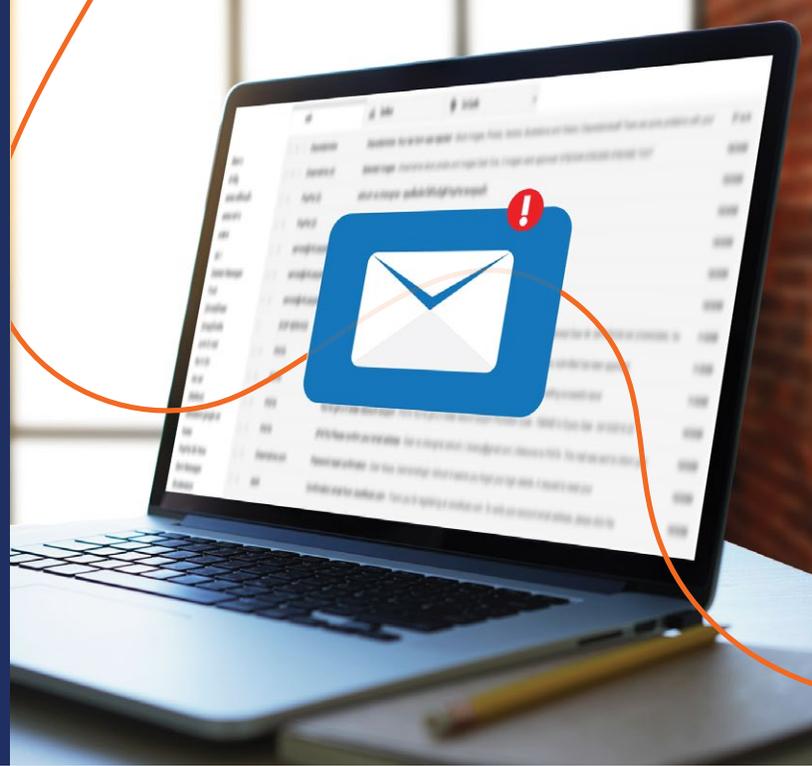# Optimum. business

Small Business Tips

Free Email Marketing Tools For Your Small Business

Email is one of the most effective marketing tactics, but it can be very time-consuming. From spending hours creating emails to then monitoring responses — it can quickly become overwhelming and hinder productivity while dragging down your email marketing ROI.

Unfortunately, many companies remain in this state because they are not ready to invest in a tool to simplify the process. But with the number of free email marketing tools, you can take advantage of the features that drive open and click-through rates without the expense.

Here are the top 3 free email marketing tools that will help motivate you to automate and simplify the process, saving you time and money.

How To Tip: Customers see a significant increase of 93% in open rates and 174% in click-rates with automated emails.[1]
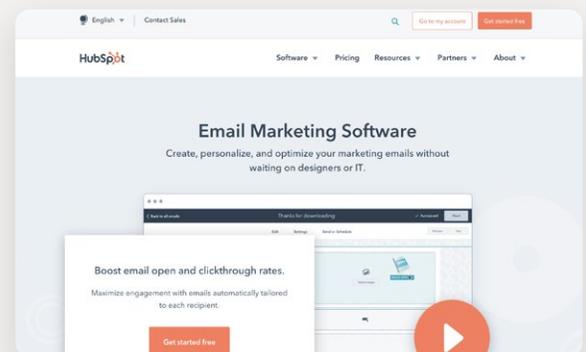
HubSpot Email Marketing

HubSpot, perhaps best known for their marketing automation platform, recently launched a free email marketing tool that can support many of a small business's transactional email needs.

HubSpot Email Marketing's free version allows you to send kickback emails from lead offers, thank you emails after purchase, or promote current campaigns.

The ease of use of HubSpot's free email tool is one of its greatest benefits. The tool features a convenient drag-and-drop visual editor, and it also comes with ready-made templates to get you going instantly.

Its native integration with other HubSpot tools, like the free-forever CRM, is a business essential. Once you sign up for your account, you get access to both tools so you can create a centralized contacts database, organize it in lists, and manage and track email performance.

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Free Email Marketing Tools For Your Small Business

Mailchimp

Mailchimp is a leader in email marketing tools that you have probably heard of. Their free plan provides you with basic email marketing features such as email creation and scheduling. What makes this a great email marketing tool is its smart recommendations feature, which provides you with valuable audience insights to optimize your marketing efforts.
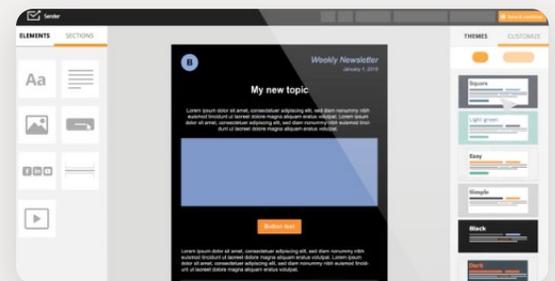
Using the Content Manager, you can store your images and files for quick access and easily design emails. Mailchimp also lets you automate your emails at the crucial steps of the buyer journey, allowing you the ability to deliver welcome emails, order confirmations, abandoned cart reminders, and more.

Sender

Sender's email marketing tools come with beneficial features to ensure deliverability. It gives you the ability to create stunning newsletters without any HTML knowledge and personalize newsletters for each recipient. Easily choose from a template and customize it with elements like images, videos, and text.

In addition, Sender's robust analytics feature lets you track results and helps you build accurate buyer profiles based on your subscriber's actions.

Here are some additional free email marketing tools to check out:

EmailOctopus

sendinblue

SendPulse

omnisend

BENCHMARK

mailjet by PATHWIRE

mailer lite

moosend

How To Tip: Some email marketing tools allow you to remain on a free plan as long as you have 2,000 or fewer contacts in your audience.

For more tips on the email marketing strategies for small businesses

View our Small Talks video recap ▶

Sources:

1. https://mailchimp.com/features/automations/customer-journey-builder/