



# Comparison Chart: E-mail Marketing Systems

By Jen Levitz



As a mission-driven entrepreneur, reaching more people and cultivating meaningful relationships while leveraging technology isn't always easy...especially when you don't know what tech to use. This list was created to help you see the different features of some of the well known e-mail marketing platforms side-by-side. It's by no means a complete list, but it includes the most popular solutions.

FEATURES AND BENEFITS	MailChimp	Aweber	GetResponse	1Shopping Cart	Ontraport	InfusionSoft
<b>Pricing</b>	Free account available with limited features, for up to 2,000 subscribers. Paid accounts start at \$10/mo.	Starts at \$19/mo for up to 500 subscribers	Starts at \$19/mo for up to 500 subscribers	Starts at \$59/mo for up to 25,000 subscribers	Starts at \$79/mo for 1,000 subscribers  \$297/mo for up to 25,000 subscribers	Starts at \$199/mo for up to 2500 subscribers
<b>Setup fee</b>	No	No	No	No	No	\$1,999 (But you may be able to negotiate!)
<b>Free Trial</b>	Free account with no autoresponder capabilities	A 30-day trial costs \$1	30-day free trial limited to 250 subscribers	30-day free trial	90-day money back guarantee	No
<b>Action-based autoresponders*</b>	Based on website goals, only available on paid account	No	Yes	Yes	Yes	Yes
<b>Time-based autoresponders**</b>	Only available on paid account	Yes	Yes	Only via Broadcast	Yes	Yes
<b>Landing pages</b>	No	No	Yes	No	Yes	No
<b>Integrates with LeadPages</b>	Yes	Yes	Yes	Yes	Yes	Yes
<b>Email templates</b>	300	600	500	No, but you can create email templates	Yes and you can create email templates	Yes and you can create email templates
<b>Emails per month</b>	Send up to 12,000 emails per month with the free account	Unlimited based on list size	Unlimited based on list size	5,000/ month for plus level... you may need to move up to the next payment level for more	100,000/ month. Additional fee for more	12,500/ month for the first level... you may need to move up to the next payment level for more
<b>Confirmed opt-in required (double opt-in)</b>	Yes	Yes	No	No	No	No
<b>Manually add customers to your list or import contacts from another service</b>	Double opt-in required	Double opt-in required	Yes	Yes	Yes	Yes
<b>Ability to deliver lead magnet in digital format via email attachment</b>	3rd party service may be available for attachments	A small selection of templates are available for the specific purpose of delivering digital content	A small selection of templates are available for the specific purpose of delivering digital content	Yes, with limitations	Allows attachments up to 1MB, but not recommended	Yes, with limitations
<b>A/B split testing</b>	Yes	Yes	Yes	No	Yes	Yes
<b>Shopping Cart</b>	No	No	No	Yes	Yes at Pro Level	Yes
<b>Affiliate Software/tracking</b>	No	No	No	Yes	Yes at Pro Level	Yes
<b>Mild to moderate learning curve</b>	Yes	Yes	Yes	Yes	Yes	Has a reputation for being difficult to learn
<b>Live Customer Support</b>	Included with paid plans	Included	Included	Paid Support	Included	Included

\*Action-based autoresponders are a series of emails that are triggered by the actions subscribers take such as opening emails, clicking on links, and website goals such as landing on a thank you page after purchasing a product.

\*\*Time-based autoresponders are a sequence of emails sent out according to a specified time frame such as every 3 days, or a particular day of the week.

<b>MailChimp</b>	MailChimp is a popular choice for many email marketers. Because their free account with limited features (e.g. no autoresponder function) is available for up to 2,000 email subscribers, it is often used by those just starting out in business.	<a href="http://mailchimp.com">mailchimp.com</a>
<b>AWeber</b>	AWeber has long been considered by many the industry standard for email marketers. Like MailChimp, the contact records are separate based on the list(s) they opt-in for... many larger businesses transition up to Ontraport or InfusionSoft to better segment list for more specific and targeted e-mail campaigns.	<a href="http://aweber.com">aweber.com</a>
<b>GetResponse</b>	GetResponse has a wide range of features not found in the other low cost options such as the ability to poll your subscribers and a fairly robust set of features for setting up autoresponders based on actions such as website goals, link clicks, and email opens. The interface is visually appealing and intuitive. (Of the low-cost solutions... this one gets my pick.)	<a href="http://getresponse.com">getresponse.com</a>
<b>1ShoppingCart</b>	1ShoppingCart provides a centralized and automated solution to manage all aspects of an eCommerce business. When eCommerce businesses grow tired of paying too much for multiple software products or want to alleviate the hassle of numerous, disconnected systems, they turn to 1ShoppingCart because it is integrated directly with online marketing tools. For a long time, they have been the go to shopping cart solution for coaches and service providers, but I truly feel that if you aren't in eCommerce, this system will hold back your growth.	<a href="http://1shoppingcart.com">1shoppingcart.com</a>
<b>Ontraport</b>	Ontraport (formerly Office AutoPilot) is a full-featured automation & email marketing system that is ideal for service driven businesses. They offer multiple levels of system to serve businesses as their needs grow. All levels include their easy webpage builder, OntraPages, which is also available as a standalone alternative to LeadPages. BASIC, while not a full-featured version of the software, perfectly serves a business that doesn't need a shopping cart, affiliate/partner management, or task functionalities when it starts on the system. However, these features can be accessed within minutes with one-click in the administrative account. If you do need an all-in-one solution for your business, Ontraport is just as robust as InfusionSoft, only less "techy", which allows most businesses to run their account with outside much outside help. In my opinion, Ontraport a good choice for growing businesses as they can scale as you grown. (Ontraport is my GO TO system... and I use it run my business.)	<a href="http://ontraport.com">ontraport.com</a>
<b>Infusionsoft</b>	Infusionsoft is great for the more "classic" businesses that centers around sales. It's robust interface takes marketing automation to a new level by being able to automate complex sales processes. It's as close to an all-in-one solution as you can get since it includes a high end e-commerce system. The biggest downside is that it has a very steep learning curve and most businesses need to hire a Infusionsoft expert to run their account. (This raises the cost of ownership for the software.)	<a href="http://infusionsoft.com">infusionsoft.com</a>



## About Jen Levitz

*Jen Levitz is a Strategic Automation & Marketing Consultant and founder of Automate With Love. AutomateWithLove.com is dedicated to empowering rapidly growing businesses to serve more people, make more money, work less hours, and have more fun.*

*At her core, Jen is a techie geek who loves to automate stuff. She transforms the lives of mission-driven entrepreneurs around the globe with her expertise. Through her workshops, courses, speeches, and coaching programs, Jen helps her clients to effectively use technology to build strong client relationships and sustainably grow their businesses. She integrates and optimizes technology systems so that rapidly growing businesses can launch successful marketing endeavors throughout the globe.*

