

Email Marketing Software

There are many online email marketing tools that can help you build your contact list and make it easy to fashion a great newsletter and send it with just a click of a button.

Many small businesses start out by using “bcc” (blind copy) through their own email programs like Outlook and Outlook Express. This would be fine if you have a list of only 50 people that you stay in contact with but it becomes more work if you have larger lists of contacts.

The disadvantage to using the “blind copy” method is that many spam filters reject messages that are not being sent directly to the recipient. For instance the “to” field. You could also get in trouble with your Internet Service Provider if you do it too much or trying to cram too many emails in the blind copy. It gets obvious that you are spamming.

This is why you need to let people “**Opt-In**” on their own. The best place to do this is to have a little subscription form on your web site. This form in conjunction with your Online Email Tool will add the new subscribers in a database.

You always want to give subscribers the ability to “**Opt-out**” and leave the list if they no longer wish to receive your newsletter. With proper software you can be anti-spam compliant and you can build your list naturally by promoting the information you are giving out.

From my experiences the two most powerful and yet easy to use email marketing programs are [Constant Contact](#) and [Aweber](#), which I am using right now.

They both have a subscription form generation tool that gives you the code you need to put on your web site.

Both have list management tools. Most importantly they both have easy to use template-driven email message composition tools.

Because I am experienced in building html email messages I just cut and paste my code directly into their systems. This is important to know because if you want a special “look” that the available templates do not offer, you or your web designer can style your own unique custom email announcement or message.

On the other hand both have very nice templates and the ability to modify them through online editing tools. You do not need to know any HTML code!

The difference between the two depends on how you market your business. [Constant Contact](#) is straight forward. You can use it for 60 days free and try it out yourself. If you decide that Constant Contact is for you, the starting price is \$15 per month for lists between 500 and 2500. You can send messages as often as you like.



[Aweber](#) is different in that you can have a sequence of messages sent to new subscribers individually. Say you have an online seminar broken out into a 5 parts. This is the tool that you want to use. As far as I know these guys are leaders in this concept and for now it may be the only one like it. The cost per month is \$19.95 for up to 10,000 contacts and again you can send messages as many times as you want. Even if you just want to send messages to the masses I think this is a good buy if you have a larger than 2500 contact list.



Both these tools make it easy to keep your business brand active and in front of a lot of people without too much effort.

Stay tuned for more email marketing tips...

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