

**PAID MEDIA WORKSHOP**

**GETTING STARTED WITH EMAIL MARKETING: PRO TIPS!**

**Choose an Email Service Provider**

There are several email service providers (ESPs) options to choose from nowadays. An ESP allows you to store email addresses and send emails to a list of contacts. Most ESPs provide the following services:

* Signup forms
* Tags to segment or separate contacts
* Tags to personalize contacts (e.g., first name)
* Email templates
* Automation/scheduling

Here are some popular ESPs:

**Mailchimp**  [mailchimp.com](https://mailchimp.com)

Mailchimp has a free plan (up to 2,000 contacts/one email list). Its Essentials plan starts at $9.99/month (up to 500 contacts/three email lists).

**ActiveCampaign**
[activecampaign.com](https://www.activecampaign.com)

ActiveCampaign has a few paid plans. Its Lite plan starts at $15/month (up to 500 contacts).
You can request a demo or try it for free.

**Constant Contact**

[constantcontact.com](https://www.constantcontact.com)

Constant Contact has a couple of paid plans. Its Email plan starts at $20/month (based on number of contacts). Its Email Plus plan starts at $45/month (based on number of contacts). You can sign up for a 60-day free trial with no commitment—no credit card. No risk.

**ConvertKit**

[convertkit.com](https://convertkit.com)

ConvertKit has a free plan—no credit card required (up to 1,000 contacts). Its Creator plan
starts at $29/month (up to 1,000 contacts). You can sign up for a 14-day free trial—no credit card. You can cancel anytime.

**Aweber**

[aweber.com](https://www.aweber.com)

Aweber has a free plan—no credit card (up to 500 contacts). Its Pro plan starts at $19/month
(up to 500 contacts).

**GetResponse**

[getresponse.com](https://www.getresponse.com)

GetResponse has a few paid plans. Its Basic plan starts at $15/month (up to 1,000 contacts).
You can sign up for a 30-day free trial—no credit card.

**SEND AN EMAIL TO YOUR CONTACTS**

Invite people to subscribe to your email list on social media—Facebook, Instagram, LinkedIn and Twitter—and start sending them emails.

You can send emails:

* Every two or three days
* Every week—good practice
* Every two weeks
* Every month

Here are some types of email campaigns to send:

* Welcome/thank-you emails
* Company announcements
* Product/service updates
* Newsletters
* Event invitations

**More resources:**

The Complete Email Marketing Guide for Beginners: [campaignmonitor.com/resources/guides/getting-started-with-email-marketing](https://www.campaignmonitor.com/resources/guides/getting-started-with-email-marketing/)

Writing high-performing emails:

[medium.com/ri-idea-exchange/writing-high-performing-emails-81a77b8d1ca8](https://medium.com/ri-idea-exchange/writing-high-performing-emails-81a77b8d1ca8)

Email Design Glossary:

[emaildesign.beefree.io/email-design-glossary](https://emaildesign.beefree.io/email-design-glossary/)