

Email Tool Comparison

If you've got a mailing list, these tools make it much easier than using your own email to stay in touch, create newsletters and track who's reading your communications. These are all hosted solutions, which means you always have access to them through a Web connection and there's no software to download or upgrade.

Most offer the following key features:

- List management
- A way to collect emails from website visitors
- Email creation in text or HTML (ability to add color, fonts, images, etc.)
- Tracking and Reporting

Pricing is either a flat rate per month, or by number of contacts or number of emails sent per month. Most offer free 30-day trials. To sign up, visit blockbeta.com/email-tools

Email Tool	Description	Starting Price/Mo.
Constant Contact	Good functionality for a fair price. However, the templates are a little dated, and the newsletter creation tool is awkward. Have a built-in survey creation tool which is pretty handy (costs more though).	\$15/500 contacts, unlimited emails
MyEmma	All the basics, but their claim to fame is they'll create a custom newsletter template for your business for about \$250. Not a bad branding option if graphic design isn't your strength.	\$30/1,000 emails
Vertical Response	Email and coordinated postcards too. Good for when you want to combine email and <i>snail mail</i> .	15¢/email
MailChimp	Haven't tried this one myself, but a client of mine likes it.	\$15/500 contacts, up to 8 campaigns
StreamSend	Have some advanced tools which are cool. Claims to be the email marketing tool for marketers. Have to try this one myself.	\$5.95/500 emails
AWeber	An autoresponder that allows you to get back to customers, even when you don't have the time to answer every email. Could be very useful for predominantly ecommerce sites that get a lot of <i>tire-kickers</i> .	\$19.95 unlimited
GotMarketing Campaigner	Many of the same bells and whistles as Constant Contact. Sign up for the free trials to see which one is better for you.	\$25/2500 emails