

# 10 STEPS TO WORKING OUT YOUR EMAIL MARKETING PLATFORM NEEDS.

Before choosing or changing your Email Marketing Provider, it's a good idea to figure out how you want to use email marketing for your business. Use the chart below to check off features that are most important to you and those that aren't.



Integrates with my website / eCommerce, e.g. Shopify, Woo or Big Commerce etc.



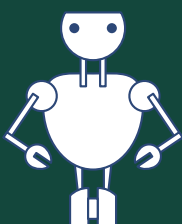
Integrates with my Customer Relationship Management System (CRM), e.g. Sales Force.



Integrates with other software that I use for my business, e.g. Facebook, Calendly, WebinarJam etc.



Has an easy-to-use template editor where I can drag and drop pre-designed blocks to build my emails.



Ability to set up email automations for sending multiple messages in a timed sequence.



Has an A/B split testing feature to allow me to test different parts of my emails to improve my results.



Tags and segments my data so I can identify smaller groups of subscribers for bespoke offers.



Includes a form building feature to help me capture email sign ups on my website, e.g. pop ups or embedded forms.



Provides real time customer service chat and/or the ability to log a query with a responsive help desk.



Provides a landing page builder to help me promote sign ups if my website isn't ready or if I need a special landing page for an ad.



Your next step: Compare popular email platforms side-by-side using our **FREE Email Platform Comparison Chart**.  
[theemailmarketingmum.com.au/emailcomparisonchart](https://theemailmarketingmum.com.au/emailcomparisonchart)