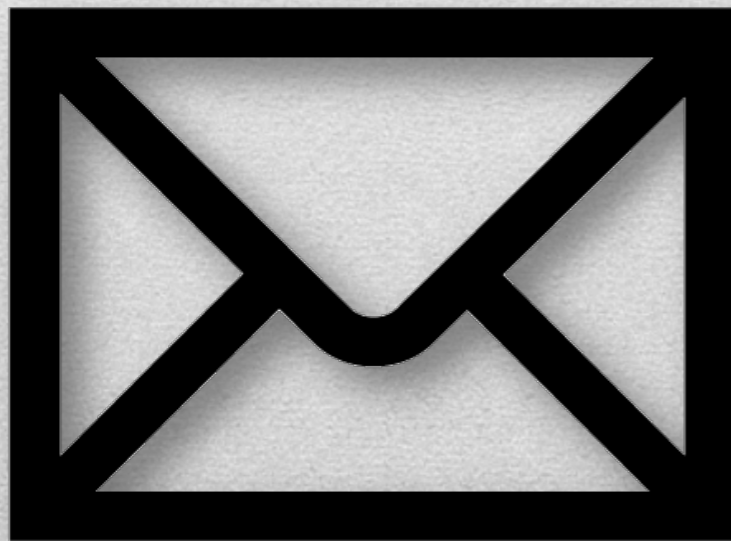


Topic:

Comparison of eMail Marketing Solutions for Business and Apps Development



eMail Marketing for Biz & Apps Dev



Constant Contact



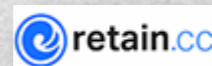
iContact



MailChimp



Get Response



Retain.cc



Eventbrite



Boomerang

Comparison

Design For Communication

InBusinessLinks Network/Fustino Brothers, Inc.
eMail Marketing Comparison for Web & App Dev.
Webinar: March 9, 2015

Key	
Y	Yes
A	Available/Optional
Info. N/A	Information Not Available
<	Less Than
>	Greater Than
+	Plus

Plan Highlights

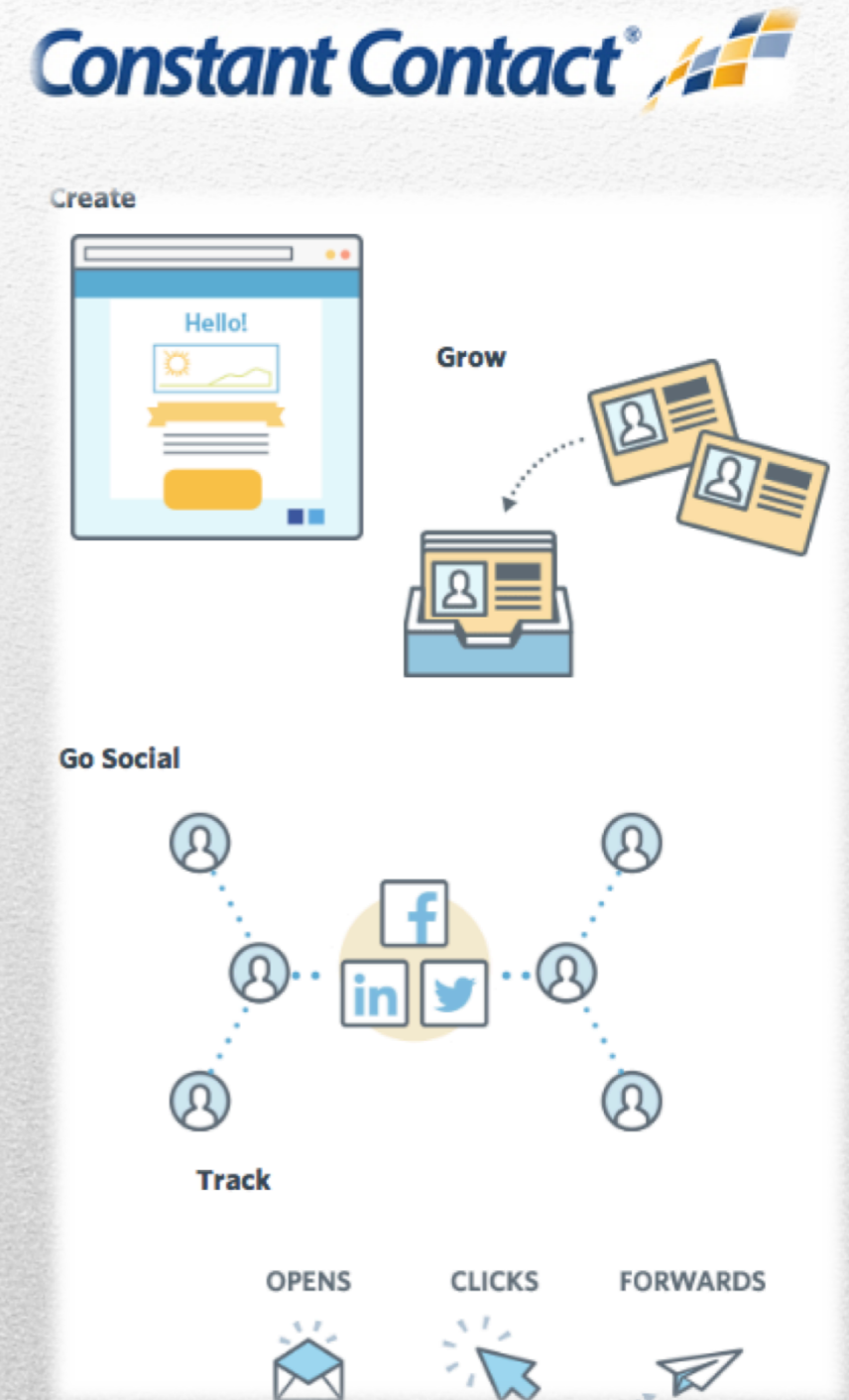
Ref. #		Constant Contact	iContact	MailChimp	Get Response	Retain	Eventbrite	Boomerang
1	Free Plan	No	Y, <100 Subscribers	Y, <2K Subscribers and <12K eMails p/Mo.	No, Yes/Pay As-U-Go	Y, <500, Unlimited Teammates & Data Pts.	Y	No
2	Lowest Price (p/Mo.)	\$20.00 (500)	\$14.00 (500)	\$10.00 (500)	\$12.30 (1000)	\$49.00 <25,000	Ser. Fee 2.5% + \$0.99	\$09.95
3	< 2,500 Subscribers	\$35.00	\$29.00	\$30.00	\$20.50	\$499.00 <500,000	Max Fee \$9.95	\$29.95
4	Free Trial	60 days	30 Days	Free Account	Yes, 30 Days	Free Account	N	Yes, 1st 100 Are Free
5	Customer Service (EST)	Mon-Thru: 7am-11pm, Fri: 7am-9pm, Weekends: 10am-8pm	Mon-Fri: 4am-10pm Weekends: Closed.	Mon-Fri: 9am-5pm Weekends: Closed	Mon-Fri: 8am-8pm, Sat: 9am-5pm	Online Help Widget	Online Help Widget	Info. N/A
6	# Of Templates	400+	100+	100+	500+	Y	Y	Info. N/A
7	Template Editing	WYSIWYG	WYSIWYG & HTML	WYSIWYG & HTML	WYSIWYG	HTML	WYSIWYG	WYSIWYG & HTML
8	Image Hosting	\$5/Mo. for 250mb	0.5mb (Free)	Unlimited	1gb	Info. N/A	Y	25 mb
9	Contacts Import	Y	Y	Y	Y	Y, REST API	Y	Y
10	Newsletter Archiving	\$5/Mo. (250)	Y	Y	Y	Info. N/A	Y	Info. N/A
11	Social Media Marketing	\$20/Mo.	Y	Y	Y	Info. N/A	Y	Y
12	Supports RSS Feed	Info. N/A	Y	Y	Y	Info. N/A	Info. N/A	Y
13	Autoresponder	Y	Y	Y	Y	Info. N/A	Y	Y
14	Survey Tools	\$15/Mo.-\$10/Mo. w/eMail	Y	A	A	Info. N/A	Info. N/A	A
15	Lists/Segmentation	Y	Y	Y	Y	Y	Y	Y
16	Upload Attachments	Info. N/A	Info. N/A	Info. N/A	Y	Info. N/A	Y	Y
17	Google Analytics	Info. N/A	Y	Y	Info. N/A	Info. N/A	Info. N/A	w/HTML Link
18	Spam Score Checking	Y	Y	Y	Y	Info. N/A	Info. N/A	Y
19	Reporting Statistics	Y	Y	Y	Y	Event-Triggered	Info. N/A	Y
20	Opt-In Required	Y	Y	Y	Y	Info. N/A	Y	Y
21	Website	Constant Contact	iContact	MailChimp	Get Response	Retain	Eventbrite	Boomerang

2015 Source: Internet. All rights reserved. Intended as a guide, for specific information consult with product manufacture.

Constant Contact

Ref. #		Constant Contact
1	Free Plan	No
2	Lowest Price (p/Mo.)	\$20.00 (500)
3	< 2,500 Subscribers	\$35.00
4	Free Trial	60 days
5	Customer Service (EST)	Mon-Thru: 7am-11pm, Fri: 7am-9pm, Weekends: 10am-8pm
6	# Of Templates	400+
7	Template Editing	WYSIWYG
8	Image Hosting	\$5/Mo. for 250mb
9	Contacts Import	Y
10	Newsletter Archiving	\$5/Mo. (250)
11	Social Media Marketing	\$20/Mo.
12	Supports RSS Feed	Info. N/A
13	Autoresponder	Y
14	Survey Tools	\$15/Mo.-\$10/Mo. w/eMail
15	Lists/Segmentation	Y
16	Upload Attachments	Info. N/A
17	Google Analytics	Info. N/A
18	Spam Score Checking	Y
19	Reporting Statistics	Y
20	Opt-In Required	Y
21	Website	Constant Contact

- Extensive Contact Management and Detailed Reports
- Unsubscribes Can Fill Out Feedback Forms
- Limited Image Library



iContact



- Abundant User Management Capabilities
- Segmentation, Auto-Responders, Tracking Contact's History
- One of the Less Expensive eMail Marketing That's Flexible

Ref. #		iContact
1	Free Plan	Y, <100 Subscribers
2	Lowest Price (p/Mo.)	\$14.00 (500)
3	< 2,500 Subscribers	\$29.00
4	Free Trial	30 Days
5	Customer Service (EST)	Mon-Fri: 4am-10pm Weekends: Closed.
6	# Of Templates	100+
7	Template Editing	WYSIWYG & HTML
8	Image Hosting	0.5mb (Free)
9	Contacts Import	Y
10	Newsletter Archiving	Y
11	Social Media Marketing	Y
12	Supports RSS Feed	Y
13	Autoresponder	Y
14	Survey Tools	Y
15	Lists/Segmentation	Y
16	Upload Attachments	Info. N/A
17	Google Analytics	Y
18	Spam Score Checking	Y
19	Reporting Statistics	Y
20	Opt-In Required	Y
21	Website	iContact



Email Templates

MessageBuilder™

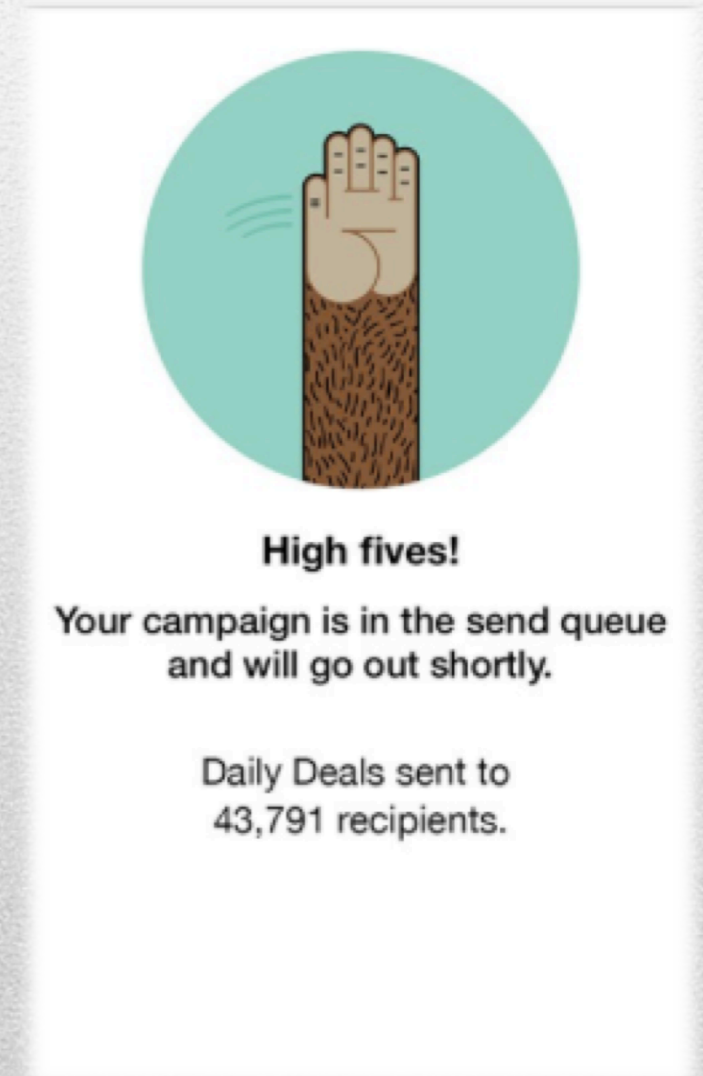
MessageCoder™

Email Delivery

MailChimp

Ref. #		MailChimp
1	Free Plan	Y, <2K Subscribers and <12K eMails p/Mo.
2	Lowest Price (p/Mo.)	\$10.00 (500)
3	< 2,500 Subscribers	\$30.00
4	Free Trial	Free Account
5	Customer Service (EST)	Mon-Fri: 9am-5pm Weekends: Closed
6	# Of Templates	100+
7	Template Editing	WYSIWYG & HTML
8	Image Hosting	Unlimited
9	Contacts Import	Y
10	Newsletter Archiving	Y
11	Social Media Marketing	Y
12	Supports RSS Feed	Y
13	Autoresponder	Y
14	Survey Tools	A
15	Lists/Segmentation	Y
16	Upload Attachments	Info. N/A
17	Google Analytics	Y
18	Spam Score Checking	Y
19	Reporting Statistics	Y
20	Opt-In Required	Y
21	Website	MailChimp

- For Novice Marketing Professionals
- Tools are Easy to Use (with Handholding Included)
- Schedule Announcements
- Workflow Can Be Simplified

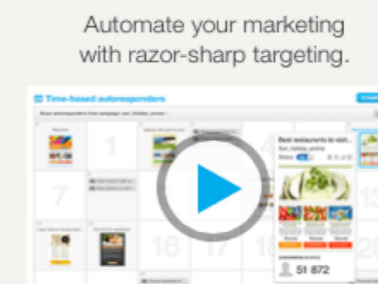
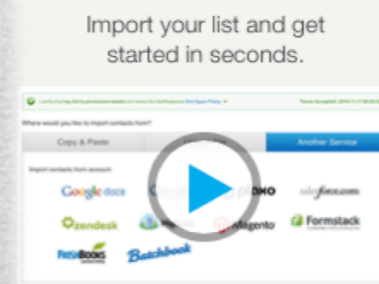


Get Response



- Responsive eMail Design
- A/B Testing
- Choose Auto-Responders
- eMail Creator
- eMail Intelligence

Find out how simple email marketing can be, with GetResponse.



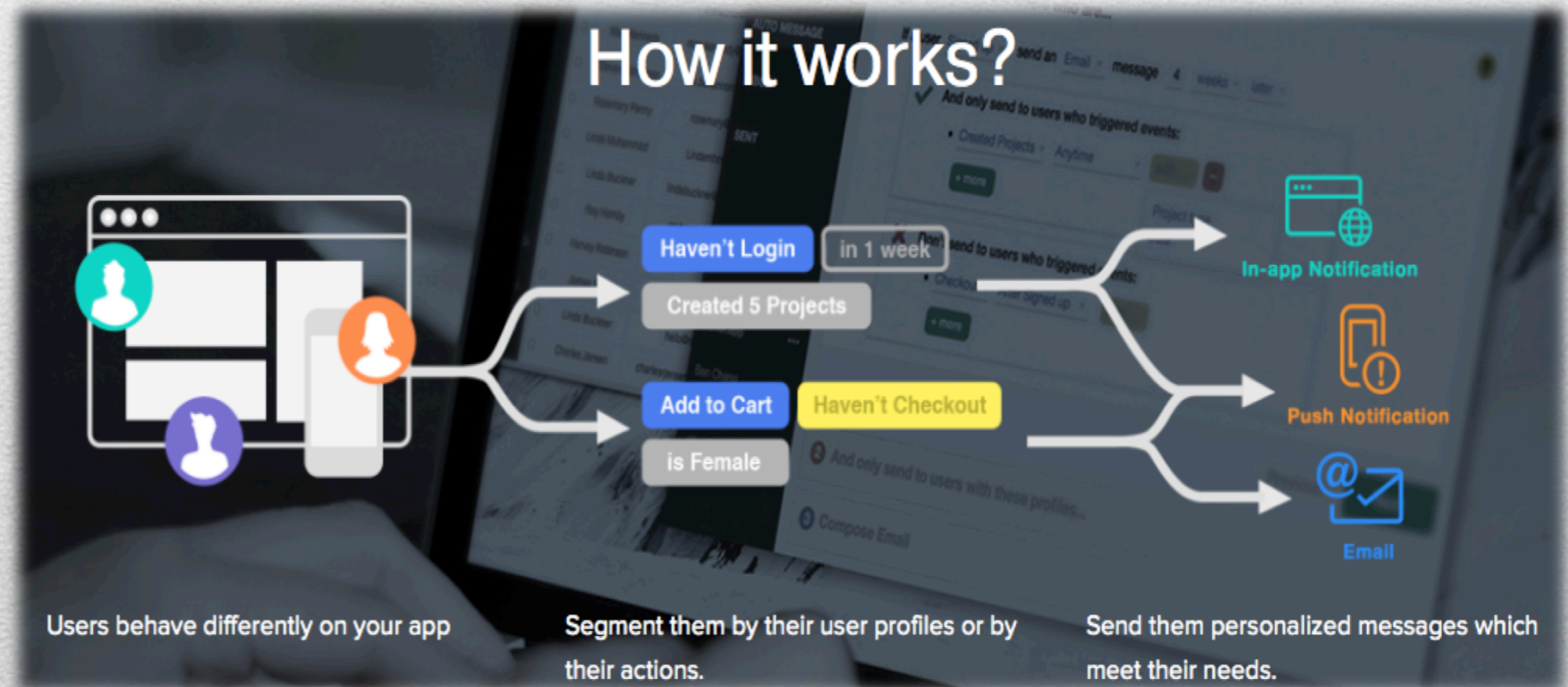
Ref. #		Get Response
1	Free Plan	No, Yes/Pay As-U-Go
2	Lowest Price (p/Mo.)	\$12.30 (1000)
3	< 2,500 Subscribers	\$20.50
4	Free Trial	Yes, 30 Days
	Customer Service (EST)	Mon-Fri: 8am-8pm, Sat: 9am-5pm
5		
6	# Of Templates	500+
7	Template Editing	WYSIWYG
8	Image Hosting	1gb
9	Contacts Import	Y
10	Newsletter Archiving	Y
11	Social Media Marketing	Y
12	Supports RSS Feed	Y
13	Autoresponder	Y
14	Survey Tools	A
15	Lists/Segmentation	Y
16	Upload Attachments	Y
17	Google Analytics	Info. N/A
18	Spam Score Checking	Y
19	Reporting Statistics	Y
20	Opt-In Required	Y
21	Website	Get Response

Retain.cc



- Quality Feedback
- Segment User Profiles
- Send Personalized Messages

Ref. #		Retain
1	Free Plan	Y, <500, Unlimited Teammates & Data Pts.
2	Lowest Price (p/Mo.)	\$49.00 <25,000
3	< 2,500 Subscribers	\$499.00 <500,000
4	Free Trial	Free Account
5	Customer Service (EST)	Online Help Widget
6	# Of Templates	Y
7	Template Editing	HTML
8	Image Hosting	Info. N/A
9	Contacts Import	Y, REST API
10	Newsletter Archiving	Info. N/A
11	Social Media Marketing	Info. N/A
12	Supports RSS Feed	Info. N/A
13	Autoresponder	Info. N/A
14	Survey Tools	Info. N/A
15	Lists/Segmentation	Y
16	Upload Attachments	Info. N/A
17	Google Analytics	Info. N/A
18	Spam Score Checking	Info. N/A
19	Reporting Statistics	Event-Triggered
20	Opt-In Required	Info. N/A
21	Website	Retain



Eventbrite

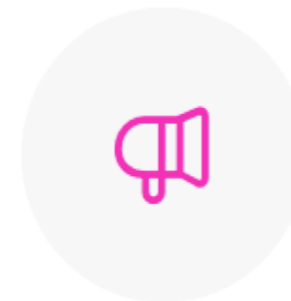
Eventbrite

- Fast, Easy, Set-Up
- Plug-In for Website
- Promote on Social Media

How it works



Create



Share



Host

Ref. #		Eventbrite
1	Free Plan	Y
2	Lowest Price (p/Mo.)	Ser. Fee 2.5% + \$0.99
3	< 2,500 Subscribers	Max Fee \$9.95
4	Free Trial	N
5	Customer Service (EST)	Online Help Widget
6	# Of Templates	Y
7	Template Editing	WYSIWYG
8	Image Hosting	Y
9	Contacts Import	Y
10	Newsletter Archiving	Y
11	Social Media Marketing	Y
12	Supports RSS Feed	Info. N/A
13	Autoresponder	Y
14	Survey Tools	Info. N/A
15	Lists/Segmentation	Y
16	Upload Attachments	Y
17	Google Analytics	Info. N/A
18	Spam Score Checking	Info. N/A
19	Reporting Statistics	Info. N/A
20	Opt-In Required	Y
21	Website	Eventbrite

Boomerang

Ref. #		Boomerang
1	Free Plan	No
2	Lowest Price (p/Mo.)	\$09.95
3	< 2,500 Subscribers	\$29.95
4	Free Trial	Yes, 1st 100 Are Free
5	Customer Service (EST)	Info. N/A
6	# Of Templates	Info. N/A
7	Template Editing	WYSIWYG & HTML
8	Image Hosting	25 mb
9	Contacts Import	Y
10	Newsletter Archiving	Info. N/A
11	Social Media Marketing	Y
12	Supports RSS Feed	Y
13	Autoresponder	Y
14	Survey Tools	A
15	Lists/Segmentation	Y
16	Upload Attachments	Y
17	Google Analytics w/HTML Link	
18	Spam Score Checking	Y
19	Reporting Statistics	Y
20	Opt-In Required	Y
21	Website	Boomerang



- 20+ Years Experience
- Vast Analytic Data
- Pin-Point What Works
- Email 'Credits' Less Cost-Effective than Straight Forward Pricing
- Analytics Can Be Overwhelming

Email, Social, and Event Marketing

Do-it-Yourself In Minutes



eMail Marketing for Biz & Apps Dev

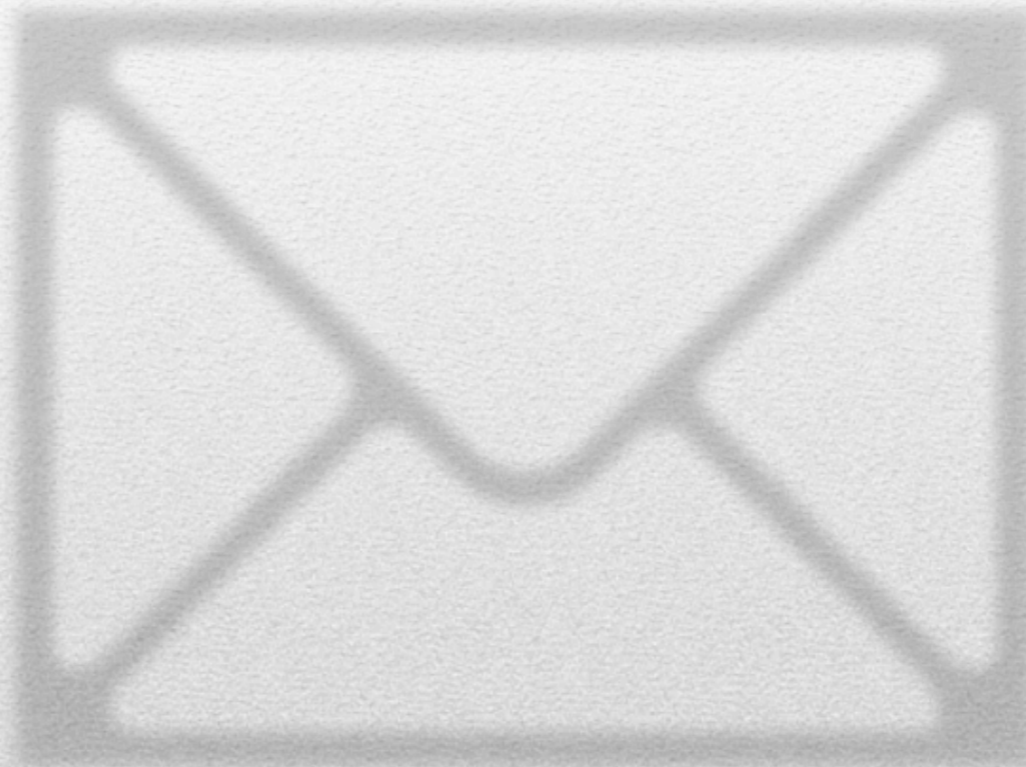


Questions?



eMail Marketing for Biz & Apps Dev

Demos



Join In – By Computer

- At Your Computer- If Available Use a Headset
- Enter This link:
- <https://www.startmeeting.com/wall/679-256-129>
- Click/Tap "Join"-
 - Complete your Name and eMail Address
 - Then "Submit"
 - The System will Guide from There
 - Mike Symbol Click/Tap the Green Icon to Red

Test your speaker/mike. If headset doesn't work, or if connection is lost - try "Rejoin"

Join In – By Phone

- Join-In using a land line / mobile phone
- Dial - (530) 881-1212
- When prompted enter access code followed by the "pound" key.
- 679-256-129#
(be sure to enter the "#" hashtag symbol)

www.InBusinessLinks.net

www.FustinoBrothers.com

Welcome!

**IBL
Net**

IBLN: Networking With a Virtual Place to
Advertise YOUR Business!

FBI: Learn, Knowledge-Base, Reward
...Powerful Apps!

**FBI
APPS**

Now All About YOU!

(Your 15 Seconds of Fame)

Introduce Yourself / Your Business
What's New or What's Exciting
Hot Projects – Published Masterpieces
Staff/Location Highlights