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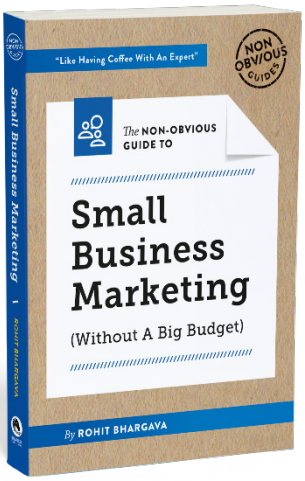
USE WITH SECTION **14.3**

Email + SMS Marketing Platforms and Tools To Optimize Campaigns



EMAIL MARKETING PLATFORMS

The following is a list of leading email marketing platforms to consider. Most include not only the ability to manage your email database and push messages to your list, they also often offer marketing automation features that allow you to integrate with other efforts outside email.

1. **Mailchimp** – www.mailchimp.com
2. **Infusionsoft** – www.Infusionsoft.com
3. **Constant Contact** – www.constantcontact.com
4. **Aweber** – www.aweber.com
5. **SendGrid** – www.sendgrid.com
6. **MyEmma** – www.myemma.com
7. **Marketo** – www.marketo.com **(recently acquired by Adobe)**
8. **Hubspot** – www.hubspot.com
9. **GetResponse** – www.getresponse.com
10. **Pardot** – www.pardot.com **(owned by Salesforce)**

EMAIL MARKETING OPTIMIZATION TOOLS

These are optimization tools that work with multiple platforms but allow you to test the effectiveness of your email marketing or improve your landing pages.

1. **Litmus** – www.litmus.com
2. **Leadpages** – www.leadpages.net
3. **Optimizely** – www.optimizely.com

Did we miss any resources for this list?

This list of resources is continually updated. To make suggestions for us to add to the next edition, let Rohit know by emailing rohit@nonobviouscompany.com!