FIND AN EMAIL SERVICE PROVIDER THAT'S RIGHT FOR YOU

If you're considering investing time and resources into an email marketing strategy, a great first step is finding an **email service provider** (ESP). An ESP is an online service that enables marketers to build and send email marketing campaigns to a list of subscribers.

Keep the following in mind when looking for an ESP that meets your business needs:

1. BUDGET

Determine your budget ahead of time—What can you afford to spend each month on an ESP?

Most pricing models are determined by the number of subscribers you will be emailing (number of contacts and the number of emails you will send to them (number of sends). You will need to determine both to determine your pricing level.

Many major ESPs, like Mailchimp and HubSpot, offer free trials. Keep in mind with these, your free trial is likely to be limited in terms of features, support, or number of contacts or sends:

- MailChimp Pricing Plan
- HubSpot Pricing Plans

2. DESIGN & DEVELOPMENT RESOURCES

Will you have design and development support? Or will you be handling your email marketing yourself?

If you have access to development resources either in-house or through an agency, Salesforce's Marketing Cloud Email Studio is a powerful tool with many options available for custom designs, interactive content, and testing.

If the design and development resources at your disposal are limited, there are simpler ESPs on the market that boast "drag and drop" design builders and free templates (no coding required).
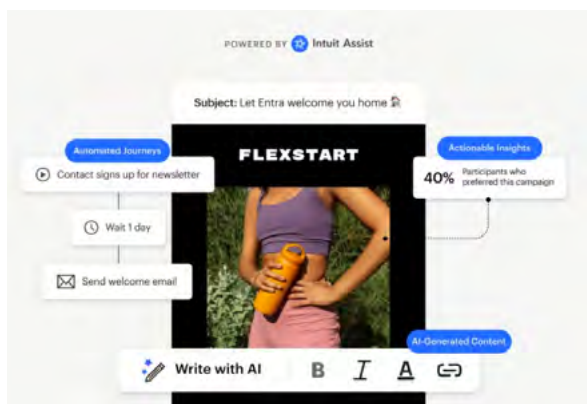
- Constant Contact
- Campaign Monitor
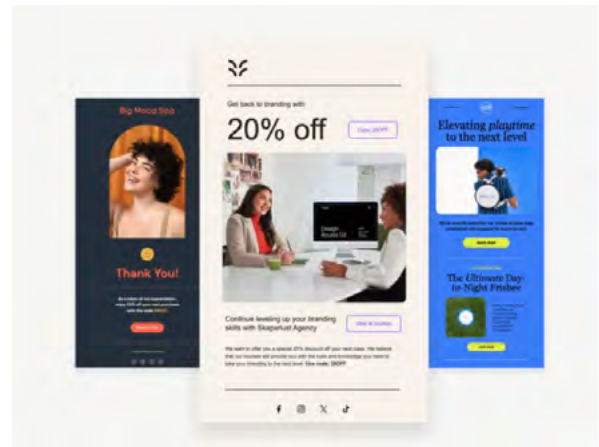
3. ADDITIONAL FEATURES

What email features are important to you? Do you want the ability to personalize your emails, or test your email marketing campaigns? Do you hope to send automated emails?

All of the ESPs above offer these features, at varying degrees and varying price points. As you review the various options, note a list of the additional features that pique your interest and make sure to compare the pricing of these features between ESPs. Ask yourself: What are "must haves", and what are "nice to haves"?

4. CUSTOMER SUPPORT

What level of customer support will you require when building and sending email marketing campaigns? Each ESP offers something unique:

- Constant Contact
  ◇ Support available via phone and online chat six days per week
  ◇ Learning resource library

- Campaign Monitor
  ◇ Support available via phone and online chat
  ◇ Online article database

- HubSpot
  ◇ Support available via phone, email and App
  ◇ Customer forum support
  ◇ Online article database

- Mailchimp
  ◇ 24/7 Support available via email and chat
  ◇ Online article database

- Salesforce's Marketing Cloud Email Studio
  ◇ Support available via phone, chat, and online ticketing system support (access depends on the category of your agreement)
  ◇ Database of online resources

Lastly, don't overlook measuring the success of email campaigns through Analytics. Many of the programs have built-in Analytics programs and offer tips on how to interpret and act on data insights. Compare the analytics of various ESPs here.