

# EMAIL MARKETING SERVICES

*a comparison of 3 leaders*



MailChimp

Constant Contact



emma

## 1 WHAT ALL 3 OFFER



**● Predesigned Templates:** Send emails easily with their layouts



**● Sign up forms:** Easy sign up on your website to gather new contacts



**● Delivery automation:** Send newsletters, birthday & anniversary messages and messages actions of contacts based on trigger

**● Integrations:** each connect with your Google Analytics & Salesforce



**● Multiple pricing options:** choose the pricing that works for you with their various levels



**● List management:** Make multiple lists based on contact characteristics

## 2 EASE OF USE

**EMAIL TEMPLATES DESIGN**

*mailchimp*  
 Easy to use, drag & drop into place  
 Collaborate with your team on design & content

*constant contact*  
 Hard to customize unless you know HTML

*emma*  
 100's of templates+ designers who custom-design templates for your needs

**CONTACT LIST SEGMENTS**

Ability to segment is very limited for the free plan, but in the paid plans they have many advanced workflows

Add tags to create more complex list segments

Create lists based on how they engaged on social media

**EMAIL SENDING**

Gathers email addresses from social networking sites  
 Snap a photo & easily send it in an email form  
 Connects blog RSS to email automation

Recently added "autoresponders" as a way of replying to new signups & contacts' actions

Includes "dynamic content" which allows content within a single email to change based on the traits of the contact

## 3 INTEGRATIONS

**ANALYTICS**

Not as advanced reporting features as others

No a/b testing figure

Unlike others, only integrates with Google Analytics for analytic software

**PARTNER SOFTWARE**

Around 800 partnerships. Featured: Google - Twitter - Shopify - SurveyMonkey

Around 260 partnerships. Featured: Formstack - Mindbody - Outlook - Hootsuite

Limited integration capabilities: around 60

## 4 CUSTOMER SERVICE

**PHONE SUPPORT**

No phone support

Weekend support

Phone support but no weekend support

**EMAIL & CHAT**

24/7 Email & chat support, but priority goes to paid customers so it can be slow for free plan members

Nearly 24/7 email & chat support

Email & chat support but limited hours (5AM-7PM)

## 5 COST

**OFFERS**

The most amount of services for free  
 Pay as you go option  
 Limited offerings, unless you're willing to pay much higher price

60 day free trial  
 Get 10-15% off with prepay option

14 day free trial  
 Most expensive of the 3  
 Each option gives you unlimited access to all the features

**GIVING BACK**

Nonprofits = 15% discount

Cares for Kids program: Sponsor a local community organization for a free Constant Contact account.

Given 1,000 free-for-life accounts to small charities

**PRICE FOR CHEAPEST PACKAGE**

Free gives you 12,000 emails

\$35 / month gives you 2,500 contacts but limited emails

\$49 / month gives you unlimited emails & up to 2,500 contacts

## 6 ADDITIONAL SERVICES & VALUE

**VALUE CLAIM**

*mailchimp*  
 They claim, "features that work for you" - most features available for free  
 "Of the businesses that had used both, 75% of respondents preferred MailChimp over Constant Contact." - Capterra Blog

*constant contact*  
 "Full service" - Offer consultant that becomes a member of your team

*emma*  
 Great team of real people, emphasize customer service  
 More templates & custom design options than others

## 7 WHICH IS BEST?

*mailchimp for...*

● small businesses or customers just starting out email campaigns for the first time. Its pricing plan keeps the smaller and less advanced campaigns free. It's also easy to use for beginners.

*constant contact for...*

● those of you with a stronger technical and/or design background. Its advanced features are more affordable than the custom features of Mailchimp and emma.

*emma for...*

● customers who want the best design template options and the ability to gather customized email designs from Emma's team. It's likely worth the cost if email design and client customization is highly important to your services.