

# 5 EMAIL MARKETING TOOLS

## THAT ARE BUDGET FRIENDLY

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# INTRODUCTION

In this day and age, looking at the pace that marketing channels evolve, there are so many resources available for businesses to grow: social media, SEO, PPC, network marketing, and the list continues. And many of them didn't exist a few years ago.

But there is one category that continues to perform well year after year: **email marketing**.

When the world's first e-mail was launched in the seventies, a new era of communication and marketing began. Since then, e-mail marketing has evolved into a vital pillar of any business's marketing strategy around the globe.

Although one of the oldest forms of digital marketing, email marketing is the most profitable and cost-effective direct marketing channel since email platforms are often free or priced very affordably, depending mostly on the size of your subscriber base and the number of emails you plan to send.



## 5 Facts About the History of Email Marketing\*

### #1 The first electronic mail was sent in 1971 by Ray Tomlinson.

He was a programmer working on applications for MIT's Arpanet project (essentially the start of what we know today as the internet.)

### #2 The first email marketing blast was sent in 1978.

The sender was Gary Thuerk who worked for Digital Equipment Corp. His email blast was sent to 400 recipients as a promotion for his company's computers, and it actually resulted in \$13 million in sales. This email is also considered the first spam message.

### #3 Hotmail sparked the explosion of email marketing.

On July 4, 1996, Hotmail launched the first free web-based email service. In doing so, they opened up a direct line of communication to potentially 20 million American internet users. Marketers saw the opportunity and jumped in head first.

### #4 As of 2015, there were 2.6 billion email users worldwide.

But over 50 percent of the emails received were spam.

### #5 The No. 1 reason people unsubscribe from emails is they simply get too many.

The second reason most people unsubscribe from emails is the lack of relevancy, followed by too many emails received from a particular company.

# WHAT IS EMAIL MARKETING?

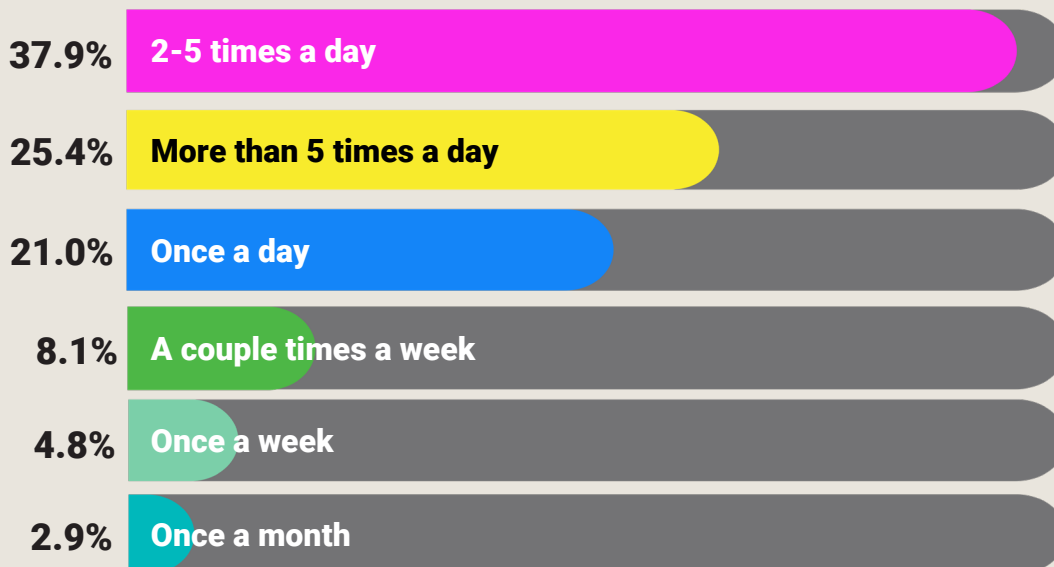
Email marketing is the practice of using emails to communicate marketing messages to both current and potential customers. Businesses can use this direct marketing channel to communicate company updates, advertise goods and services, and cultivate relationships with email recipients.

Early adopters of this strategy frequently start out with a straightforward approach, like sending a weekly email with featured products or industry news.

But modern email marketing has moved away from one-size-fits-all mass mailings and focuses on consent, segmentation, and personalization. And marketing automation makes it easier - not only saves important resources like time and money but also helps drive sales and build a community genuinely appreciative of a brand.

So the more businesses and marketers understand the benefits of this channel, the more they want to employ more complex strategies: automated email series work wonders for cart abandonment, customer re-engagement, or tempting membership deals. Either way, with both simple and complex strategies, the ultimate goal is to increase customer engagement and drive conversions.

How many times do consumers check their email?



**4 billion** people use the email daily. This number is expected to climb to 4.6 billion by 2025\*\*

Over **306 billion** emails are sent and received each day.

\*Source: Hubspot \*\*Source: Statista

# WHY SHOULD YOU DO EMAIL MARKETING?

Email marketing is a unique process in that, unlike social media or SEO, you own every piece of the funnel. Most importantly, you don't own just an email subscriber list, you own consent. Why is this so important?

As retail and e-commerce increasingly depend on digital marketing to reach leads, prospects, and existing customers, email marketing hits the sweet spot with personalized messaging at the right time, in the right place, with the right offer—with customers' consent.

However, nothing really demonstrates to business owners how important an instrument email marketing is to sales strategy than data & arguments:

1



**It builds awareness and credibility.**

Building awareness and credibility are two essential activities for any business. Being present in your customers' inboxes with relevant and useful information will increase your visibility and brand recognition over time.

2



**It's effective and it's everywhere.**

Considering the fact that more than half of the entire planet uses email right now, it is the perfect channel for your marketing strategy. Email reaches a minimum of 84 percent of the people you send it to, according to the 2020 Deliverability Benchmark Report (PDF) as applied to Europe, and has an average open rate that can touch the mid-30 percent range.

3



**It drives conversions.**

Conversions are the ultimate goal for every business. Regardless of whether they are in the form of sales, leads, memberships, or other metrics, every marketer or business owner wants to turn potential customers into paying ones.

4



**It's trustworthy.**

Small business owners who know for a fact they offer a better product and sales service, might feel a bit discouraged to see people prefer bigger companies over them. But it's just because they've tested with and invested in a bunch of marketing channels in order to establish a trust factor with their potential customers. Email marketing is one proven way to add credibility to any small business. According to research, 66% of people purchased in response to email marketing, while only 20% bought via a Facebook promotion.

**33%**

**of marketers send weekly emails.**

**26%**

**of marketers send emails multiple times per month.**

**64%**

**of small businesses use email marketing to reach customers. (Campaign Monitor, 2021).**

**5****It's wanted.**

If someone signs up for an email list, they really want to hear from a brand. According to a 2019 Adobe Email usage Study, about 60 percent of customers say email is their most preferred method of communication with businesses. And more than 90 percent of people say they want to receive promotional emails from companies with whom they do business.

**6****It delivers your message.**

Email platforms do not have an algorithm that determines whether or not your audience will see your message. 90% of emails get delivered to the recipient's inbox which means that if you send an email campaign to 10,000 subscribers at least 9000 of them will receive it in their inbox.

**7****It's targeted and personalizable.**

Today, more than ever, people are very selective when it comes to their time and the way they use it. So, nobody is generous enough to spend precious time with spam emails or wide-interest ones. Email marketing allows you to segment your customer list into different segments based on their preferences and actions, so you can send them highly personalized content.

**8****It increases leads.**

Email lead generation is a way to collect leads through the use of an email opt-in form. It is an essential tool for businesses that want to grow their customer base and generate more sales.

**9****It can win back lost customers.**

It is very common for people to leave the process midway due to a variety of reasons, including distractions. Sending emails to follow up with someone who did not complete a purchase proves to be a fixer for shopping abandonment cart issues. Sending three different emails to these customers can be 69 percent more successful than sending a single abandoned cart email.

**10****It's measurable.**

Email marketing is an extraordinarily measurable form of marketing. The effectiveness of email copy and design can be measured right away by checking with stats such as open rate, click-through rate, and conversion rate. Information like bounce rate, spam complaint rate, and unsubscribe rate, on the other hand, will give a clear perspective on the health of the subscriber's list. Business owners may find it particularly interesting to find out how popular their brand is by consulting the email sharing rate and list growth rate.

# HOW TO CHOOSE AN EMAIL SERVICE PROVIDER

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Regardless of whether you run a small business or not, you should first determine your needs and the key features that each provider offers before selecting the best email service provider (ESP).

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**What's your email marketing budget?**

If it's very limited, then free or cheap email marketing services should be your starting point.

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**If you already have a list of opt-in contacts, how many are there at this point? How many more do you want to reach within, let's say, the next year?**

You'll want to know how much the chosen ESP will cost so that you can remain cost-effective as the list grows.

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**What kinds of emails do you plan to send, and how often?**

You need to have an idea of your required email volume (just how many emails will be sent per month).

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**What's your skill level when it comes to designing emails?**

If you're a complete beginner, you'll want a drag-and-drop email editor or email templates. If you're on the advanced side and have the resources to code emails from scratch, then an HTML editor is the answer.

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**Are you ready to try automated email workflows?**

Then you need to make sure the email service provider you choose has automation functions; some only offer basic autoresponders.

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**Is there a case for dealing with a wide array of buyer personas?**

If so, the ESP should have contact list segmentation capabilities.

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The purpose of email marketing is to build relationships and grow your business, so we advise you to imagine where your business will be in a year or two and make sure your provider can scale with you and your needs.

# 5 BUDGET-FRIENDLY EMAIL MARKETING TOOLS AND THEIR MAIN FEATURES

Talking about scaling, nothing beats a price comparative overview that can show you what email marketing means in terms of costs for other businesses in the market. We've addressed the price and benefits of the 5 most popular options for professional email marketing software:

ESP	MAIN ADVANTAGES	FREE PLAN	MAIN FEATURES INCLUDED IN THE CHEAPEST PLAN	EASE OF USE
<b>SENDINBLUE</b>	<ul style="list-style-type: none"> <li>Both email and SMS marketing to reach more customers.</li> <li>Easy-to-customize email templates.</li> <li>A drag-and-drop editor that requires no technical knowledge.</li> <li>More than 60 advanced integrations Insightful reporting &amp; analytics.</li> </ul> <p><b>Best for:</b> businesses on a budget</p>		<ul style="list-style-type: none"> <li>300 emails/day</li> <li>Customizable Email Templates</li> <li>Drag &amp; Drop Editor</li> <li>Transactional Emails</li> <li>SMS &amp; WhatsApp Campaigns</li> </ul>	 EASY
<b>MAILCHIMP</b>	<ul style="list-style-type: none"> <li>A pretty generous free plan.</li> <li>Content optimizer with suggestions for more engaging emails.</li> <li>Great reporting features to help you quickly track email campaign efficiency.</li> <li>Advanced automation to send triggered emails to subscribers.</li> <li>Segmentation that's easy to get started, helping you target your customers better.</li> </ul> <p><b>Best for:</b> Solopreneurs and startups</p>		<ul style="list-style-type: none"> <li>2500 emails/monthly</li> <li>Customer Support for the first 30 days</li> <li>Pre-built Email Templates</li> <li>300+ Integrations</li> <li>Creative Assistant</li> <li>Forms &amp; Landing Pages</li> <li>Basic Reporting &amp; Analytics</li> </ul>	 MODERATE
<b>HUBSPOT</b>	<ul style="list-style-type: none"> <li>Easy-to-use email editor and well-designed templates that are easy to adapt to your business</li> <li>Natively integrated with HubSpot's free CRM integration for better sales outreach and customer support communications</li> <li>Great A/B testing for content and template designs</li> <li>Strong landing page editor to help create quick, campaign-specific pages</li> <li>Powerful segmentation for personalization to extend customer LTV</li> </ul> <p><b>Best for:</b> SaaS businesses</p>		<ul style="list-style-type: none"> <li>2000 emails/month</li> <li>E-mail marketing</li> <li>Landing pages</li> <li>Email scheduling</li> <li>Drag-and-drop editor</li> <li>Mobile optimization</li> <li>List segmentation (limited)</li> </ul>	 MODERATE
<b>CAMPAIGN MONITOR</b>	<ul style="list-style-type: none"> <li>Professionally-designed email templates and drag-and-drop builder</li> <li>Customer journeys buider based on user actions, sign-up locations, and more</li> <li>Subscriber segments based on user data, actions, and more</li> <li>Sign-up forms</li> <li>Email marketing analytics for emails, segments, and users</li> </ul> <p><b>Best for:</b> beginners learning to build an engaged audience</p>		<ul style="list-style-type: none"> <li>2500 emails/month</li> <li>Drag-and-drop builder</li> <li>Customizable template library</li> <li>Custom coded templates</li> <li>Branded templates</li> <li>Segmentation tools</li> <li>Signup forms</li> </ul>	 EASY
<b>AWEBER</b>	<ul style="list-style-type: none"> <li>A drag-and-drop email editor</li> <li>Email segmentation that lets you target specific customers</li> <li>Automated email campaigns for abandoned carts or welcome subscribers</li> <li>Web push notifications so you can reach your shoppers in more ways</li> </ul> <p>Best for: businesses on a budget and startups</p>		<ul style="list-style-type: none"> <li>Up to 500 email subscribers</li> <li>3000 email sends/month</li> <li>1 Landing page</li> <li>1 Email automation</li> <li>Web push notifications</li> <li>Email templates</li> <li>Sign up forms</li> </ul>	 EASY

# CONCLUSION



Regardless of a business's size and industry, email marketing is a powerful tool that offers a number of business opportunities from lead generation to customer engagement. It allows companies to communicate with their customers and potential customers through a direct, personal channel, resulting in increased sales, loyalty, and customer satisfaction.

It is flexible and scalable, enough to achieve marketing goals depending on the company's needs and capabilities.

Email marketing is a powerful tool for businesses of all sizes. With so many easy-to-use email marketing tools available today, there's nothing standing in your way.