

# Email Marketing Software Pros & Cons

Picking an email software could determine the effectiveness of your email campaigns. With so many factors to consider, how do you know what software is the right one for your firm?

We've compiled a checklist of items as you research different software solutions. If you're a smaller firm you might be tempted to go with the most affordable option. But if you're looking to grow, you want a software to grow with you. Transferring data and lists once you hit the limit of a smaller scale solution will be time consuming.

Consider what you need and can afford now, but also where you want your firm to be in the near future. Note: Make sure to run any software by your compliance department to make sure your preferred solution meets their requirements.

## Checklist

- Whose responsibility will it be to create and/or curate content for newsletters?
- Whose responsibility will it be to manage subscribers and send out the newsletter?
- Do I have a budget?
- If so, what's my budget?
- How many people do I plan to send my newsletter to?
- How many people do I plan to send my newsletter to in the near future? (1-3 years)
- What other software do I use that I might need to integrate within my email?

Name	Pros	Cons
Constant Contact		
Mailchimp		
Hubspot		
Pardot		
Campaign Monitor		