



Supercharge Your Campaigns: Discover the Best Email Marketing Tools

Connecting with your [targeted leads](#) and building lasting relationships with consumers is essential to the success of any business. When it comes to reaching your target leads and building lasting relationships, [email marketing](#) stands out as the prevailing and highly effective method. In fact, as per [statista.com](#) there were about 4 billion email users in 2020, and is set to grow by 4.6 billion by 2025. Also, a study by [mckinsey.com](#) found that email is 40 times more likely to acquire customers than [social media](#).

So, if you don't have the right tools, managing an email campaign can be a difficult task. There are a whole range of tools available out there, but we've curated the ultimate collection of cutting-edge marketing tools, ensuring your campaign's success.

1. Mailchimp

-It is a well-liked [email marketing tool](#), Mailchimp provides several tools to assist companies of all sizes in setting up and managing email campaigns. Mailchimp allows for the planning of email campaigns and does A/B tests and reports such as open rates, click-through rates, unsubscribe rates, and other metrics. To add, of the apps we reviewed, this offers the most generous free-forever programs.

1. Hubspot

-This is not just an email marketing tool but an all-in-one marketing platform that offers email marketing, social media management, and more. The powerful email marketing tool from Hubspot enables you to build automated email campaigns that are triggered by particular behaviors or actions. Hubspot does not have a free version and only has a 14-day trial version. Hubspot is also a bit pricey considering it is not just an email marketing tool. If you are looking for a CRM tool with email marketing features then this is the app for you.

1. ActiveCampaign

-It is a comprehensive marketing automation platform. Marketing and sales teams can manage their contacts, leads, and sales procedures, as well as automated email campaigns. The tool offers several capabilities, such as lead scoring, website tracking, SMS marketing, email marketing, and more. Aside from being good for small to large businesses, due to its automation features, it is particularly good for e-commerce.

1. MailerLight

-This platform offers a collection of email marketing solutions, such as pop-ups, landing pages, and email automation. One of the most user-friendly platforms accessible, its intuitive drag-and-drop editing interface enables users to easily create emails with a professional feel. It is a desirable option for small and new businesses wanting to launch their email marketing campaigns because of its free subscription plan for businesses with up to 1,000 connections.

1. Drip

- It is an email automation and marketing platform that enables companies the opportunity to design highly customized email campaigns. Drip was created for e-commerce therefore it was incorporated with the best practices. The tool has several capabilities, including segmentation, lead scoring, and automated workflows. It also offers a straightforward drag-and-drop editor that enables users to easily compose emails with a professional appearance.

1. Moosend

-A platform that provides email automation workflows, landing pages, and other functionalities. Users may easily write emails with a professional feel thanks to the tool's intuitive drag-and-drop editor. Furthermore, Moosend also provides sophisticated automation tools like conditional statements and triggers that let companies design highly customized campaigns. Additionally, it is the least expensive email marketing platform on the market. You pay according to the number of emails sent or the number of subscribers.

The above email marketing tools are excellent tools that provide businesses with the ability to create personalized email campaigns and automate their marketing processes. Each tool offers unique features and benefits, so it's important to choose the one that best fits your business's needs and budget. With the correct email marketing technology, your business may improve consumer engagement, accomplish its marketing objectives, and boost total ROI.

Choosing which of these tools you would like to use can be difficult. Acquiring these tools would also mean you have to operate them. Your ultimate aim is to streamline your email engagements, whether it involves [lead generation](#), nurturing, [appointment setting](#), or fostering customer relationships. At XYNC, we are a Marketing Agency equipped to handle all of these tasks and more. Leveraging our expertise, we can simplify your email marketing campaign and drive optimal results.

We invite you to reach out to us and explore how we can assist you in your email marketing endeavors. Contact us today and let [XYNC](#) help you unleash the full potential of your email campaigns.

