EMAIL MARKETING SERVICES

a comparison of 3 leaders







WHAT ALL 3 OFFER



Predesigned Templates:

Send emails easily with their



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

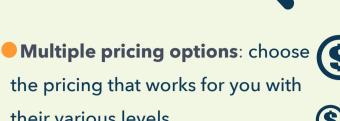
Integrations: each connect with your Google Analytics & Salesforce



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

the pricing that works for you with their various levels List management: Make multiple lists

based on contact characteristics





EMAIL TEMPLATES DESIGN

CONTACT LIST

SEGMENTS

EMAIL SENDING

mailchimp

Easy to use, drag & drop into place

Collaborate with your team on design & content

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

from social networking sites Snap a photo & easily send

it in an email form

Gathers email addresses

Connects blog RSS to email automation

constant contact

Hard to customize unless you know HTML

Add tags to create more complex list segments

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

emma

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

Create lists based on how they engaged on social media

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

PARTNER SOFTWARE

mailchimp

features as others

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

constant contact

No a/b testing figure

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

emma

Unlike others, only integrates with Google Analytics for analytic software

Limited integration capabilities: around 60

4 CUSTOMER SERVICE

PHONE SUPPORT

CHAT

EMAIL &

mailchimp

No phone support

but priority goes to paid customers so it can be slow for free plan members

24/7 Email & chat support,

constant contact

Weekend support

Nearly 24/7 email & chat support

emma

Phone support but no weekend support

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

5 COST

OFFERS

GIVING

PRICE FOR

BACK

mailchimp The most amount of

Pay as you go option

services for free

Limited offerings, unless you're willing to pay much higher price

Nonprofits = 15% discount

Free gives you 12,000

CHEAPEST PACKAGE

constant contact

60 day free trial

Get 10-15% off with prepay option

Cares for Kids program:

Sponsor a local community organization for a free Constant Contact account.

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

emma

14 day free trial

Most expensive of the 3

Each option gives you unlimited access to all the features

accounts to small charities

Given 1,000 free-for-life

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

ADDITIONAL SERVICES & VALUE mailchimp constant contact

VALUE CLAIM

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

"Full service" - Offer

consultant that becomes a member of your team

emma Great team of real people,

More templates & custom

emphasize customer service

design options than others

WHICH IS BEST?

mailchimp for...

small businesses or customers just starting out email campaigns for the first time. Its pricing

easy to use for beginners.

plan keeps the smaller and less advanced campaigns free. It's also

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.