

UNIVERGE BLUE MARKETING

PCMag's Suggestions for
Email Marketing Automation Tools

WHAT IS MARKETING AUTOMATION SOFTWARE?

Marketing Automation Software is a technology platform and service that automates repetitive online tasks. It's designed for marketers and organizations to market their brand more effectively over websites, email, and through social media.

UNIVERGE BLUE EMAIL MARKETING

With the release of NEC's UNIVERGE BLUE Channel Partner Marketing Success Kit, you now have all UNIVERGE BLUE email campaign content in one consolidated kit. Next, you'll need a tool to send the campaigns to your customer and prospect lists. This document covers PCMag's "Best Marketing Automation Software for 2021" article. In this article, PCMag gives detailed reviews of 11 marketing automation tools that they have tested out.

Following 6 suggestions from NEC based on PCMag's automation software reviews.

To read the full PCMag's "The Best Marketing Automation Software for 2021" article, visit this link:

<https://www.pcmag.com/picks/the-best-marketing-automation-software>



Campaigner

Campaigner leads the competition with well-priced email marketing, automation, and analytic features that work together well for both experienced digital marketers and newcomers.

Pricing starts at \$19.95 per month*

PROS

- Accessible 24/7 customer support
- Productivity-focused UI
- Wide range of templates and options
- Comprehensive onboarding and online resources

CONS

- Requires credit card for free trial
- No free version
- Migrating from other solutions isn't easy

mailchimp

Mailchimp has long been the dominant player in the email marketing space and now the company is adding turnkey e-commerce, better automation, and even embedded customer relationship management (CRM) features to its offering. The latest version of Mailchimp offers website hosting and design.

Pricing starts at \$10.00 per month*

PROS

- Full marketing hub
- Workable free tier with flexible pricing
- Websites and e-commerce plans bring revenue-sharing options
- Adds turnkey e-commerce for merchants

CONS

- Lackluster email template experience
- Campaign tracking is limited and somewhat difficult

GetResponse

GetResponse is versatile, easy to use, and now has an improved focus on e-commerce. It'll handle most companies' omni-channel marketing needs via a feature-rich interface and a number of smart integrations.

Pricing Starts at \$15 per month*

PROS

- Expanded features like SMS and email chat
- Powerful auto-responder options
- Easy email marketing features
- Improved e-commerce integration

CONS

- Analytics are underwhelming
- Lacks 24/7 phone support

Campaign Monitor

Campaign Monitor brings an intuitive interface with rich templates and powerful analytics and makes them accessible even to novice email marketers. However, it trails the competition in direct online support.

Pricing starts at \$9.00 per month*

PROS

- Versatile email templates
- Easy-to-use WYSIWYG interface
- Easy automation tool
- Good SMB analytics

CONS

- Contact importing difficult when matching custom fields
- No SMS channel
- Lacks direct online support via phone or chat





sendinblue

You can use Sendinblue to segment your email list and automatically send personalized emails to your customers and prospects. In addition, they have an easy-to-use drag and drop builder so you can easily create completely automated email campaigns. Plus, you can set up Sendinblue with WP Mail SMTP for reliable transactional email deliverability.

Prices start at \$25 per month*

PROS

- › Wealth of transactional email and SMS features
- › Includes basic CRM functionality
- › Impressive range of automation and integration
- › Expanded template building options

CONS

- › Initial account setup can be tedious
- › Data import can be convoluted
- › Advanced template creation is a separate service and cost

Infusionsoft.

Ideal for small businesses where managers wear multiple hats, Infusionsoft by Keap is both the launchpad and the control center for various email marketing and CRM activities.

Prices start at \$199 per month*

PROS

- › Combines CRM with email marketing
- › Makes it easy to add contacts
- › Great coaching and support options

CONS

- › Expensive
- › Reporting could use some refinement
- › Template designs are limited

For any questions regarding marketing for UNIVERGE BLUE CLOUD SERVICES, we invite you to email NEC's Channel Partner Product Marketing Team directly: PartnerMarketing@necam.com

*Prices quoted are from PCMag's article and are based on list price at time of article publication.

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