

EMAIL MARKETING TECHNOLOGY

ENTRY LEVEL SYSTEMS

Entry level systems give you all you need to get going with email marketing at low cost. They let you set up lists, create optin forms, send broadcast emails and autoresponders, track open rates and clicks, and do A/B split tests. For many people, this is all you'll ever need.



Probably the most popular email marketing and autoresponder system.

Has all the key features: optin forms, broadcast emails, autoresponders, tracking and statistics.

Easy to use and compatible with pretty much every tool on the market.

Two big issues for marketers thinking of switching to AWeber: if you upload your existing contact base they **insist** on making them re-opt in (unless you allow them to do a forensic inspection of your current system).

The same goes if you manually add contacts you've met or who ask personally to get on your list - it'll ask them to confirm. Many won't get round to it.

Pricing: From \$19 per month for up to 500 subscribers, \$29 per month for up to 2,500

[Click here for more info >>](#)



Very popular entry level system (probably due to its free broadcast option for up to 2,000 contacts to get you started)

All the usual features. More of a "web 2.0" feel to it than Aweber and can show social profiles of subscribers.

Compatible with most tools (though not as compatible as Aweber so check if you have a particular tool in mind).

A bit more technical than Aweber to customise. And they're **very** sensitive.

They've been known to suspend accounts because of too many unsubscribes, or for promoting affiliate products.

Pricing: \$10 per month for up to 500 subscribers, \$30 per month for up to 2,500

Free option (no autoresponders, capped sends) for up to 2,000 subscribers.

[Click here for more info >>](#)



Get Response has all the normal features of entry level systems: optin forms, broadcasts, autoresponders, tracking, list management etc.

But it also has some of the advanced features normally only available in higher cost systems. It's has integrated surveys, and can initiate actions (like adding subscribers to sequences) based on actions like opening emails, clicking links or visiting websites).

It's not sensitive about you uploading your own contacts (though obviously if your spam reports are too high they'll pull you up). And it's compatible with most 3rd party tools.

Pricing: \$25 per month for up to 2,500 subscribers.

[Click here for more info >>](#)

ADVANCED EMAIL SYSTEMS

Advanced email systems add in CRM features, shopping carts, integrated membership sites, automation rules, etc. In particular they allow you to segment your list and send appropriate emails depending on the actions they take.



The heavyweight of the marketing world.

Industrial strength automation, drag and drop campaign builder, full featured shopping cart and affiliate system.

More advanced CRM with lead and funnel management.

Have to pay extra for add-ons for split testing, membership system or voice and direct mail.

Probably best choice for general small business or ecommerce.

Pricing: \$1,999 one off, then \$199 per month for 5,000 contacts; 500,000 emails.

[Click here for more info >>](#)



The system I used to use. More advanced automation rules, tracking, built in membership site, voicemail integration, affiliate system.

Shopping cart system is basic - single product purchases and upsells only. User interface simpler than Infusionsoft - quicker to get things done.

Probably best for info marketers and consultants, coaches and speakers.

Unfortunately latest release (late 2014) has been very buggy.

Pricing: \$297 per month for 25,000 contacts and 100,000 emails.

[Click here for more info >>](#)



This is the system I now use and recommend. It's got the advanced email automation of Infusionsoft and Ontraport (in fact it has more features) but at the price level of Aweber and Mailchimp.

It has basic CRM features - but no shopping cart or affiliate program. However it connects to literally hundreds of external tools through Zapier.

It's easy to use with a drag and drop email designer and automation builder.

Pricing: \$9 per month for up to 500 contacts, \$70 per month for 10,000 contacts. Unlimited emails in all cases.

[Click here for more info >>](#)

THE SHORTCUT GUIDE TO EMAIL MARKETING TECHNOLOGY

TOOLS FOR GETTING MORE EMAIL SUBSCRIBERS



Wordpress theme that allows you to quickly create dedicated lead capture sites and landing pages. Has 10+ pre-defined, attractive optin page formats.

Also allows you to quickly create sales pages, product launch sequence pages and membership sites.

Pricing: \$97 one off. [Click here for more info >>](#)



LeadPages is **the** fastest tool for creating high converting landing pages using pre-defined "fill in the blanks" templates. it's what I use for all my new landing pages. Just takes about 10 minutes to get a great looking and effective page up.

There are dozens of templates covering video optin pages, 2-step optins, webinar optin pages (with integration with Gotowebinar), sales pages, thank you pages, etc.

Pricing: \$300/yr for standard version. \$480/yr for pro. [Click here for more info >>](#)



Optinmonster is the popup plugin I use. It allows exit intent popups (which appear when a visitors moves their mouse towards the navigation or exit buttons on their browser. It doesn't stop them leaving if they want - but it catches their attention enough to get a significant number of optins.

It has a popup designer with a variety of attractive templates and has animations to catch the attention of visitors.

Pricing: \$197 one off payment. [Click here for more info >>](#)



Thrive Leads is the best "jack of all trades" Wordpress plugin for creating optin forms.

It creates mobile responsive forms (with optional Facebook optin) that can go in sidebars, after each post, as popups, or standalone on landing pages. It works with pretty much every email system and even has advanced A/B testing and tracking and Gotowebinar integration

Pricing: \$59 one off for one site. [Click here for more info >>](#)

TOOLS FOR IMPROVED EMAIL PERFORMANCE (FOR AWEBER)



AW Pro Tools brings some of the advanced features of Infusionsoft and Office Autopilot to Aweber.

Using AW Pro Tools you can tag subscribers, move them between lists based on rules, back up your lists automatically and "daisy chain" autoresponders.

It only works for AWeber, but if you're an Aweber user and you're thinking of upgrading to Infusionsoft or Office Autopilot just for the advanced tagging and sequences it's worth trying this first.

Pricing: \$20 per month. [Click here for more info >>](#)

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