The 5 Best Email Marketing Services for Your Small Business

Choosing the right service for your email marketing can have a significant impact on whether your campaign is successful or not. Email marketing has become one of the most cost-effective tools that a business can include in their overall marketing strategy. The success or failure of an email marketing campaign depends a lot on the software that you choose because it is responsible for making sure that your emails are delivered accurately. If you have decided to make email marketing a priority for your business this year, here are five of the best email marketing services for your small business.

Constant Contact
One of the largest and fastest growing services in the world, Constant Contact is one of the most accessible services for beginning email marketers. It allows you to efficiently manage your email lists, email templates, contacts, marketing calendar and more. Each account you set up provides you with access to easy tracking and reporting, a free image library, social media sharing tools, list segmentation, and a powerful eCommerce integration for Shopify stores.

Drip
Drip is an incredibly powerful email marketing service for bloggers, eCommerce stores, and marketers. They provide a wide range of tools that make it easy to automate your campaign and personalize emails. The service offers users a seamless integration for all popular website builders, which allows you to add sign up forms to your website so you can capture more leads.

SendinBlue
This is a complete SMS and email marketing service for businesses. The platform is incredibly easy to use and provides excellent tools for creating beautiful and highly engaging email campaigns. SendinBlue includes helpful automation tools for beginners that allow you to create workflows, send transactional emails, and segment users.

ConvertKit
ConvertKit is a robust service for authors, bloggers, and marketers, and is incredibly easy to use and extremely powerful. ConvertKit allows you to

offer content upgrades and incentives with easy to use email signup forms and comes with an easy to manage auto-responder feature that will enable you to send out drip emails. It lets you segment contact that will help you increase conversions with personalized automated emails.

AWeber
One of the oldest email marketing platforms, AWeber continues to be a popular service provider for small businesses. They offer a broad range of tools for small and medium-sized businesses to manage their email marketing campaigns. It's easy to get started with AWeber as it connects seamlessly to most site building platforms. When you sign up for the service, you get access to ready to use templates, list management, email tracking, and autoresponders.

While there are dozens of email marketing services that you can use, it is essential that you choose the right one for your business. These five choices are great for those who are just getting started building an email marketing campaign.