

# 4 Tips for Choosing an Email Platform



If you're considering an email platform, you have a lot of options. Some are free or low-cost, others are expensive, and often the price hinges on how high-volume your operation is. The bells and whistles you get for your monthly subscription may be necessary to your efforts – or could be far more than what you need.

Choosing an email platform can be a challenge. Here are a few things to consider when deciding between platforms.

## 1. List and Contact Management

Consider how easy it is to manage your lists, and segment out different sub-demographics when you want to run targeted campaigns.

## 2. Design Tools and Templates

Easy-to-use, drag-and-drop templates will give your emails a professional, designed look without needing to know HTML coding or complicated design software.

## 3. Analytics and Reporting

Most email platforms offer analytics, even at the free level. Consider how easy and intuitive the dashboard is to use, and what information you can see.

## 4. Automation Capabilities

It's crucial to be able to automate your workflows, and some platforms are better at this than others.

## Mailchimp and Constant Contact, for example, will let you automate things like:

- » Welcome emails
- » Lead nurturing sequences
- » First and post-purchase messages
- » Abandoned shopping cart messages
- » Retargeting emails, and more

We have expertise with a wide range of email marketing options, and partner with Mailchimp and Constant Contact, among others, to provide our clients with the right platform to meet their goals.

Need help choosing the right email platform to meet your needs? Ask how we can help!

Contact [hello@directconnectionusa.com](mailto:hello@directconnectionusa.com) for additional info.



**DIRECT CONNECTION**  
ADVERTISING & MARKETING, LLC