

## Email Blast Comparison

# Act! emarketing

### Overview

New email blast system designed by same company as Act!

### Act! Integration

Seamless (same company)  
Individual record level send  
no import/export necessary

### Templates Design Editor

Basic pre-designed templates available  
Ease of Use: Easy

### Reporting

Campaign level reporting and dashboard  
Call list (prioritized, scored responses)

### Key Benefits

Integration with Act!  
Call list prioritization

### Pitfalls

Individual level results - supposed to update?

### Pricing

Based on number of contacts  
Entry level: \$10/mo  
Most: \$30 - \$55/mo  
Highest: \$100/mo + based on number of contacts

### Key Fit

**Act! users with sales people who cold call who want easy to design templates**

## Email Blast Comparison

# Swiftpage

### Overview

Basic email blast system designed by same company as Act!

### Act! Integration

Seamless (same company)  
Individual record level  
no import/export necessary

### Templates

Basic pre-designed templates available

### Design Editor

Ease of Use: Medium  
Limited design functionality

### Reporting

Campaign level through Act! for 2 months  
Call list (prioritized, scored responses)

### Key Benefits

Integration with Act!  
Call list prioritization

### Pitfalls

Template design and editor ease of use

### Pricing

Based on functionality and daily email send count  
Entry level: \$15/mo  
Most: \$30 - \$75/mo  
Highest: \$210/mo

### Key Fit

**Act! users with sales people who cold call**

## Email Blast Comparison

# Constant Contact

### Overview

Popular email blast system with hundreds of existing templates

### Act! Integration

Export/Import lists for each mail campaign

Limited ability without customization to import individual results back into Act!

### Templates

Hundreds of professional looking templates available

### Design Editor

Ease of Use: Easy

### Reporting

Basic campaign level through constant contact

List of individuals with certain actions

### Key Benefits

Number of variety of pre-designed templates

Social media and other integration feature upgrades available

### Pitfalls

Requires import and export of lists for each email group

Individual results can't easily come back into Act!

### Pricing

Based on functionality and number of contact records

Entry level: \$20/mo

Most: \$50 - \$80/mo

Highest: \$395/mo

### Key Fit

**Users who want a non-custom pre-designed template**

# Email Blast Comparison

# Mail Chimp

## Overview

Email blast system with FREE option

## Act! Integration

Export/Import lists for each mail campaign  
 Separate plug-in required to import individual results into Act!

## Templates

Pre-designed templates available

## Design Editor

Ease of Use: Easy, if you don't want to make many changes

## Reporting

Basic campaign level through mail chimp  
 Advance campaign analytics available  
 List of individuals with certain actions

## Key Benefits

FREE option  
 Advanced analytic integration available

## Pitfalls

Requires import and export of lists for each email group  
 Additional plug-in required for individual records to be updated

## Pricing

Based on functionality and number of contact records and number of email per month  
 Entry level: FREE  
 Most: \$30 - \$60/mo  
 Highest: Based on number of contacts, \$400+

## Key Fit

**Users who want to start with FREE or rely on social media**

## Email Blast Comparison

# Best for Users:

### Act! emarketing

Act! users who have sales people who cold call, want easy to use design templates, and are not currently using email blasts through Act!

### Swiftpage

Act! users who have sales people who cold call and are already set up with email blasts through Act!

### Constant Contact

Non-Act! users who want to use a non-custom pre-designed template and don't need results to go back into Act!

### Mail Chimp

Users who want a FREE email blast system

For more information:  
Contact Marketing Management Solutions  
215-262-0419  
jill@marketingms.net

- Email Blast system set-up/implementation for the “do it yourself” user
- Help with some or all of the following:
  - Custom template designs
  - Content plans
  - Marketing calendars
  - Writing/creation of individual emails/campaigns
  - List selection
  - List rental
  - Email deployment