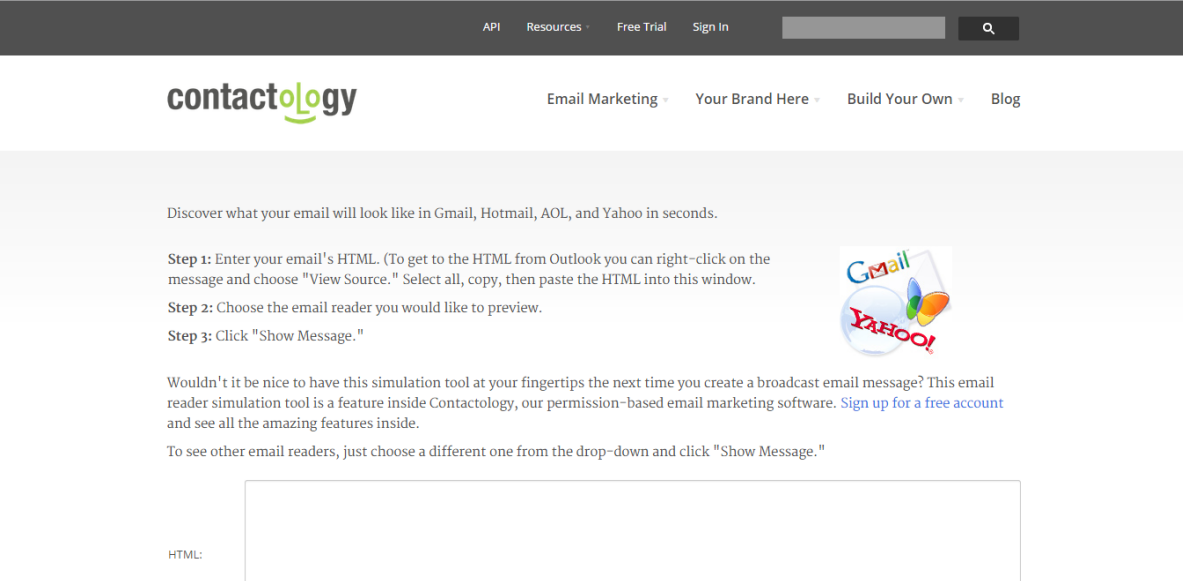
The banner features the Mailigen logo at the top left, with the tagline "New Generation of Integrated Marketing". To the right are navigation buttons for "FEATURES", "SOLUTIONS", "PRICING", "RESOURCES", "BLOG", and "ABOUT". Further right are links for "SUPPORT / LOGIN / SIGN UP FREE". The main content area includes a yellow sticky note on the left with the text "Big Revolution begins with small things :)". To the right, the headline reads "Kickstart your business with free email marketing!". Below this is a quote: "With Epic Free Email Marketing Software Account send email newsletters to 5,000 subscribers forever free so you can focus on growing your business." At the bottom left, it states "Mailigen 5,000 Epic Free account has all the same great features as paid account.* Use it to:". At the bottom right, a pink circular badge says "5,000 SUBSCRIBERS Forever free", and a green "Chat with us" button is in the bottom right corner.

Details at <http://www.mailigen.com/solutions/free-mailing>

What is it? Mailigen allows you to design emails simply by dragging and dropping the content by highlighting the sign-up forms.

What are the common uses? This tool allows social media integration wherein the free version allows up to 5,000 subscribers delivering the same features as that of paid account.

#12 Contactology



The screenshot shows the Contactology website interface. At the top, there is a navigation bar with links for API, Resources, Free Trial, and Sign In, along with a search bar. The Contactology logo is prominently displayed. Below the navigation, there are menu items: Email Marketing, Your Brand Here, Build Your Own, and Blog. The main content area features a heading "Discover what your email will look like in Gmail, Hotmail, AOL, and Yahoo in seconds." followed by three steps: Step 1: Enter your email's HTML. Step 2: Choose the email reader you would like to preview. Step 3: Click "Show Message." To the right of the steps is an image of the Gmail and Yahoo logos. Below the steps, there is a paragraph explaining the tool and a link to sign up for a free account. At the bottom of the screenshot, there is a text input field labeled "HTML:" and a "Details at" link pointing to <http://info.contactology.com/email-view>.

Details at <http://info.contactology.com/email-view>

What is it? This is an Email Reader Simulation Tool that helps the users to view how emails get displayed across different email accounts.

What are the common uses? Contactology is a platform that offers easy to use scalable tools for both small as well as large scale enterprises.

#13 ReachMail

REACHMAIL 888.947.3224 Sign Up FREE Login

Home Pricing Features About Us Media Services Search... Search

WHY TRY REACHMAIL?

- Free Email Marketing for Life
- All the features you could ever need
- Cheaper than the competition

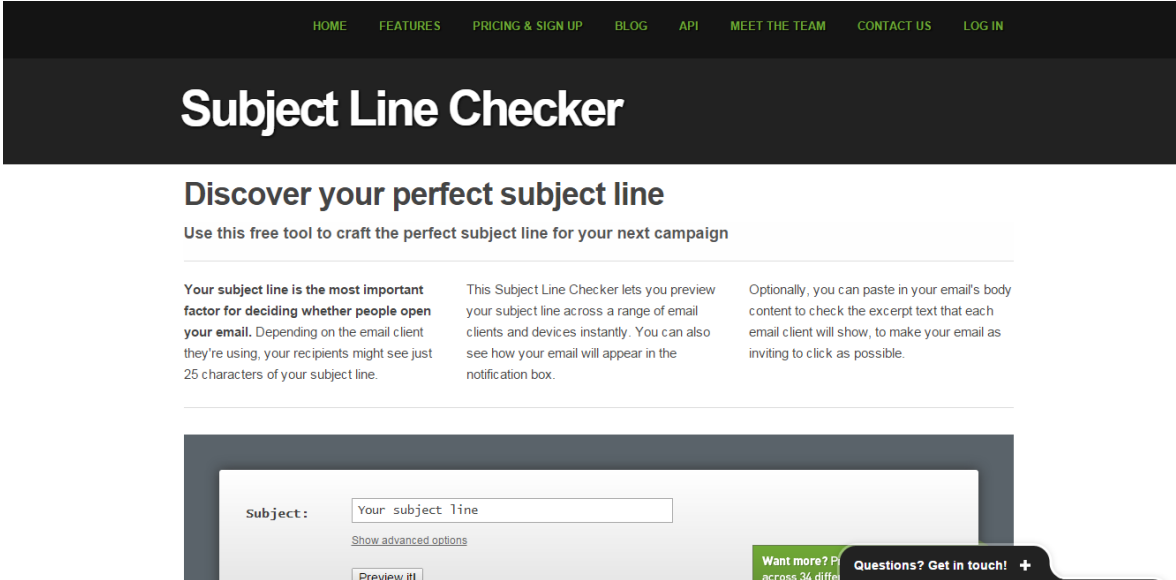
WATCH THE VIDEO

Details at <http://www.reachmail.net/>

What is it? ReachMail is amongst the most idealistic tool that is used in email marketing. Unlike its contemporary tools, ReachMail allows you to send 15000 mails within a month that includes 5000 contacts.

What are the common uses? This tool has tremendous features such as list segmentation, customised email templates, social media sharing, etc.

#14 Litmus Subject Line Checker



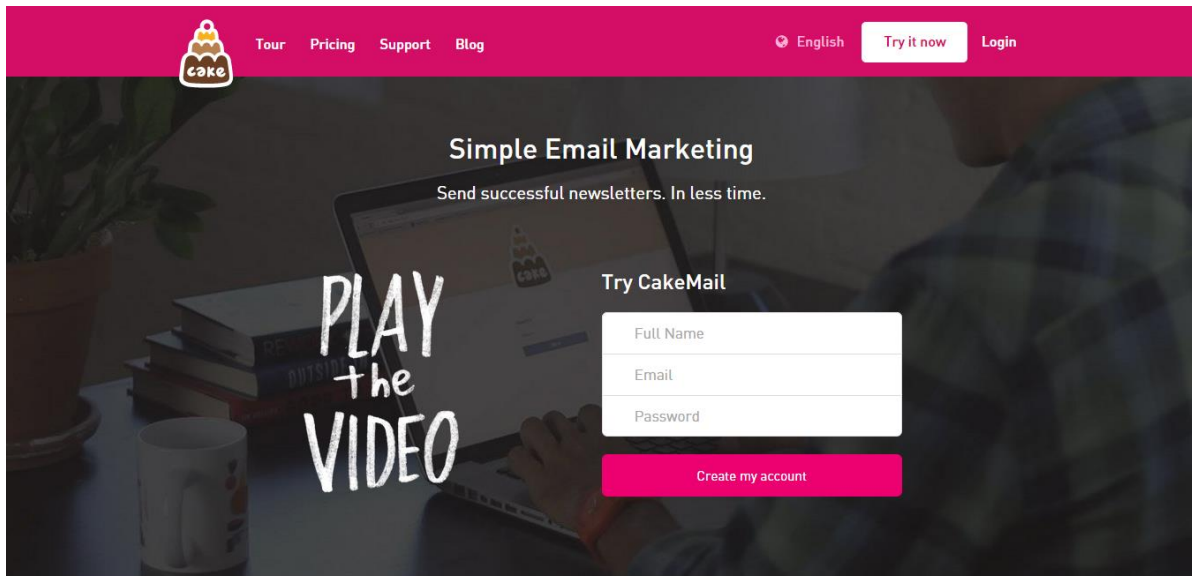
The screenshot shows the Litmus Subject Line Checker tool interface. At the top, there is a navigation menu with links: HOME, FEATURES, PRICING & SIGN UP, BLOG, API, MEET THE TEAM, CONTACT US, and LOG IN. Below the menu is a large black header with the text "Subject Line Checker" in white. Underneath, the heading "Discover your perfect subject line" is followed by the subtext "Use this free tool to craft the perfect subject line for your next campaign". The main content area is divided into three columns. The first column explains that the subject line is the most important factor for email opens and that the tool checks the first 25 characters. The second column states that the tool allows previewing subject lines across various email clients and devices. The third column mentions an optional feature to check email body excerpts. Below this text is a screenshot of the tool's input form, which includes a "Subject:" label, a text input field containing "Your subject line", a "Show advanced options" link, and a "Preview it" button. A green call-to-action button on the right says "Want more? Preview across 34 different email clients" and a "Questions? Get in touch!" link with a plus sign.

Details at <https://litmus.com/resources/subject-line-checker>

What is it? As the name suggests, this tool helps to ensure proper display of an email's subject line, to ensure that recipients click on the email.

What are the common uses? Litmus Subject Line Checker allows you to test the selected subject line and ascertaining its correct display.

#15 CakeMail

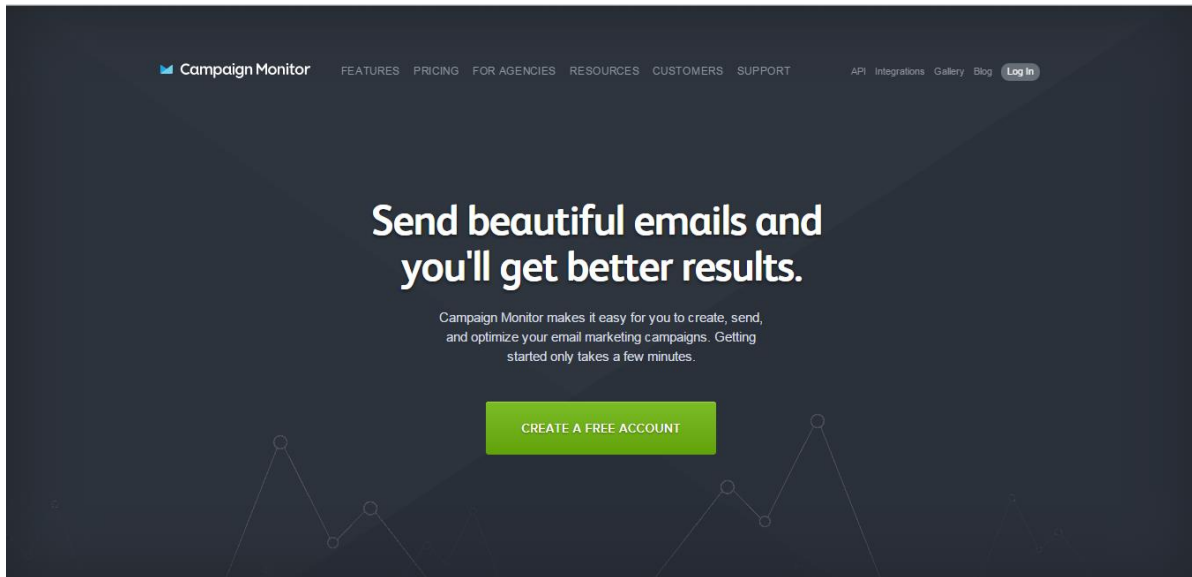


Details at <https://www.cakemail.com/>

What is it? CakeMail is an email marketing application.

What are the common uses? It allows people to send newsletters and while one can choose to create groups to send targeted messages, one can also create and send newsletters to the entire list.

#16 Campaign Monitor

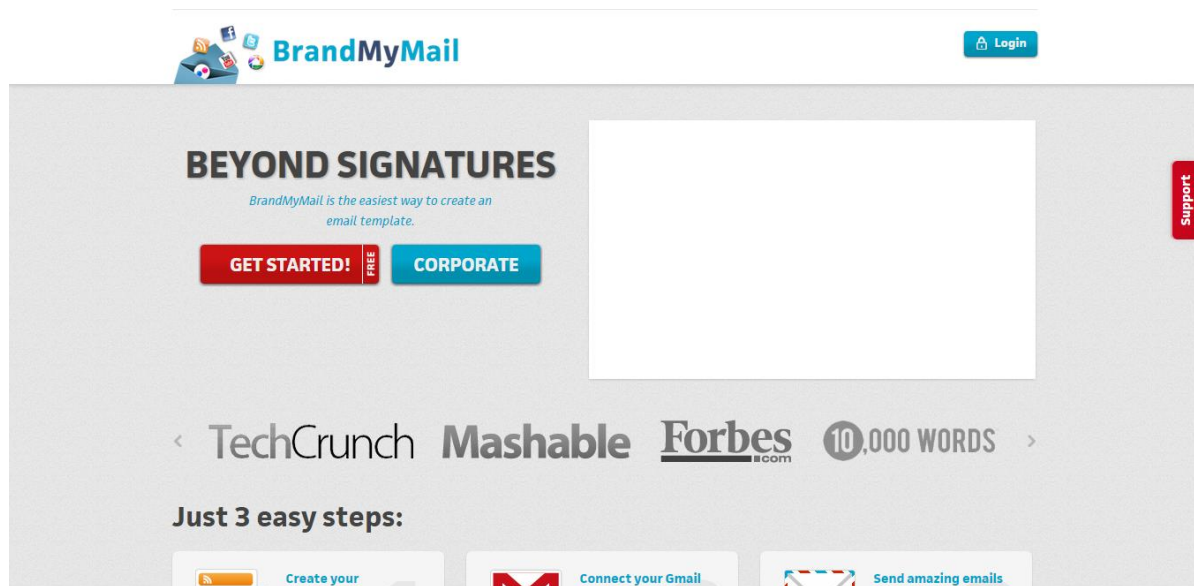


Details at <https://www.campaignmonitor.com/>

What is it? Campaign monitor is an email marketing tool which is especially designed for graphic designers.

What are the common uses? This tool offers unlimited image hosting with no pre-built logos, links or watermarks in emails. Moreover, this tool allows you to preview screenshots of designed emails before sending.

#17 BrandMyMail

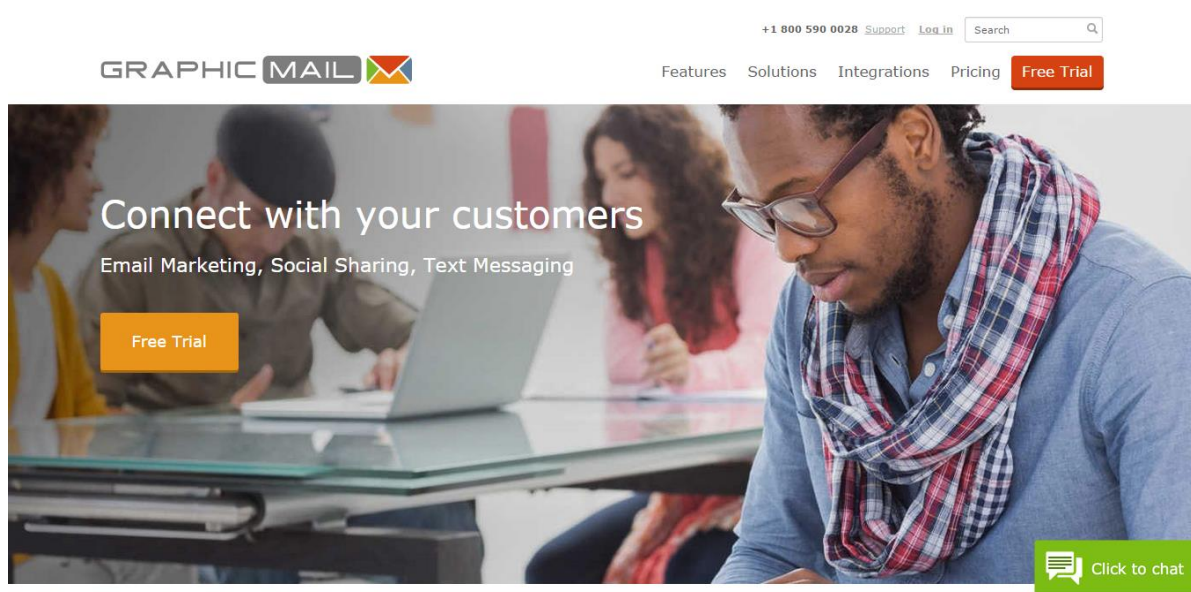


Details at <http://www.brandmymail.com/>

What is it? An extension of Google Chrome and Mozilla Firefox, BrandMyMail is one such email marketing tool that enables to increase the level of engagement via social media channels.

What are the common uses? One of the major advantages of using BrandMyMail is that it lets you to create HTML signatures by highlighting social media links.

#18 Graphic Mail



Details at <http://graphicmail.com/>

What is it? Graphic Mail puts forth complete access to email marketers to create and manage professionally designed newsletter templates.

What are the common uses? It helps to build and handle email recipient activity, track clicking activity, view bounced email rates, ensure timely delivery of mails, create actionable reports and much more.

#19 Sender Score

The screenshot shows the SenderScore.org website. At the top left is the 'Return Path' logo. The navigation menu includes 'Home', 'About Sender Score', 'Blacklist Lookup', 'Frequently Asked Questions', and 'Support'. The main content area features a red header with 'SenderScore.org' and the tagline 'Transparency into your email marketing reputation'. Below this, a paragraph explains that Sender Score is used by email providers to filter or deliver emails. There are two main sections: a 'Create an account' section with a green button and a text box for 'IP or Domain Lookup', and a 'Sign in' section with a dark blue background, including fields for 'Email' and 'Password', a 'Sign in' button, a 'Remember me' checkbox, and a 'LinkedIn' sign-in option. A 'Continue to the report' button is also present. A 'What is Sender Score?' section at the bottom provides a brief explanation of the service.

Details at <https://www.senderscore.org/>

What is it? It evaluates the dependability and trustworthiness of the outgoing emails from the database of more than 60 million mailboxes.

What are the common uses? Sender Score helps to filter the mails by ascertaining how email providers might be blocking, bulking or filtering your email in spite of delivering the mails to the inboxes.

#20 Boomerang

Schedule Emails to Send Later, Email Reminders and Email Tracking

Boomerang for Gmail lets you take control of when you send and receive email messages.

Add this to your Gmail!

For Firefox 3.6+, Chrome 3.0+ and Safari 3.1+. Works with Gmail and Google Apps email.

"@baydin's Boomerang for Gmail is hands down my favorite productivity tool. I use it 20+ times daily, SO HELPFUL."

Connor Bovack

Details at <http://www.boomeranggmail.com/>

What is it? Boomerang has been providing email marketing solutions since 1991. Besides major social networking platforms viz. Facebook, Twitter, Google+ etc. Boomerang offers integration with online webinars as well.

What are the common uses? This tool has response tracking and read receipt features that lays down sixty different reports that helps to identify and trace which user is clicking what, when and where.

Leverage **Email Marketing** for Incredible Growth?

Our **Trainings** are a Click Away!

Details @ www.digitalvidya.com