

5 FREE EMAIL MARKETING TOOLS



MARKETING MASALA

Email marketing is the act of sending a commercial message, typically to a group of people, using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing.

Email marketing has evolved rapidly. In order to effectively communicate a message through email, marketers had to develop a way of pushing content through to the end user.

This resulted in the birth of triggered marketing emails, which are sent to specific users based on their tracked online browsing patterns.

The global email marketing industry has had a huge change in terms of annual growth. It's market value has reached [\\$4.51 billion in 2016 and is expected to reach a valuation of \\$22.16 billion by the end of 2025.](#)

Factors responsible for this growth are:

- The increasing usage of internet
- Rising penetration of smartphones
- Rising awareness among people regarding the email marketing

And, because of this, email marketing is still one of the most important marketing channels through which customers can be reached out and acquired.

With these 5 free email marketing tools, you can maintain- an email list that has been segmented, automate your email scheduling, trigger autoresponders, test your emails or campaigns before sending, design your emails and measure the results.

Before we start, let's take a quick overview of the tools.

Features	Tools				
	MailChimp	ReachMail	SendGrid	MailerLite	FreshMail
Automation	✓	✓	✓	✓	✓
A/B Testing	✓	✓	✓	✓	✓
Analytics	✓	✓	✓	✓	✓
Visual Editing	✗	✓	✓	✓	✓
Social Sharing	✗	✓	✗	✓	✗
Autoresponders	✓	✓	✓	✗	✓
Send Time Optimization	✗	✗	✗	✗	✓
Free Upto	2000 Subscribers 12000 Emails	5000 Subscribers 15000 Emails	2000 Subscribers 3000 Emails	1000 Subscribers Unlimited Emails	500 Subscribers 2000 Emails

#1 MailChimp

About MailChimp:

MailChimp is the most popular platform for email marketing. It lets you send emails, organize contacts and track results.

Once you have created an account on MailChimp, the next step is to create a list of people you want to send emails.

After the lists are created, you can work on creating your campaigns. Mailchimp will trigger a series of mails to the list at a scheduled date and time.

Features of MailChimp:

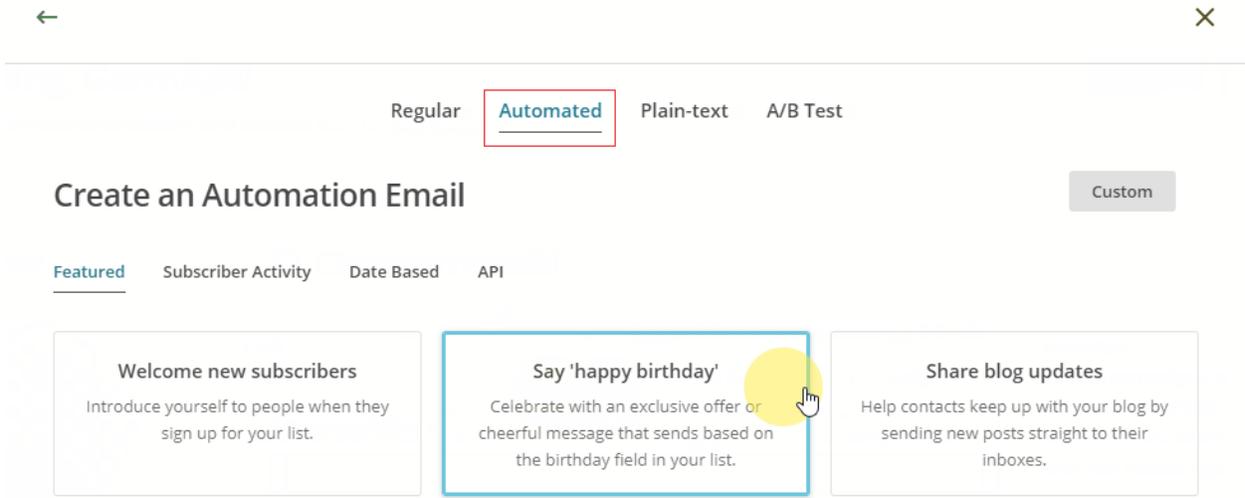
1. Automation-

MailChimp is a powerful marketing automation platform. This feature will make sure that your emails automatically get to the right people at the right time.

A major benefit of automation is that you don't have to spend hours on sending emails to various persons, MailChimp does all the work for you.

How it's done:

- You can create a number of emails and schedule them at any point of time.
- When you are done with creating the templates, the next step is to automate your campaign. For that you can go to the campaigns tab and click on "create campaign".
- From there you can go to the "automated" section and choose what kind of email you want to automate. You can also trigger a number of emails at once by customizing it.
- After that select the template you have created, select the list, choose the date and time, and then run the campaign. The campaign will run automatically until you pause it.



2. A/B Testing-

A/B Testing is one of the best features that MailChimp provides to you. It helps you to create two different emails with different subject lines, images or text.

After creating the samples for your campaign, MailChimp will help you run a test, let you know which option worked best, and send the best campaign, automatically to the list.

This would help you reduce a lot of time and efforts.



What would you like to test?

Subject lines

From names

Delivery date/times

How should we split the campaign?

We'll run your test on a segment of the list. When the winner is determined, we'll send it to the remaining portion of the list.



Test segment: 40%

Send the winner to: 60%

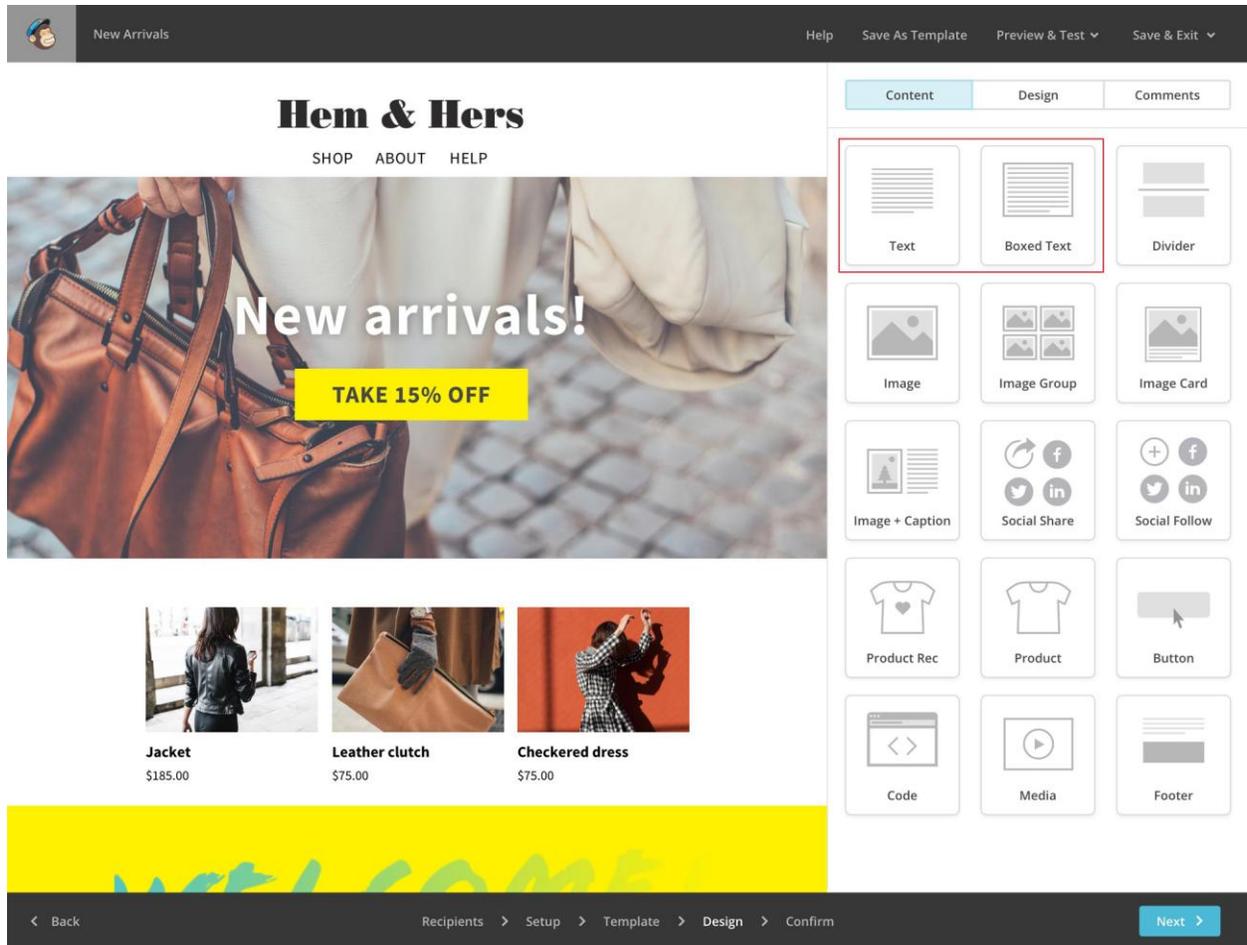
How should a winner be chosen?



3. Visual Editing-

MailChimp gives another, very useful feature which allows you to create your own templates. It gives you an easy drag and drop designer that will help you create campaigns that match your style.

You can choose from a number of email templates, images, designs and text styles to create your own email.



4. Advanced Analytics-

MailChimp's advanced analytics feature allows you to track:

- How many people opened your email
- How many people clicked on your email
- What is the bounce rate
- Who all unsubscribed from your list.

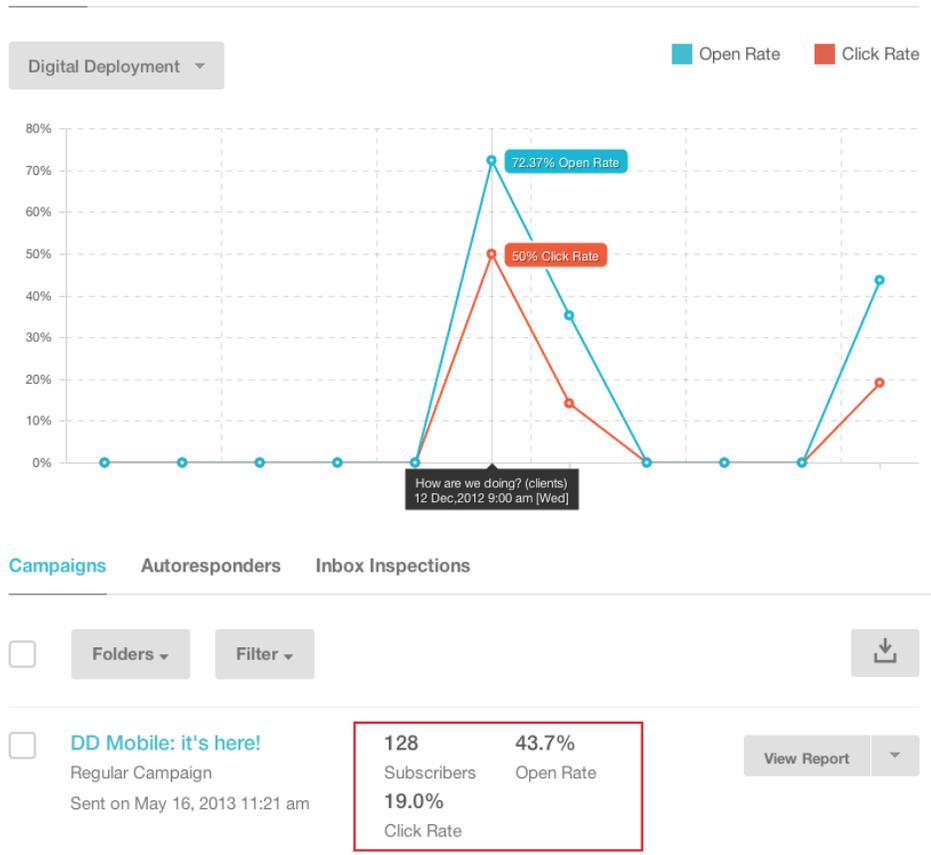
With this feature you can monitor audience growth, campaign engagement, and revenue reports directly from your account dashboard.

If you are using Google Analytics for your business, then you can easily integrate MailChimp with Google Analytics to see better results.



Digitaldepl...
Digitaldeployment 0

- Campaigns
- Lists
- Reports
- Autoresponders
- Search



Pricing:

For new Business starters, MailChimp is free forever upto 2,000 subscribers and 12,000 emails per month. For additional features marketers can choose plans starting from \$10 per month.

#2 ReachMail

About ReachMail:

ReachMail is a platform for creating and sending email campaigns.

With ReachMail you can:

- Upload your list
- Use inbuilt templates or create your own
- Schedule your campaign

Features of ReachMail:

1. Automation-

With this feature of ReachMail you can automate your email campaigns and schedule them at any date and time you want.

ReachMail has a very easy and short automation process which saves time. This will help you to eliminate the process of sending individual emails which sucks up a lot of time.

What you need to do is:

- Create a list of people you want to send the email to.
- Create a template for your email.
- After you have created the list and the template, go to Mailings and from the Action column select the "Schedule and Send" icon which will land you onto the scheduling screen.
- Now you can select your subscribers list, choose your template and then press the "Schedule" button and your email will be sent on the scheduled date and time.

The screenshot shows the REACHMAIL dashboard with the 'MAILINGS' tab selected. The main heading is 'MAILINGS: SELECT RECIPIENTS & SCHEDULE DELIVERY'. On the left, under 'Choose Recipient Lists', there is a list of active recipient lists: 'dkim test (3)', 'form test (2)', 'mm-test (1)', 'test (36)', 'test upload (2,993)', and 'testing (1)'. On the right, under 'Tagging Setup', the 'Filter Recipients By Tag' dropdown is open, showing 'My Custom Tag' selected. A red arrow points to this selection. Below the dropdown, there are sections for 'Tag Assignment' and 'Options'.

2. A/B Testing-

A/B message testing allows you to better define your subscribers preferences which in turn allows you to send more subscriber specific content, leading to greater deliverability.

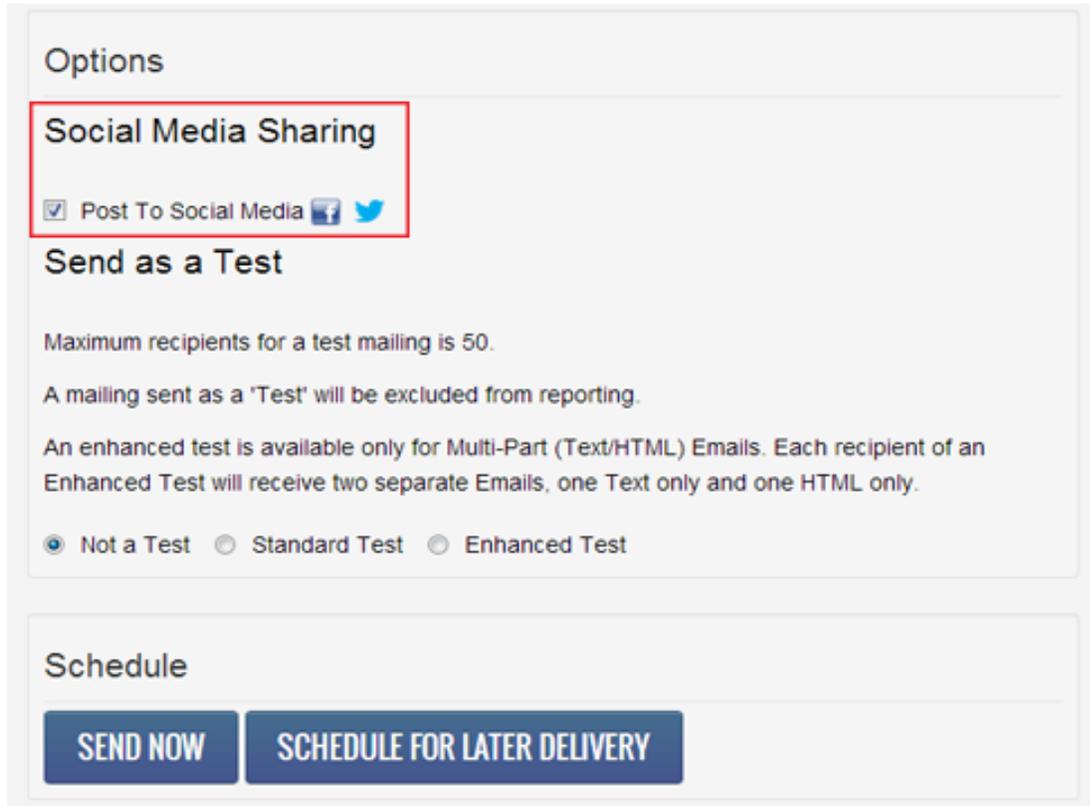
It allows you to test run two different emails by sending these emails to a test list. This will help you to know which email would work well for you.

Message	Delivery Details			Recipients				Bounces		Opt-outs	
	Last Email Out	Sent	Delivered	Views	Open Rate	Clicks	Click Rate	Soft	Hard	Opt-outs	Spam Reports
<input checked="" type="radio"/> Newsletter	01/26/2013 06:10 AM	72,478	72,468	8,520	11.76%	0	0.00%	1,316	10	12	4
<input checked="" type="radio"/> Newsletter 1	01/26/2013 06:18 AM	72,458	72,448	8,665	11.96%	0	0.00%	1,085	10	21	7

3. Social Media Sharing-

A very unique feature of ReachMail is that it automatically shares your email content/messages to your social networking channels namely Facebook and Twitter.

This will help you to extend the reach of your campaigns and target more users.



The screenshot displays the 'Options' section of the ReachMail interface. The 'Social Media Sharing' section is highlighted with a red box and includes a checked checkbox for 'Post To Social Media' with Facebook and Twitter icons. Below this is the 'Send as a Test' section, which provides information about test mailings, including a maximum recipient limit of 50 and options for 'Not a Test', 'Standard Test', and 'Enhanced Test'. At the bottom, the 'Schedule' section contains two buttons: 'SEND NOW' and 'SCHEDULE FOR LATER DELIVERY'.

4. Detailed Analytics-

You can get an advanced summary report of your campaigns with ReachMails' inbuilt analytics tool.

You will get to know how many people opened your email, who all clicked on your links, how many people forwarded your message, what is the bounce rate and who all opted-out.

With this information you can send follow up emails to those who clicked on your links.

▼ Summary By List

List Recipients							Bounces			Opt-Outs		
List Name	Subscribers	Suppressed	Sent	Delivered	Read	Open Rate	Total	Soft	Hard	Opt-Outs	Spam Reports	
Newsletter	22	0	22	21	12	57.14%	1	1	0	0	0	⬇️
Newsletter 1	26,847	1	26,846	26,634	9,812	36.84%	212	200	12	38	0	⬇️
Newsletter Authors	1,587	2	1,585	1,564	952	60.87%	21	21	0	0	1	⬇️
Subscribers	987	172	815	777	322	41.44%	38	38	0	1	0	⬇️
TOTALS	29,443	175	29,268	28,996	11,098	38.27%	272	260	12	39	1	⬇️

Pricing:

ReachMail is Free upto 5000 subscribers and 15000 emails. For additional features, choose plans starting from \$10 per month.

#3 SendGrid

About SendGrid:

SendGrid is a cloud-based SMTP provider that allows you to send email without having to maintain email servers.

It allows you to send transactional or marketing emails and campaigns. It is an easy to use email marketing tool that helps you save time and efforts.

Features of SendGrid:

1. Campaign creation and scheduling-

With SendGrid you can create a campaign and schedule it in one go. The process is very easy and helps you save time.

- The first thing that you need to do is go to the “Campaigns” section and select the “create campaign” button. There you can select an old campaign, duplicate it, edit it or create a new one.
- Add a template to the campaign that you have previously created or create a new one by adding a blank template.
- Go to the settings tab and use the editor option to edit or add images, content and codes.
- Preview your campaign, send a test run, add a list or segment of recipients and schedule your email immediately or for later.

CAMPAIGN NAME	DELIVERED DELIVERED/REQUESTS	UNIQUE OPENS UNIQUE OPENS/DELIVERED	UNIQUE CLICKS UNIQUE CLICKS/DELIVERED	UNSUBSCRIBES UNSUBSCRIBES/DELIVERED	ACTIONS
Promotional Email to International Customers <small>SENT Sent At: Dec 01, 2015 09:31 AM</small>	100.00%	0.00%	0.00%	0.00%	⚙️
Weekly Digest 11/30 <small>SENT A/B TEST Sent At: Nov 30, 2015 10:25 AM</small>	100.00%	52.94%	35.29%	3.92%	⚙️
Weekly Digest 11/23 <small>SENT A/B TEST Sent At: Nov 23, 2015 10:00 AM</small>	100.00%	46.30%	31.48%	0.00%	⚙️
New Hire <small>SENT A/B TEST Sent At: Nov 17, 2015 12:10 PM</small>	100.00%	61.90%	4.76%	4.76%	⚙️
Weekly Digest 11/16 <small>SENT A/B TEST Sent At: Nov 16, 2015 09:30 AM</small>	100.00%	65.45%	40.00%	1.82%	⚙️
Weekly Digest 11/9 <small>SENT A/B TEST Sent At: Nov 09, 2015 09:00 AM</small>	98.21%	54.55%	32.73%	0.00%	⚙️

2. Transactional Emails and Templates-

SendGrid allows you to create transactional emails and templates. Transactional Emails are emails that are typically related to system and account related activity.

A common example of these types of emails are Password emails, system notifications, and email verification messages.

Transactional templates are designed to work with the transactional emails. Each version can have its own unique name, content, and subject.

You may insert and edit HTML and inline CSS in your transactional templates visually or with a code editor. Plain-text content is supported as well.

Transaction receipt

ID: 9171e086-4d90-4e70-adf9-108b03d920a8

Actions

VERSION NAME	UPDATED	ACTIONS
Spring 2016 ACTIVE	May 13, 2016	
Winter 2015 INACTIVE	May 13, 2016	

~ Hide Inactive Versions

- Preview & Test
- Edit
- Duplicate
- Delete

3. A/B Testing-

The A/B testing feature of SendGrid allows you to test upto 6 variants of your campaign by sending them to small subsets of your contacts or a test list.

The variant which will work best and win on the basis of your criteria set, will then be sent to the list or segment of recipients that you have selected.

This will help you to improve your engagement metrics.

A/B Testing Winner Picked by Open Rate

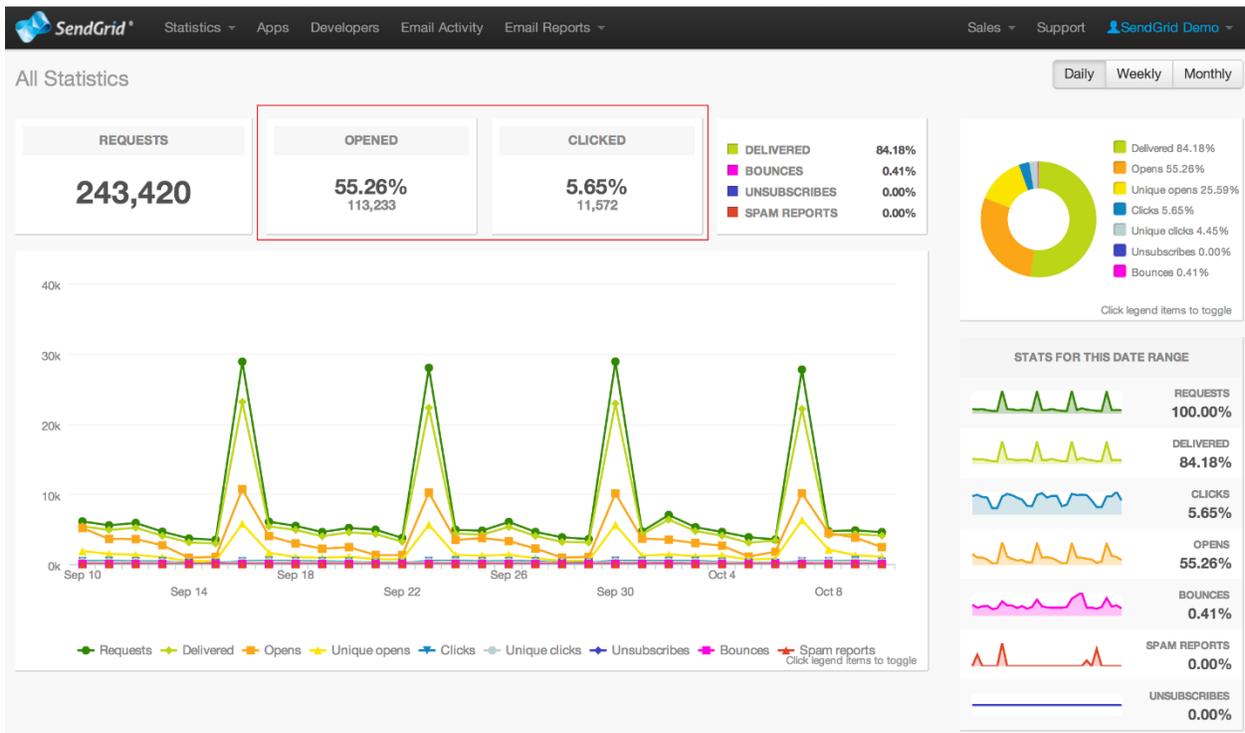
VERSION	DELIVERED	OPENS	CLICKS	UNIQUE OPENS	UNIQUE CLICKS	CTR
A	136	64.29%	6.89%	42.86%	3.99%	3.99%
B	135	72.22%	3.25%	48.15%	4.64%	4.64%

EMAIL SUBJECT	TEST SIZE
A Product Release Update: 1/14/17	15%
B The More You Know: Product Release Update Winning Version	15%

4. Real Time Analytics-

Real-time analytics and reporting feature of SendGrid provides valuable insights into the performance of any email campaign.

It will help you track email requests, deliveries, bounce rates, spam reports, clicks, opens, and unsubscribes in real-time.



Pricing:

SendGrid is Free forever for upto 100 emails per day and stores 2000 contacts/subscribers. You can also choose different plans starting from \$9.95 per month.

#4 MailerLite

About MailerLite:

MailerLite is a simple email marketing solution for all types of businesses. It focuses on simplicity, excellent customer support and beautiful email designs.

It will help you create great looking email newsletters, manage subscribers, track your results, edit your content and manage your subscribers.

Features of MailerLite:

1. Email Automation-

Email automation (also known as an autoresponder) is simply a series of pre-written, scheduled emails that are automatically sent.

It helps you to save a ton of time and allows you to plan out your emails, eventually leading people to what you want them to do.

It creates an ongoing conversation with your email list subscribers to build trust and authority.

How it is done:

- The first thing you need to do is create a new workflow by going to the “automation” tab and give it a name.
- Select a subscriber's group or segment you want to send the automated emails to.
- After that, select a trigger that you want to use for the automation.
- Now you can add emails and delays to your automation workflow by clicking the plus (+) button, and then select what you want to take place next.

When subscriber joins a segment
Facebook Subscribers

+

Add a next step to your workflow

Email Delay **Condition** Action

New subscriber automation OFF

This workflow does not have any sent emails yet.

Total emails sent
0

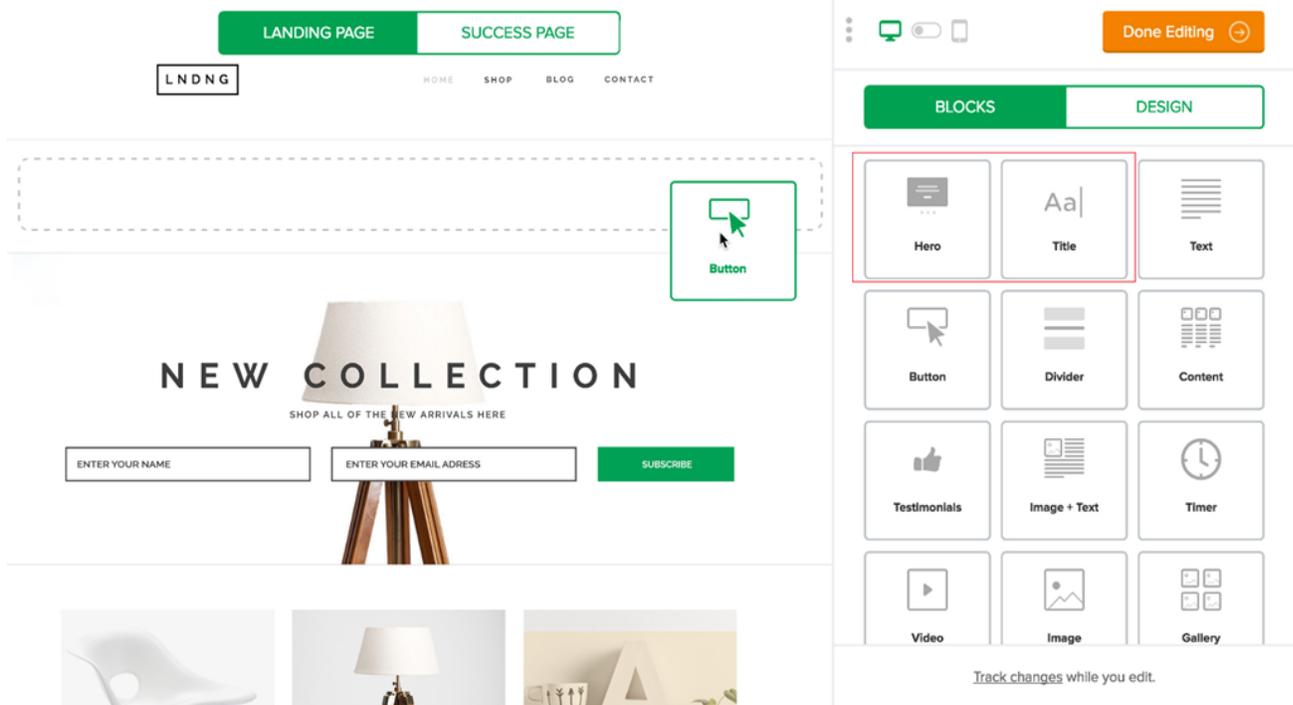
Avg. open rate	Avg. click rate
-	-
Avg. unsubscribe rate	Avg. bounce rate
-	-

2. Landing Page Editor-

Landing page editor is a unique feature that allows you to easily create and design a landing page hosted by MailerLite or on your own domain.

Creating a landing page is simple and it does not require any coding. It gives you a drag and drop editor with different content blocks and designs for customization.

It gives you an option of publishing the landing page through their domain or your own.



3. Inbuilt Analytics-

MailerLite makes your work easy. It has inbuilt analytics where you can see the performance of your campaigns and measure results.

It allows you to see the detailed statistics of open rate, click rate, unsubscribe, spam complaints, bounce rate and more.

Campaigns Subscribers Webforms Automation Plan and Billing Help Your Company

Campaigns

Created Campaign

Sent (331) Drafts (5) Outbox (0)

Sort by Date

Campaign Name	Recipients	Opened	Clicked
5 ways to reduce email unsubscribe rates Regular - 2015-12-10 16:30:00	98325	21.52%	6.56%
UI update and new features Regular - 2015-12-07 15:27:22	98779	19.16%	6.36%
New template for Christmas greetings Regular - 2015-12-04 11:17:51	98479	27.87%	7.19%

4. A/B Testing-

A/B testing allows you to Send two slightly different emails to a sample group of your subscribers to see which one drives more engagement and then use the winning email to send to the rest of your list.

It lets you test different subject lines, sender details, email content or even totally different email designs.

Campaigns Subscribers Webforms Automation Plan and Billing Help MailerLite

A/B settings

Subject > Content A > Content B > Recipients > A/B settings > Send

Select the size of your test group

We'll run the test in the selected part of the list. When the winner is determined, we'll send to the remaining portion of the list.

A 25% (18,664)	B 25% (18,664)	Winner 50% (37,327)
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How should a winner be chosen?

After sending the test segments, the remaining 50% of your list will be sent to the best performing version.

By Clicks after 1 hour

NEXT: Review and confirm or Go back

Pricing:

MailerLite gives you a forever Free plan in which you can add upto 1000 subscribers and send unlimited emails. If you want more number of subscribers, then you can choose business plans starting from \$10 per month.

#5 FreshMail

About FreshMail:

FreshMail is an email marketing service provider which has transformed email into a powerful marketing channel for businesses, entrepreneurs and agencies around the world.

FreshMail aims at providing the most user-friendly platform for building relations between customers and brands.

Features of FreshMail:

1. Autoresponders-Earlier, if you wanted to set up a series of autoresponders in FreshMail, you could use the follow-up autoresponder option, which allowed you to automatically send one message after another, either immediately afterwards or with a set delay. But, this new change in the autoresponders will help you set up a series of autoresponders based on behavioural data. They are set according to the reactions of subscribers to previous messages.

Types of autoresponders in FreshMail:

- Follow-up Autoresponder
- Open Autoresponder
- Click Autoresponder
- Cycle Autoresponder

The screenshot displays the 'Parameters' configuration screen for an autoresponder in FreshMail. At the top, a navigation bar shows four steps: 1. Parameters (active), 2. Content, 3. Tests, and 4. Advanced. Below this is a menu of autoresponder types: Sign-Up, Dispatch Cyclical, Click, Open, Target, and Follow-Up (highlighted in green). The main configuration area is titled 'From which autoresponder?' and includes a dropdown menu for 'Basic autoresponder' (set to 'Choose an autoresponder') and a toggle for 'Advanced' (set to 'Off'). The next section, 'When do you want the message to be sent?', features a 'Send message' dropdown (set to 'immediately') and a 'Send on days' row with checkboxes for all days of the week (Mon-Sun), all of which are checked. The 'Message parameters' section contains four input fields: 'Campaign name' (New Autoresponder), 'Subject' (Example: Spring Promotion, 10% off), 'From Name' (Joanna from FreshMail), and 'From email' (joanna@freshmail.com). At the bottom, there are 'Exit' and 'Next' navigation buttons.

2. A/B Testing-

The A/B testing feature of FreshMail automatically checks which of two campaigns using different 'subject' or 'from' lines was better received by your subscribers.

You don't need to create random segments or send and analyse a multitude of campaigns, A/B test does it for you.

Following details are required to setup the A/B test:

- The sample size for the test.
- The variable to be tested (subject or sender).
- How success will be measured (by open rate or by click rate).
- How long the test will run.

A/B Testing

Use A/B Testing to determine which "subject" or "from" names elicit a better response from your subscribers.

Send time optimization

Use Send Time Optimization to determine the best time to send your emails.

Determine the sample size

Choose the portion of your contact list that will decide which message version is more effective.

A
25%

B
25%

Winning version
50%

What would you like to test?

Subject
From name

Subject A: Insert symbol

Subject B: Insert symbol

Which measure do you want to determine the effectiveness of your campaign?

Message opens

This tells you more about the quality of your "subject" and "from" lines.

Clicks on the link

This tells you more about the quality of your email template design.

How long do you want to wait before checking the results of the test?

Our system enforces a minimum of one hour but statistics indicate that three hours is the optimal time to get the best impression of how your campaign is being received.

I want to compare after:

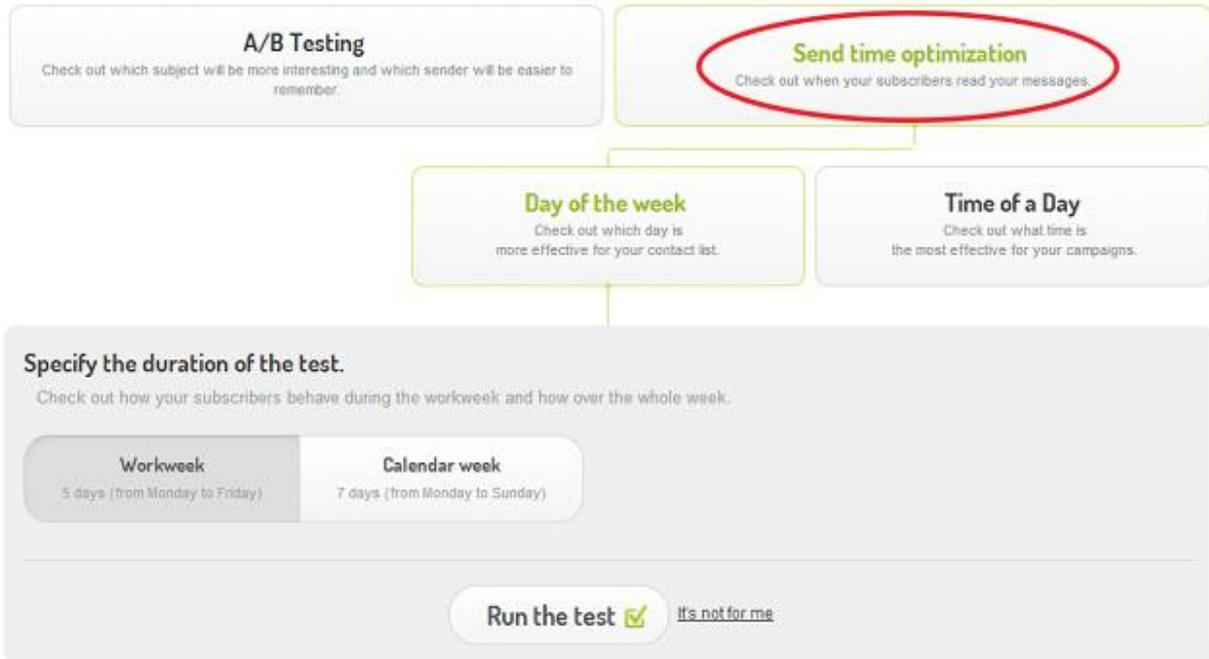
Run the test ✔ [Nevermind - I don't want to run the test.](#)

3. Sending Time Optimizer-

A new feature added by FreshMail, the "Sending Time Optimizer" is an innovative tool that automatically performs tests according to the days and times when your database best responds to emails.

It helps you to learn when you can maximize your Open Rate and Click Through Rate.

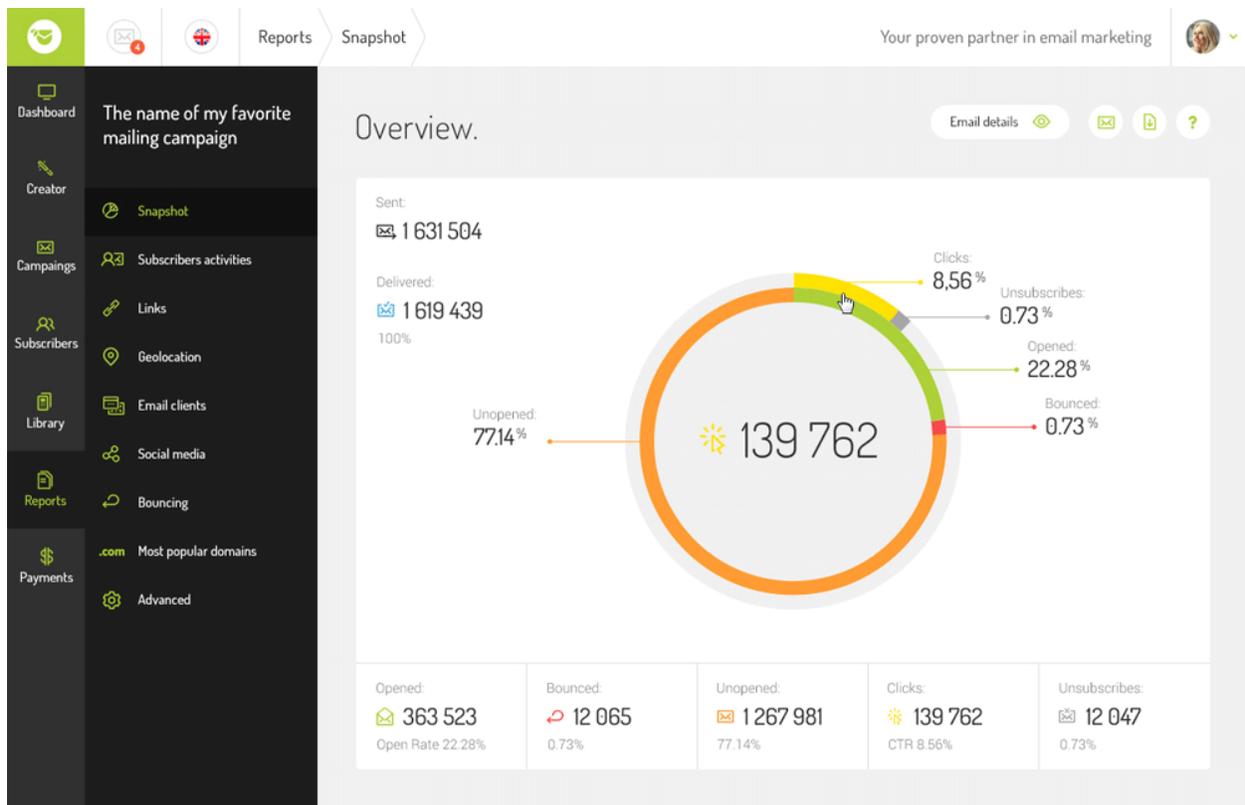
You can choose between testing the optimal day of the week for your campaign or the optimal time of day. When testing the day of the week, you can then choose between the workweek and the calendar week.



4. Real-Time Tracking-

FreshMails' real time tracking helps you to analyze the performance of your emails and gives detailed information on:

- The number of clicks
- The number of times the email was opened
- Bounce rate
- Who all unsubscribed from the list
- How many emails were delivered



Pricing:

FreshMail is Free for upto 500 subscribers and 2000 emails per month. You can also choose from various other plans starting from \$14 per month if you want to have more subscribers and emails.

Conclusion

These are some of the free email marketing tools that have been tried and tested by Marketing Masala. They will definitely help you reduce your email marketing efforts and save a lot of time.

There are more tools for email marketing which are either free, freemium or paid and you can use them depending on your needs and budget.

Feel free to give your feedback. Positive or negative!! We welcome all.