

LEAD NURTURING



VALUE ADD TOOLS FOR EMAILS

Description	Link	Comment
Calendly	Calendly.com	Enables you to link your calendar to your customers. No more back and forth – does this date work? Just set up the length of your meetings – and you can even include a conference call number or meeting link. You client sees your available times, selects one, inputs their email and you both are sent a meeting invite. Free to \$12 a month
Quiz – Create your own	Riddle.com	Build your own quizzes or use their templates. Very simple, fun. Based on your subscription, you can even send different quiz results to different landing pages. \$14-\$59 per month.
Articles	RightRelevance.com	Sign up for email alerts on various topics. RightRelevance will send you a collection of new articles on your topic every day if you want. Free version.
Videos	Lumen5.com	Making your own videos is easier than you ever imagined. Lumen5 uses AI to take a script that you key in and automatically adds images and content. You can add your own. Easy to use and edit. Free version with their branding or plans between \$29-\$79 per month.

AUTOMATED CAMPAIGN TOOLS

Name	Pros	Cons	Pricing
Snov.io https://snov.io?_get=influencer	Easy, inexpensive, full featured, I really like the LinkedIn and email search and the campaigns are easy to set up.	It's a new company – evolving. Service is good and they are often adding features – you have to be good with change!	\$29-\$49 a month
Drip - www.drip.com	Great tool for marketers. Collects data from website visitors, suggests text to sell more - pretty slick. Multi channel touchpoints included.	Marketer targeted vs. sales. More sophisticated, built to drive conversions on an ecommerce website. More for B2C.	\$49 per month - \$122+ based on active sends
BombBomb - https://bombbomb.com/	Really incorporates video based emails. You record yourself, they embed it.	If you don't want to include videos you will be better off with another service.	\$39/month for up to 2500 sends
Zapier – www.zapier.com	Automates everything. Integrates with most applications. Not specifically an email automation tool – but really simple and robust.	I use it to automate other processes – but not email automation because it wasn't build for that. But you should at least check it out to see if it can help you!	Free to try. \$25 a month and up
SendLoop - https://sendloop.com/	Great if your audience is on FB – has a good FB app. Can be very targeted. Great customer service.	Best for B2C. Advanced capabilities – easy to use but best features are marketing targeted.	\$24 / month and up
Vision6 – https://www.vision6.com	Beautiful templates, really nice platform for designing an automated campaign – also incorporates SMS	Sometimes I think the less polished emails get better responses – more H2H vs B2B.	\$29/month and up
Outplay – www.outplayhq.com	Outplay is a conversational sales engagement	BRAND NEW – so risky. It will have glitches – however it	Currently a lifetime deal on Appsumo.com - \$49!

	platform that's optimized to book more meetings with your prospects. It does a lot.	will also have the attention of the developers to continue to add features.	Demo Video
CRM + AUTOMATION			
Hubspot – Hubspot.com	Fantastic tool, built for small businesses who want to grow. Great tools for a CRM and lead nurturing, tons of education and tips. Great reporting. Tracks everything.	Expensive. So many features you might get lost. If you do not have a CRM – definitely add this to your list to investigate but just for automation – too much.	\$800/Month
EMAIL NEWSLETTER APPS			
Mailchimp – www.mailchimp.com	Easy to use, lots of templates for newsletters and promo emails. Good tracking, decent automation and integrates with everything.	Not as sophisticated as many – less bells and whistles but sometimes simplicity is nice and easy. Worth a look.	\$10 a month for 500 contacts. And up
GetResponse https://www.getresponse.com/	Allows you to schedule EVERYTHING on a calendar. I really like this – simple to use, lots of functionality for triggers and timing. Good reporting. Good integrations.	If you are only looking for nurturing campaigns, this might be overkill – but again, worth a look because it has a lot of easy to use tools and tracking.	\$15/month for 1,000 contacts and up but their plan that has what I like is at \$49 a month.