

Pre-Webinar POLL

Which Email Service Provider
Do You Currently Use?

- A. MailChimp
- B. Aweber
- C. GetResponse
- D. ConstantContact
- E. Other (Which one?)
- F. I do not currently have an
Email Service Provider

Type your
answer in the box
below, adding
any comments you
would like and
then Click
Submit



Let's Compare
**Email Service
Providers**

Presented by Marty Marsh

**Click the Orange Button Below to
Download Your Copy of...**

**Never Again Be
at a Loss for
Something to
Send Your List**

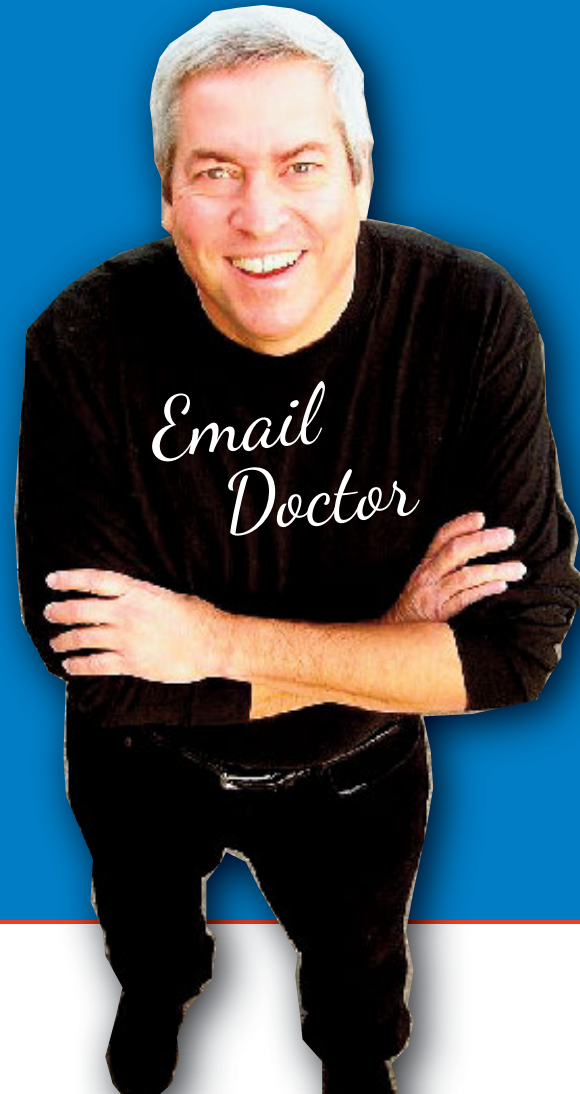
**22 Tips & Ideas for
Things to Send to
Your Email List**



**22 Tips & Ideas
for Things to
Send to Your
Email List**

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Marty Marsh



**Email Marketing
Service Providers
are also known as
Autoresponder
Services**

**Email Marketing
is getting better
and better...
and so are the
providers!**

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**10 Questions
to Ask
When Choosing
an
EMSP**

#1 What do you want to achieve with email marketing?

#2 What are the costs?

#3 How easy is it to use?

#4 How long will it meet your needs?

#5 What is their deliverability rate?

#6 Can you import list without re-opt-in?

#7 What reports are provided?

#8 Segmenting or Tagging?

#9 CAN-SPAM Compliant?

#10 Customer support and training?

**PROS
&
CONS
of the
Major EMSP**

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- ✓ Have been in business since 1996
- ✓ 100% money back guarantee
- ✓ Interface is easy to learn and use
- ✓ 400+ email newsletter templates
- ✓ Lots of support options, available via phone on the weekends and late at night during the week
- ✓ Track your campaigns to see what works and what doesn't
- ✓ Discounts for nonprofits and pre-pay accounts
- ✗ Charges extra for additional features that competitors include at no extra cost
- ✗ Template design is limited and the typical "what you see is what you get" (WYSIWYG) editor is not available with your own HTML designs
- ✗ Stores only 5 images for free, then you have to upgrade to Email Plus for unlimited
- ✗ Only one sign-up form per account
- ✗ No split A/B testing or trigger messaging capability
- ✗ Hard to cancel your subscription

\$20/up to 500 (Regular)
\$45/up to 500 (Email Plus)

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GetResponse

World's Easiest Email Marketing.

- ✓ 30-Day Free Trial
- ✓ Time Travel sends your email at the optimal local time to maximize open rate
- ✓ Creating a newsletter is incredibly intuitive with Email Creator
- ✓ List Booster allows you to import email addresses 16 ways
- ✓ Social sharing with Facebook, Twitter, Google+, LinkedIn and Pinterest
- ✓ Interconnect with 100+ apps/software, including PayPal, Google & more
- ✓ Free survey feature
- ✓ QR code generator
- ✓ Multimedia Center: create audio and video files
- ✓ Email Intelligence & enhanced reporting features

- ✗ No free plan
- ✗ Once you have uploaded images to their database, it might prove difficult to find the imported images to actually use them
- ✗ Email customization is limited compared to other services
- ✗ HTML diehards will find their abilities and choices limited
- ✗ Google Analytics only available with integration
- ✗ No phone support on weekends
- ✗ Must pay extra for dedicated IP address

\$15/ <1000

\$65/ >5000

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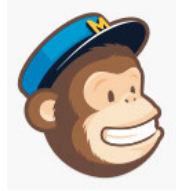
- ✓ Good WYSIWYG editor – AWeber has one of the better WYSIWYG drag-and-drop editors. It's easy to format text, add images, hyperlink text, etc.
- ✓ 700+ email templates. API access – you can use their services to build your own app
- ✓ Clean, polished, easy to use interface. Easily managed subscriber lists
- ✓ You can add attachments to newsletters (up to 1 mb), and for larger files, they offer integration with Digioh, a digital download app
- ✓ Extensive reporting and tracking — number of emails sent, open rate, click-through, undelivered emails, and more.
- ✓ Good list management
- ✓ They are can-spam compliant and take spam seriously
- ✓ Split A/B testing
- ✓ Unlimited image hosting and 6,000+ stock images.
- ✓ Social Sharing with Facebook and Twitter
- ✓ Mobile apps for iPhone and Android
- ✓ HTML editor
- ✓ Broadcast archive archive your newsletters by publishing them as an easy to navigate web page
- ✓ They are well-known for solid and easy to reach customer support via phone or email. They also offer an extensive knowledge base, video tutorials, great webinars, etc. on their website
- ✓ Shopping cart integrations: PayPal, Shopify, and Google Checkout
- ✓ App Showcase with 50+ apps you can integrate with your account: Zapier, Salesforce, WordPress, Facebook, etC.



- ✗ No Google Analytics integration
- ✗ Social sharing is limited vs. competitors (only Facebook and Twitter)
- ✗ No social media tracking or reporting
- ✗ You can't custom build your own email template
- ✗ Subscriber importing isn't the best. You can only import xls, xlsx, tsv, csv, txt files. Can't directly import from Gmail contacts, LinkedIn, Outlook, Quickbooks, etc.
- ✗ No live chat support

\$19/ up to 500
\$1 Trial First 30 Days

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- ✓ MailChimp's HTML templates are easy to use, and you can use their WYSIWYG editor to customize your own designs
- ✓ An Inbox Inspector add-on that lets you generate over 25 screenshots of your email in all major email applications, as well as live tests from all the major ISPs to see if spam filters are triggered
- ✓ Track where your sign-ups originated from, which will help you optimize your opt-out prevention methods
- ✓ Unlimited image hosting
- ✓ Google Analytics integration
- ✓ Automation
- ✓ Sign-up forms can be customized and go mobile
- ✓ Straightforward contact list management and easy import of contacts via cvs file
- ✓ Live chat

- ✗ Lacks comprehensive reporting options some other email newsletter providers do
- ✗ Importing of contact lists could be easier – the columns have to match up **perfectly** for the import to work
- ✗ Many advanced features are an add-on fee on top of a required paid account
- ✗ Slow to refresh and can be slow when the site is busy
- ✗ Segmentation is very limited with free plan
- ✗ No internal survey support
- ✗ No phone support

Free up to 2000
\$10/500 \$30/2001+

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iContact

- ✓ Top email delivery success rates
- ✓ Spam checking
- ✓ Competitive pricing for basic service
- ✓ Good advising support with premier level
- ✓ Data tracking, see who opens, click, and unsubscribes from your emails
- ✓ Autoresponders
- ✓ 5 MB image hosting
- ✓ Social media management tools
- ✓ iPhone and Android mobile apps
- ✓ Developer portal and API
- ✓ Affiliate and Referral programs
- ✗ Program lags at times
- ✗ No weekend customer support
- ✗ Google Analytics integration and split A/B testing are only available for premier level service vs. other services that include this as a standard feature
- ✗ No internal survey support
- ✗ Resources, such as tutorials, FAQs, webinars are limited compared to many other services
- ✗ RSS to email is limited and hard to use
- ✗ Integration of software/apps is fairly limited

\$10/up to 250
\$29/1001+

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- ✓ All-in-One (CRM, Email, Shopping Cart)
- ✓ Built-in metadata and keyword fields
- ✓ Drag and drop to craft and publish landing pages
- ✓ Web Forms
- ✓ Social Sharing
- ✓ Easy Publishing, Landing Pages
- ✓ Email marketing, Automated Campaigns
- ✓ Multimedia marketing management
- ✓ Marketing reports
- ✓ Scoring tool.
- ✓ Referral Program Management
- ✓ Track orders, sales totals, accounts receivables, etc
- ✓ Payment Processing
- ✓ Sales Reports

- ✗ Steep Learning Curve
- ✗ Likely will need additional professional help
- ✗ Inconsistent support
- ✗ Spotty tracking
- ✗ Strict email delivery
- ✗ EXPENSIVE!

**\$1999 Start-up
Package with
Training
\$199/mo and up**

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ConvertKit

- ✓ Easy to use
- ✓ Tag based (no lists)
- ✓ Easy to import subscribers
- ✓ Forms and landing pages
- ✓ Use both segments and tags
- ✓ Autoresponders
- ✓ Automations
- ✓ Email composer is no frills and easy to use
- ✓ Fabulous Facebook group that supports users
- ✓ Lots of integrations with third party providers
- ✓ Excellent support

- ✗ Email formatting is no frills
- ✗ Reporting lacks enough information
- ✗ No free trial
- ✗ In growth mode

**Starts at
\$29/month**

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**Before you decide
on ANY email
service provider,
you must do this
first...**

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To do effective (meaning profitable) email marketing, you must know what you want to accomplish with it and where you want to go with it in the future.

You must have a PLAN!



**I Can Help You With
Your Email Marketing**

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Via the Web: martymarsh.com

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