



Top 3 Email Marketing Platforms

No matter the size of your business, email marketing is a fast, flexible, and cost-effective way to retain existing customers by encouraging repeat transactions.

Email marketing works. The hardest part is just deciding which platform to use.

The truth is, there's no one-size-fits all email marketing platform. What's good for a new user won't work for a career professional, and what drives sales for e-commerce might not fit with a service-based business.

So which email marketing platform is best for you?

I've narrowed down my top three email marketing platforms to help you decide which can take your business to the next level.

Best for Email Newbies: MailerLite

MailerLite is newer to the market, but don't let their young age (or the age of their team) fool you. This fresh approach to email marketing is easy to use, boasts a generous free plan, and has great features and even better support.

If you're a small business, a freelancer, or a website owner who wants an affordable solution with an easy learning curve and good features, give MailerLite a try.

Best for Ecommerce: Klaviyo

Klaviyo is lesser-known in the email world because they don't have an affiliate program, but in my experience, it's the best there is if you're selling online.

Klaviyo integrates with your online store for advanced analytics, powerful segmentation capabilities, and personalized product recommendations. Their reporting is based on your return on investment, so you'll see at a glance how much money each email makes. What a great incentive to send another email!

Best for Power Users: Active Campaign

If email marketing is an old trick, not a new one, you might be interested in Active Campaign.

Active Campaign gives you total control over automations, powerful client scoring, and awesome automations. Although it's potentially overwhelming for a beginner (and fairly expensive), Active Campaign can be a logical next step if you're ready to graduate from your starter platform.

Email marketing, while powerful, can be overwhelming when you get started. Luckily, there are many resources at your disposal. One such resource is my upcoming training, Email Marketing 101, where we'll take a look at these platforms and other getting started tips. It's a free training and I hope to see you there!

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