MR

25 MUST-HAVE TOOLS FOR EMAIL MARKETING SUCCESS

MR DIGITAL MARKETING AGENCY

- **Mailchimp**: comprehensive email marketing platform that includes design, automation, and analytics.
- **Constant Contact:** email marketing tool with design and automation features.
- **GetResponse**: offers functionalities for email campaign design, automation, and analytics.
- **HubSpot**: a complete suite covering design, automation, and CRM.
- **Campaign Monitor**: email marketing platform focusing on visually appealing campaign creation.
- **SendinBlue**: provides features for marketing automation, design, and analytics.
- **ConvertKit**: designed for creators, facilitating automation and segmentation.
- **ActiveCampaign**: combines email marketing, marketing automation, and CRM.

- **AWeber**: user-friendly email marketing tool with automation functions.
- **Litmus**: helps test and optimize email design for different devices and email clients.
- **Grammarly**: improves grammar and writing in your emails.
- **Hemingway Editor**: simplifies and enhances text clarity in your emails.
- **CoSchedule Headline Analyzer**: optimizes your subject lines for better open rates.
- **Thesaurus.com**: expands your vocabulary and finds synonyms to enhance keyword diversity.
- **Google Trends**: researches and selects popular and relevant keywords for your audience.
- **Canva**: graphic design tool to create eye-catching and attractive images.

- **Unsplash**: source of high-quality images for use in your email campaigns.
- **Adobe Color Wheel:** assists in choosing and creating attractive color palettes.
- **Google Fonts**: offers a wide variety of fonts to enhance your email design.
- **Pexels**: another source of free images for your email campaigns.
- **Zapier**: automates tasks and connects different applications for greater efficiency.
- **Drip**: marketing automation platform with a focus on personalization.
- **MailerLite**: email marketing tool with design and automation features.
- **Snov.io**: assists in searching and verifying email addresses.
- **SurveyMonkey**: used to collect feedback and data from subscribers through surveys.