

5 Best Email Marketing Automation Software Programs

Getting your email marketing automation software right from the start is crucial. It'll help you get more qualified leads and increase your conversion rates. But which email marketing platform should you choose?

There are many factors to consider when picking a tool. Here we look at 5 of the best email marketing automation programs and compare their features and pricing plans so you can find one that suits your business.

What is email marketing automation?

Email marketing automation is a system in which you automatically send out pre-written emails in response to certain events, such as when someone subscribes to your email list or makes a purchase. For example, an automated email might be sent to the subscriber who just subscribed to receive more information on your product. Email marketing automations are often done through software that you install on your website or via a third-party service that can integrate with your website.

The 5 Best Email Marketing Automation Software Programs

There are many email marketing software programs to choose from, but we'll focus on five of the best for this article:

1. Mailchimp
2. Constant Contact
3. InfusionSoft
4. **Klaviyo**

5. ActiveCampaign
6. **HubSpot**
7. GetResponse

Mailchimp –Email Marketing Automation Software

The first tool we will look at is Mailchimp. Mailchimp offers a variety of affordable plans so you can find one that suits your business's needs and budget. The company also integrates with many third-party tools such as PayPal and WordPress so you can use them with your email marketing campaigns.

Mailchimp is a great email marketing automation software that's free to use up to 2000 subscribers. It's a straightforward platform with a number of integrations, including Zapier for all your other apps, Google Analytics to track your campaigns, and Salesforce for CRM. Mailchimp also comes with a WordPress plugin that lets you create custom forms and popups.

In addition, Mailchimp has a number of templates built in so you can easily send targeted emails without having to worry about design. It also offers post-purchase follow-up sequences and the ability to segment your list so you can send personalized messages based on who they are or what they purchase from you.

There are some downsides, though; you can't automate any more than three campaigns and there is no mobile app available for their plan which starts at \$10/month.

[Mailchimp](#) is a good option for small businesses who have low monthly email volume.

Constant Contact

The second tool we will look at is [Constant Contact](#), which also offers a number of affordable plans and integrates with third-party tools like PayPal and WordPress—similar to Mailchimp—for easy setup and use of these features in your email campaigns. One downside is that they don't currently offer CRM integration like AWeber does (more on that later).

InfusionSoft

Next up is InfusionSoft, which has a lot of power for those willing to pay the higher monthly fee (\$99/month). InfusionSoft enables users to automate up to 20 campaigns through drag-and-drop functionality, enabling users to create segments based on time or behavior as well as design beautiful emails without hiring a designer or developer yourself. It's

Klaviyo

Klaviyo is an email marketing platform that helps you grow your business by connecting with shoppers on multiple channels. With Klaviyo, you can build tailored email campaigns, segment your lists, and track the performance of your campaigns to make data-driven decisions for future marketing efforts.

Benefits:

- Create customized email campaigns by using dynamic content options
- Track how many people click on your call to action button in emails
- Send autoresponders to specific segments of your contacts
- Import new contacts automatically from a variety of sources

Salesforce Marketing Cloud

Salesforce Marketing Cloud is a simple and powerful marketing automation software that helps you improve your lead generation, customer engagement, and ROI. It's best for those who need a fully customizable solution.

Salesforce Marketing Cloud offers a variety of features including email marketing, social media management, lead scoring, campaign management, analytics and more. The platform is compatible with various major email service providers like Gmail and Outlook. And it has a great deal of flexibility to choose from! You can test it for free for 30 days then decide if the product is right for you.

ActiveCampaign

ActiveCampaign is a robust email marketing automation tool that allows you to send automated, personalized messages to your contacts. You can also create drip email campaigns that are triggered by certain actions taken by your contacts. For example, if you offer a free trial of your service, ActiveCampaign will automatically contact the contact after they sign up for the trial with an offer for help with setting up their account.

ActiveCampaign's pricing plans start at \$9 per month for 1000 contacts and go up to \$199 per month for 100,000 contacts.

HubSpot.

HubSpot is one of the most popular email marketing automation programs. It offers a suite of tools that help marketers create, manage, and track their website content, leads, and contacts. HubSpot has all the features you need to create an effective lead nurturing campaign.

Read also: [Best Email marketing software for small business](#)