5 LOW-COST YET HIGH-PERFORMING TOOLS

TO CAPTURE AND MANAGE YOUR EMAIL LIST BUILDING ACTIVITIES.

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If you have ever heard the phrase, "The money is in the list", marketers are talking about the email list. The list is made up of people who subscribed to an email list that you create in order to get more information. Through signing up for the list, they indicate that they are willing to receive interesting offers, special promotions and more from your business.

An **email marketing list** is one of the best ways to build relationships with the prospective customers in your niche and be able to communicate with them any time you like. Social media is important, but email is still one of the BEST marketing methods, converting from prospects to buyers at a high rate if you take care of your list.

So, one of the critical steps to make when building an email list is to make a decision on what platform you are going to use to build your list now and into the future.

This report is going to walk you through the 5 most capable and popular list building platforms. It will outline "the good", "the bad" and the" be wary", so you can take the next step informed with all of the information and start your all-important list building strategies.

An **email marketing platform** must take care of the essentials such as:

1. Registration to the list through a sign-up box.
2. Confirmation that they really want to be on the list.
3. Their first welcome email.
4. Follow up emails in a series. These are commonly referred to as autoresponder or follow up emails.
5. Broadcast emails whenever you have a special announcement you want to make, like a holiday sale.
6. Unsubscribing from the list if they wish to leave.

The great thing about email marketing, as you can guess from this list, is that a good deal of it is automated. Once you set it up, it will keep working for you over and over again.

This is what I like to call a 24/7 lead generation system.

The tools we are going to review in this report are:

1) AWeber
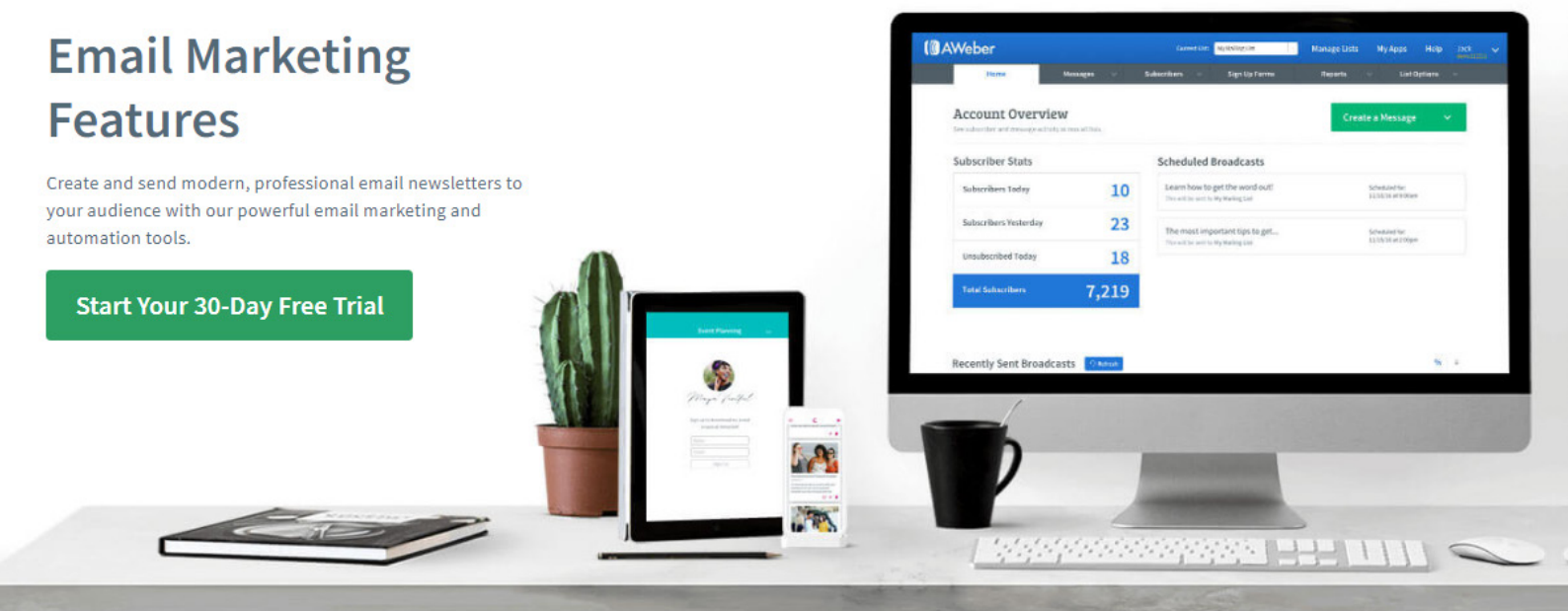2) Mailchimp
3) Drip
4) Kartra
5) ActiveCampaign

Let us begin.

AWEBER

Why I Like AWeber

- User friendly – drag and drop.
- It's very affordable around $20 a month for a beginner
- It's scalable
- Whilst AWeber themselves continually adds features to let you communicate with your database better and better – there is also an add on called AW Pro Tools for an extra $250 per annum – that gives you a lot of added power.
- AWeber has an App that lets you check progress on the go.
- It is API driven with a lot of other products, like WordPress which means changes made in one place flow onto your website.
- Great tutorials and resources on email marketing.

My experience with AWeber

I have been using AWeber since 2000.

In that time I have scaled up my lists to around 20,000 subscribers – but thanks to AWeber and AW Pro Tools I am able to categorize my subscribers into sub lists based around what they are interested in and in doing so have increased my open rates, conversion rates and ROI by communicating to the right people, with the right message and at the right time.

Whilst the drag and drop editing features are intuitive, I am not always delighted with the look and feel of some of my emails. I find the font choices are a little limited and at times the emails do not look all that professional.

The newsletter function is quite difficult to use and has resulted in hours of frustration. I have tried outsourcing the design of newsletters, but I am yet to get a great result.

How to get AWeber

Visit the AWeber website and sign up for a FREE 30-day trial. To do this you will need to insert your credit card details.

Another way is to register for a FREE Webinar and optin after the Webinar for a trial – often this is at a special introductory offer. Simply visit the page and scroll down to the footer and click Webinars under the Support Center section.

The link for this page is accessible by CLICKING HERE
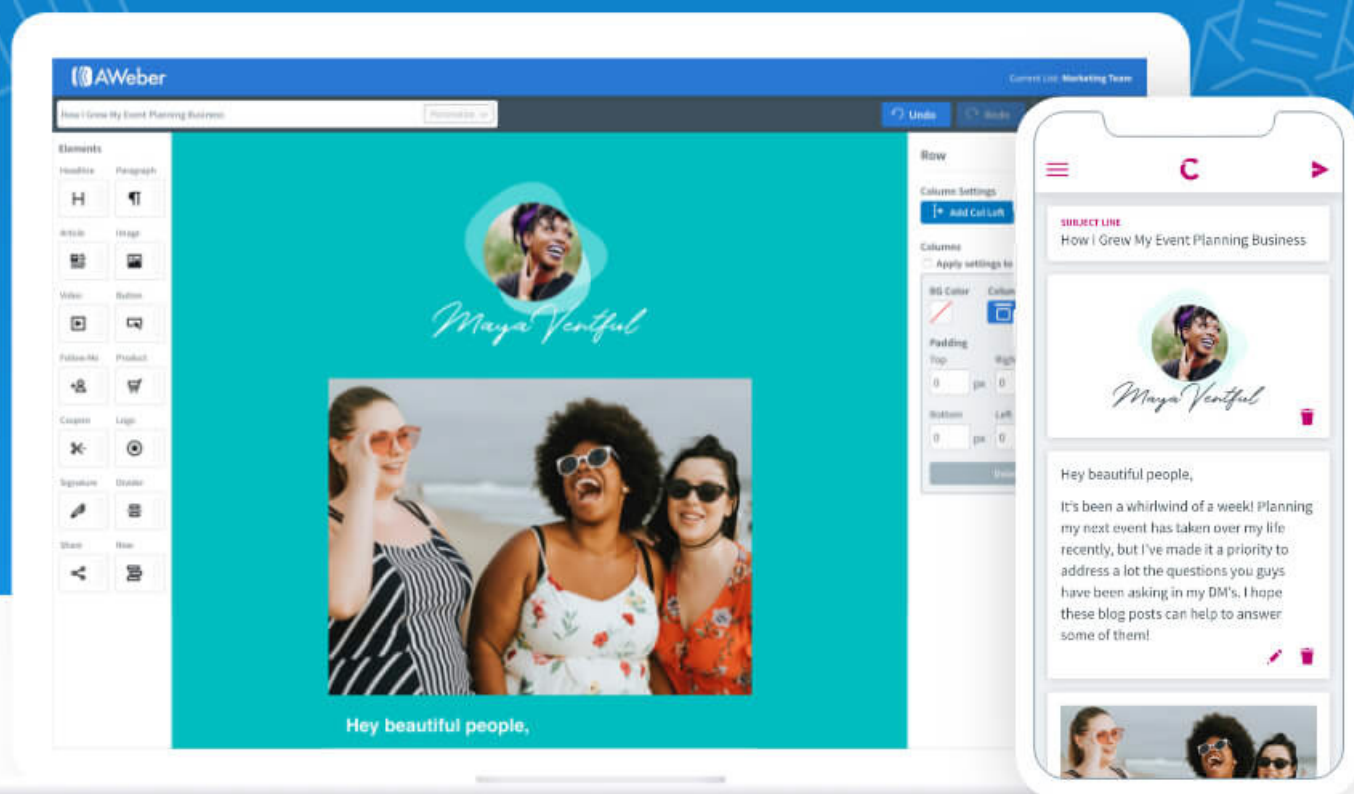
You've got big ideas. Now what?

Get a smarter all-in-one Marketing Platform to start growing your cat harness business. Or your not-cat-harness business.

Pick A Plan

MAILCHIMP

Why I Like Mailchimp

- Most of the tools are available on the FREE plan.
- The FREE Plan allows you to send 10,000 emails to 2,000 of your subscribers
- Thorough reporting – basically everything you need to know such as clients, geo-tracking, social media and Google Analytics.
- Template editor has a clean interface and is powerful.

My experience with Mailchimp

A lot of my clients when they first come to me are on Mailchimp. Most of these clients were attracted to the free component of Mailchimp when they started out but as my marketing strategies start to take bite the FREE version is no longer satisfactory. It is at this point that we realise that the further subscription plans are quite costly at around $30 per month.

I have also found the design features of Mailchimp frustrating and whilst the resulting emails are better looking than AWeber the amount of time sweating over making emails look great is very time consuming. Securing outsourcers for Mailchimp is how-ever a lot easier than AWeber.

The biggest frustration with Mailchimp is poor automation features. Whilst they pro-mote themselves as a marketing automation platform, I have to say Mailchimp's auto-mations are not very intuitive to set up. Lacking a workflow editor to manage steps in each automation is unwieldly.

How to get Mailchimp

Visit the Mailchimp website.

Sign up for the free account first – its easy to upgrade later should you need.

drip

Create ecommerce experiences your customers want.

Ecommerce CRM features enable brands to close the gap between what consumers want and what ecommerce delivers. Learn more about your customers, personalize deeper, grow faster, and make every experience more human with Drip.

Customer Data

Learn More About All Your Customers

Store all your customer data collected from storefront to marketing channels in one central hub for easy use in every strategy.

Personalization

Give Everyone a Unique Experience

Make your store stand out from your competitors with relevant personalization along every marketing strategy.

Engagement

Multichannel Touchpoints

Put your brand at the top of everyone's mind when you reach them from inbox to Instagram with real engagement.

Optimization

See How and Where It's All Paying Off

Trust you're putting your best strategies forward thanks to clear-cut revenue analytics that pinpoint what's working.

DRIP

Why I Like Drip

- Designed specifically for ecommerce and online stores
- Email personalisation
- Purchase intent scoring
- Try Free for 14 days
- Facebook custom audience integration
- High quality online training

My experience with Drip

Drip is a program I have been using for a client for well over 12 months and am feeling very comfortable with it. Drip is great - because it's core functionalities are well thought out and easy to use. Advanced things can also be done even if you're a novice to marketing automation. Sending drip campaigns, setting up subscribe forms and linking with other software to create automatons, are all super easily done. Over-all it is a well thought out piece of software, and the easiest to use considering its power.

On the downside some things are quite tricky to do. For example, you would expect to be able to set a simple trigger link in an email, except that requires setting up a completely separate automation. You can't set triggers to happen at certain times, and it can be a pain to get your email template looking good (plain templates are awesome but sometimes you just want to be able to adjust things to make it more personal). Adding call-to-action buttons to emails is also insanely difficult, simply get-ting the colours to match your own brand is impossible. But all these are minor gripes in the grand scheme of things!

How to get Drip

The best way to get to know Drip is to visit their Demo Booking Page

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Features   Testimonials   Support   Login   Start Trial

Your Online Business Made Easy

Create, market and launch online without hiring a team of copywriters, web developers, designers or system integrators!

Click for sound
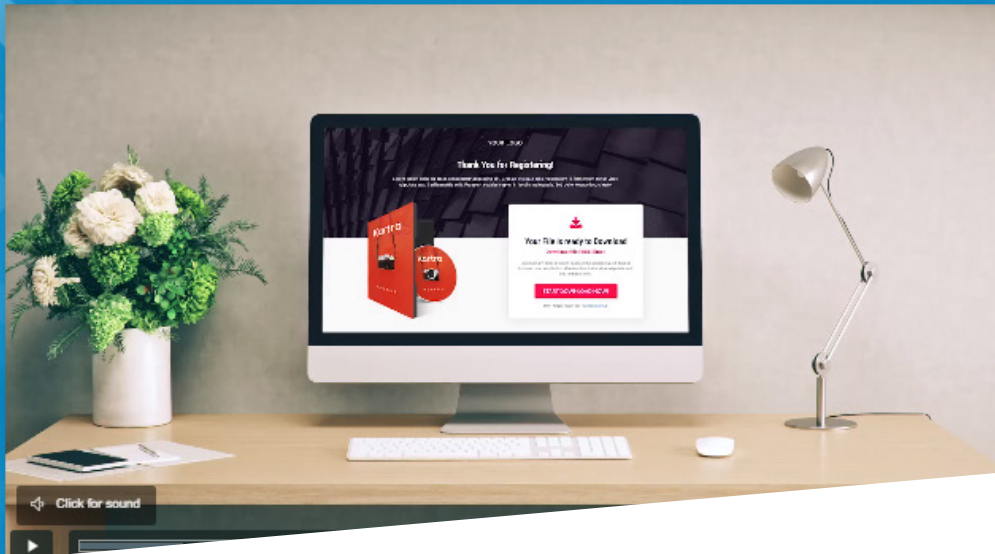
KARTRA

Why I Like Kartra

- Complete system – nothing else to buy (almost)
- Very Easy to use
- Lots of online help and tutorials
- Some great done for you systems – not only the templates but the words to use as well
- Perfect if you intend to sell to your database by sending them to website sales pages and checkouts.
- Great automation visibility and management tools.

My experience with Kartra

Kartra is a lot more than an email list building platform, in fact it is better described as an all in one marketing platform.

I have moved most of my lists from aWeber to Kartra.

I decided to make this move as my business evolved to wanting to use my website for more than just generating leads to making sales of products and services.

Kartra eliminates the need for expensive and at times clunky add ons such as shopping carts, membership platforms and video serving platforms. Kartra has all of these

services embedded and whilst $145 a month seems expensive, if you want to sell from your website then this ends up being cheaper by around $500 per year plus the result is exceptional.

My only irritant with Kartra is that there is no facility inside Kartra to let me know when-ever I get a new sale or subscriber. To do this I have had to use a connection with Zapier. Originally the free Zapier service was doing the job but now that my leads and sales exceed 100 per month, I have to use the paid service at $20 per month.

How to get Kartra

Visit the Kartra Website.

You can also watch a great information video on Kartra Mail by CLICKING HERE and registering for a trial with special offers from time to time.

Send beautiful emails with just a few clicks

You don't need to be a tech wizard to send emails. Our drag-and-drop email designer lets you set up beautiful campaigns in minutes.
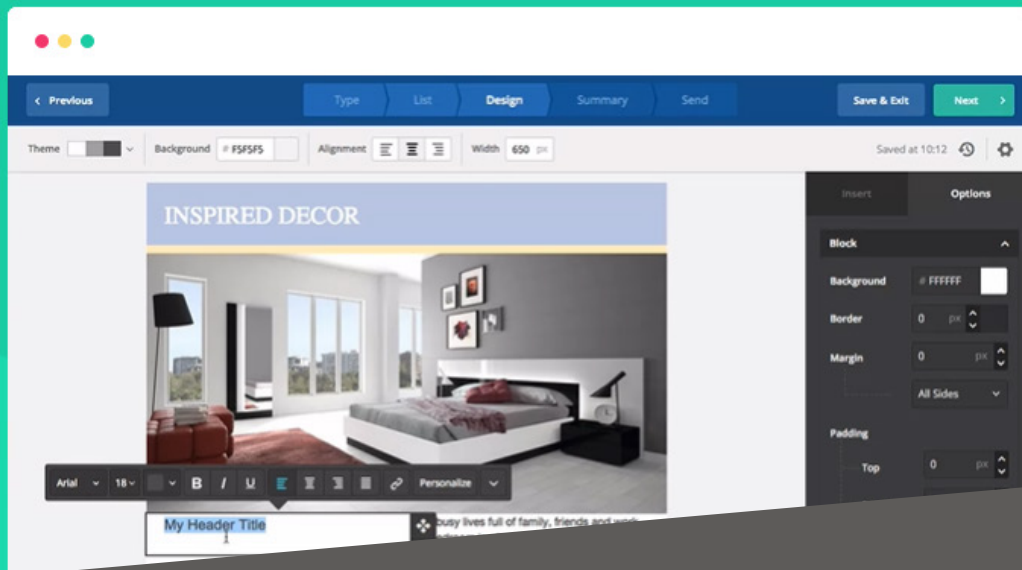
ACTIVECAMPAIGN

Why I Like ActiveCampaign

- Powerful automation
- Thorough reporting
- Great deliverability
- Multi-channel marketing
- Ease of use
- Newsletter creation
- A great sales pipeline function

My experience with ActiveCampaign

At around $100 per month ActiveCampaign is a solid system. I have a few clients who use ActiveCampaign because of the integrated sales and marketing CRM feature. This inbuilt CRM seamlessly links everything to the email marketing data allowing sales teams to act quickly.

Activecampaign isn't as easy as most of the other tools to use and getting faniliarised with it takes a lot of work.

How to get ActiveCampaign

Visit the website and request a demo.

THE CHOICE IS NOW YOURS

There you have it, my breakdown on choosing the email list building platform best suited for you.

In a nutshell,

- If you are just beginning and wanting to dip your toe into building a database, then **Mailchimp** and or **AWeber** is the way to go.
- If you are setting up an ecommerce store like an online shop – its hard to beat **Drip**.
- If you are setting up a serious business involving consulting, information product services or online memberships and courses then **Kartra** is the answer.
- If you have or are likely to employ a team of salespeople, then **ActiveCampaign** is the best fit.

Important Note:

Should you choose the wrong platform, or you change the direction of your business (like I did), it's not the end of the world. Moving from one platform to another is really a csv file, away as all these systems allow for exports and imports. You need to allow some time for approval of any bulk upload imports.

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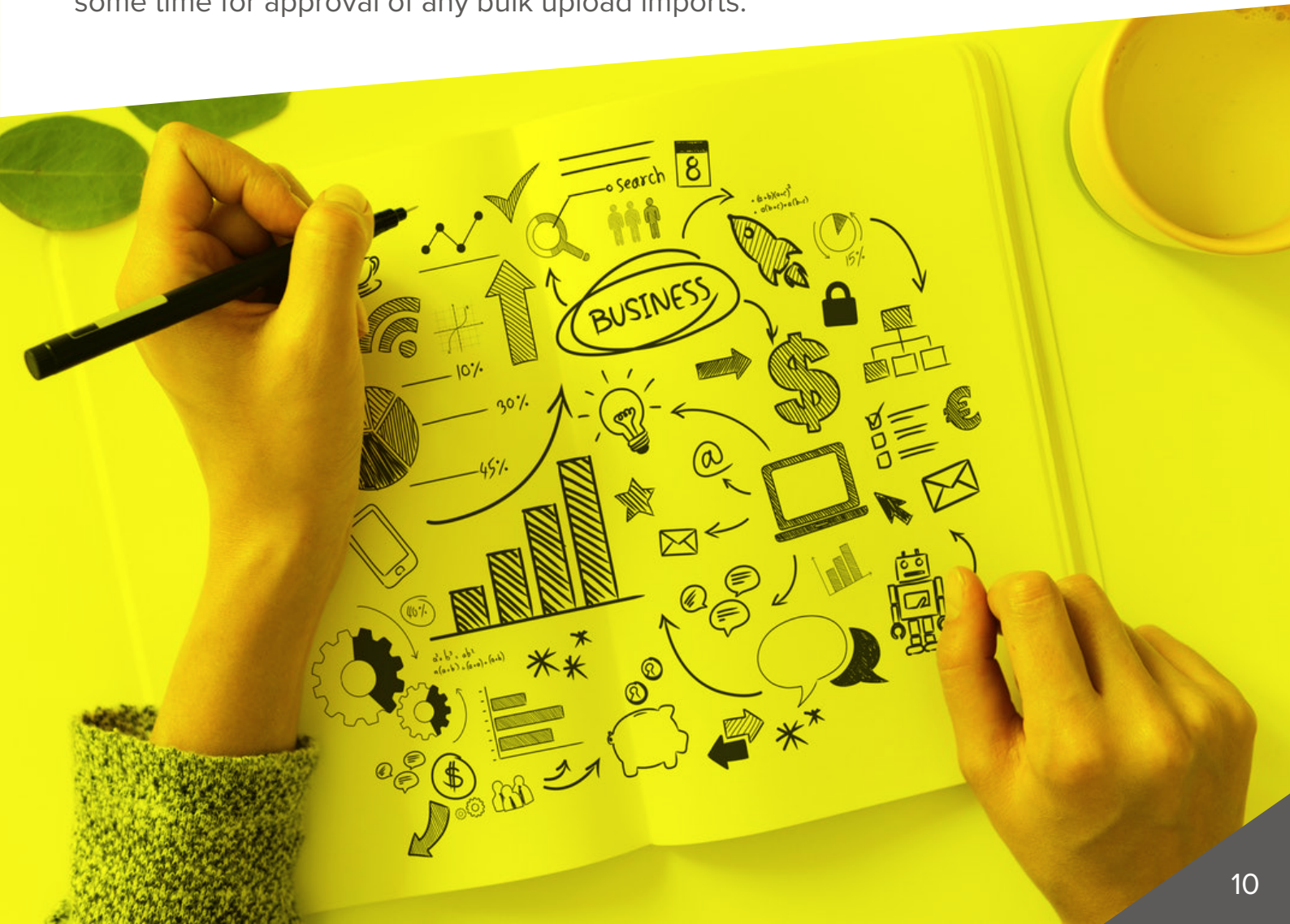
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