

The 12 Best Professional Email Design Tools for your Business in 2018

Are your emails sleek, colorful, and customized representations of your brand? Or do they look like cringeworthy forwards that you wish your uncle would stop sending? Investing in one of the best professional email design tools can do wonders for your reputation—and your ROI.

The Best Professional Email Design Tools	Pros	Cons	Rating
Constant Contact	<ul style="list-style-type: none">• Incredibly easy to use• 97% deliverability rate• Huge list of templates	<ul style="list-style-type: none">• Some syncing issues	5/5
Mailchimp	<ul style="list-style-type: none">• It's free• Good segmentation• Lots of integrations	<ul style="list-style-type: none">• Limited features for free version• Lacks some customization features	4/5
Infusionsoft	<ul style="list-style-type: none">• Great customization tools• Good automation• Full marketing suite for your business	<ul style="list-style-type: none">• Poor landing page designs• Takes time to learn how to use it	4.5/5
Convertkit	<ul style="list-style-type: none">• Very easy to use• Access to large community of users• Good for beginners	<ul style="list-style-type: none">• Lacks advanced features	4/5
Drip	<ul style="list-style-type: none">• Focus on ecommerce• Design Facebook ads and send texts	<ul style="list-style-type: none">• Limited integrations	4.5/5

	<ul style="list-style-type: none"> • Great support team 		
Active Campaign	<ul style="list-style-type: none"> • Identify and target customer interests • Direct messaging to customers • Great automation features 	<ul style="list-style-type: none"> • Reporting tools could be better 	4.5/5
MailerLite	<ul style="list-style-type: none"> • Free unlimited emails • Design landing pages and pop-ups • Built-in photo editing 	<ul style="list-style-type: none"> • Lacks advanced features • Software is slow 	3.5/5
AWeber	<ul style="list-style-type: none"> • Plenty of integrations • Great segmentation tools • Support offers coaching and training 	<ul style="list-style-type: none"> • Limited design options • No landing page features 	4/5
Sendlane	<ul style="list-style-type: none"> • Amazing for automation • Automatic retargeting tool • Excellent customer tracking 	<ul style="list-style-type: none"> • Light on creative tools 	4.5/5
Get Response	<ul style="list-style-type: none"> • Awesome “perfect timing” automation tool • Host webinars 	<ul style="list-style-type: none"> • Pricey • Poor customer service 	4.5/5

	<ul style="list-style-type: none"> Automate social media updates 		
Benchmark	<ul style="list-style-type: none"> It's free Lots of email templates Emails look good across all devices 	<ul style="list-style-type: none"> Features are basic and limited 	3.5/5
Ninja Outreach	<ul style="list-style-type: none"> Access to huge library of influencers Comprehensive CRM management Chrome sync tool is very helpful 	<ul style="list-style-type: none"> Expensive 	4.5/5

With all the talk about social media, product placement, YouTube channels, influencers, and link building (the list goes on), email marketing is easy to forget about. Do customers even open those things anymore?

Actually, they do!

Here's a fun fact: if you buy a Facebook ad, you'll be lucky to reach 2% of your target, whereas if you do an email campaign, [those numbers go up to 90%](#)!

It makes sense, doesn't it? If you go straight to your target's inbox, half the battle is already won. You're in their line of sight, now just a click away. All you have to do is make sure that when they make that fateful click, what they see blows their minds.

I'm talking about popping colors, amazing graphics, links to videos that inform and entertain, content that engages, and plenty of offers to entice and attract.

Emails like this are pure gold in terms of ROI, with returns averaging an insane \$38 for every \$1 spent.

So how can your business get a piece of this action? Basically, you need to up your email game by using one of the best professional email design tools. We've done the research and tested them all out, and the best are right here.

The 12 Best Professional Email Design Tools that Generate Serious Clicks

If you're looking for cost-effective email marketing, innovative features, limitless design options, and serious engagement, you've come to the right place. These professional email design tools are so good that you could have your next email campaign up and running today.

Constant Contact

[Constant Contact](#) is our top pick for email marketing management. Why? Because it's got everything you need to easily design, implement, track, and test your email marketing campaign all in one place. It's so easy that you can have beautiful looking emails designed and ready to send in minutes flat, and it costs about as much as the money you find balled up in the bottom of your jeans pocket. Here's why Constant Contact is simply the best.

- **It's incredibly easy:** Drag-and-drop design features and intuitive menus make creating custom emails second-nature. Many businesses marvel that Constant Contact requires no training for new employees. It's that easy.
- **Tons of templates:** Regardless of what kind of email you need to send, this tool has you covered. From newsletters to thank you notes to surveys to promotions, you won't be without a customizable template.
- **Loads of extra features:** Storage, surveys, coupons, and AB testing are just a few of the additional features available to help you manage your email marketing campaign with just a few clicks.
- **97% deliverability rate:** The industry average deliverability rate is 90%. Constant Contact reaches nearly 10% more of your potential customers and loyal subscribers.

After testing countless email services, we found Constant Contact to be the easiest and fastest way to send professional emails. Whether you're a tech lover or not, this is the way email marketing is supposed to be done.

Mailchimp

[Mailchimp](#) is an email marketing service that allows you to design emails, test and track the results of your campaign, and manage lists of recipients. It's hugely popular because it's free (until 2,000 subscribers), which has some positives and negatives. Its popularity has led to a lot of plug-ins to be developed for this app, meaning it's easy to integrate it with other tools like Wordpress. On the negative side, the restricted free features can really hold back a business. Nevertheless, Mailchimp makes it easy for small businesses to explore the world of email marketing. Here's why:

- **It's free:** Use Mailchimp for free before hitting 2,000 subscribers to your email campaign. You can design plenty of great emails at no cost to you, but some features are restricted if you don't pay.

- **Reports and analytics:** Get detailed reports that let you know (in plain English) if your emails are popular and gaining subscribers or if you need to reevaluate.
- **Easy list management:** Make multiple lists of recipients for various email campaigns. You can even make subgroups within them for even easier management.
- **Easy integration:** Mailchimp integrates with a number of other products and services, so your email campaign can integrate with your website and other digital tools.

Mailchimp is certainly easy to use, and it has plenty of great tools. If you're a small business just testing the waters of email marketing, this could be the perfect place to start.

Infusionsoft

[Infusionsoft](#) is a company that focuses only on small business marketing, but it takes it to a whole new level. You'll be able to manage your email campaign as well as leads, sales, CRM, payments and more. Infusionsoft is packed with apps that help you design every part of your marketing effort, and it's also easy to integrate with other services. As an email marketing platform, it may not be quite as easy as some of the others on this list, but the bundle of services it offers may make it a great option if your business needs the whole package. Here's what makes it stand out:

- **Highly customizable:** With all its apps and its ability to integrate, Infusionsoft can be exactly what your small business needs it to be. There are almost no limits to the marketing campaigns you can create.
- **Comprehensive marketing suite:** Do it all here. Build professional emails, track your customers, record sales, follow leads and more.
- **Great automation features:** Automated emails, notifications and much more can be set and implemented via the brilliant campaign manager function.
- **View client activity:** See which clients have opened their emails and how they're reacting to your content.

Infusionsoft isn't a tool that you can pick up and use right away. It takes a bit of work, but the benefits of taking the time to learn its features, customize the services, and integrate with all your tools will surely put you a step ahead of the competition.

Convertkit

[Convertkit](#) is an email marketing platform built by content creators, so they know exactly what it takes to create emails that work. This service is email based, but Convertkit also helps businesses build landing pages and integrate subscription forms into their websites. This service is mainly aimed at small businesses and users who may not know anything about email marketing, though they quote larger businesses as well. If you're looking to start an email campaign, here's what to expect from Convertkit:

- **5-minute simplicity:** Easy enough to get your email campaign started in just five minutes, even if you're a beginner.
- **Automation made easy:** Drag-and-drop design and simple workflows allow for easy automation of emails regardless of the diversity of your clients and products.
- **Community:** Join the Convertkit community for a direct line to other users. Discuss what works for you, ask for advice, network, and build your client base.
- **Industry-leading support:** Support is there to answer all your questions, but they don't stop there. Convertkit support hosts workshops and live training sessions and even has open office hours.

If your business is budding and you're looking to join a community of forward-thinking marketers, Convertkit has everything you need to go from the ground up in minutes.

Drip

[Drip](#) claims to be the world's first "ECRM" management service (ecommerce CRM) and promises to turn your online store into a slim and trim marketing machine. It has all the services that you need and none that you don't, making it easy to log on, view essential data, create emails, and be on your way. We love the flexible API and huge list of integrations that make this tool easy to plug and play with whatever sites and apps you're using. If you have an ecommerce business, you'll want to check out these features:

- **Beyond Email:** The email features and creation tools go above and beyond, but you can also create Facebook ads, landing pages, send text messages and more.
- **Advanced customer tracking:** Complex automation and workflows track your customers and provide valuable insights, allowing you to understand them better without having to do the heavy lifting.
- **Custom ecommerce data:** Data is delivered with ecommerce in mind, helping you reach more customers, follow more leads, and make more sales. Customize your data collection by crafting custom fields, creating tags and more.
- **Excellent support:** More of a consulting agency than a support team, the Drip support team is dedicated to seeing you succeed.

Drip is an invaluable resource for ecommerce businesses. If you want to see your online shop become the next Amazon, this may be the best professional email design tool for your business.

Active Campaign

[Active Campaign](#) is simple, but it goes deep. By that, we mean that there are just a few features on offer here, but they are well-designed and comprehensive. For those who want to send perfect email fast, get detailed data on your customers, and go beyond the automation tools offered by other services, Active Campaign is a wise choice. One thing we love about this tool is that it allows you to access really integral information about customers and then respond to

those customers directly. By translating your clients' actions into interests, you'll have more insight into their motivations than ever before. Active Campaign offers:

- **Interest targeting:** Keep all of your customer info in one easy-to-navigate location, and track them using advanced metrics that include their interests. Use this information to design precise email campaigns that target certain segments with precision.
- **Easy Automation:** Segment your customers and develop unlimited workflows to automate your email campaign. You'll be able to cater to all of your customers without lifting a finger.
- **Direct messaging:** Send a message directly to a customer via your website to let them know you care about their experience.
- **Advanced Tracking:** Follow new and returning users as they navigate your site and collect valuable information to boost conversions.

Active Campaign is an email marketing tool for companies that need to take the limits off of automation and track their customers better than ever before.

MailerLite

[MailerLite](#) is an all-in-one email marketing suite for your small business. It allows you to go easily from having no clue to having a beautiful landing page, pop-ups to generate subscribers, the best professional email design tools, and all the automation and testing features to understand your target. It might not have all the bells and whistles of other email marketing suites, but if you have a start-up or small business, MailerLite has the cutting-edge tools you need to stay ahead. Here are some of them:

- **Free unlimited emails:** MailerLite's service is totally free until you have more than 1000 subscribers. And even then, prices are very reasonable.
- **Great analytics:** Understand who your customers are, who's reading your emails, and how effective your campaign is in seconds with analytics in plain English.
- **Build landing pages and design pop-ups:** Your emails are important, but as a small business, you need a way to build your list of subscribers. Building attractive landing pages and engaging pop-ups will generate more leads and conversions.
- **Photo editing:** Don't worry about buying photo editing software, dealing with formats, sizing, and importing. MailerLite's built-in photo editing software allows you to do all your editing from within.

When it comes to the needs of your start-up or small business, MailerLite has the tools to get you off the ground and competing with the big guys in no time at all.

AWeber

[AWeber](#) has been in the email marketing game for over 20 years (were emails even around that long ago?), and the reliability and resources that come with that experience are priceless. AWeber knows what you need to deliver stellar emails, and it automates everything that you don't want to waste time with. More experienced businesses will benefit from advanced segmentation and tagging as well as a robust list of integrations, while small businesses can easily get started thanks to intuitive tools and live coaching from the support team. Here's what we love about AWeber:

- **Solid list of integrations:** AWeber has nearly 50% more integrations than some other email marketing companies, meaning you won't be limited no matter what platforms you use.
- **Free mobile apps:** Free mobile apps help you create, track, and analyze your campaign from anywhere.
- **Good segmentation:** Above-average segmentation tools allow you to create groups of subscribers (and groups within groups) to make automation and CRM a breeze.
- **Great support:** The support team at AWeber are email marketing pros. Live phone support is available if you have any problems, plus they conduct live coaching sessions and weekly webinars to keep you ahead of the curve.

If you need a personal touch from a great support team or simply need to integrate to a bunch of platforms, AWeber is ready to help your email campaign skyrocket.

Sendlane

[Sendlane](#) is an email marketing tool that's all about automation. It features a decent email creation tool as well, but the real value here is in advanced segmentation, workflows, and data tracking that helps you tweak your segments and reach your customers in the most effective way. Great personalization tools and integrations allow you to put your target under a microscope and deliver highly specialized news, offers and more. This is because Sendlane itself is a specialized product. Here's how you can automate and track better with this tool:

- **Advanced tracking:** Integrate with your site and track a ton of data on your users such as location, movement, purchase history and more.
- **Industry-leading automation:** If you want to get down to the nitty-gritty details to maximize your ROI, you need the micro-targeting and segmentation tools provided by Sendlane.
- **Retargeting tools:** Monitor browser behavior to instantly track changes in customer behavior and automatically switch workflows to make sure they stay engaged with your business.
- **Event Management:** Unlimited workflows can be managed by unlimited event tracking. Understand how each micro-segment is performing and how all your subscribers are reacting to your emails.

If tracking, segmentation, and automation are the primary concerns of your email marketing push, then Sendlane might be the best professional email design tool for your business.

Get Response

Get Response is a professional email design tool used both by small businesses and corporate giants such as Hilton and Avon. From the outset, the features offered look like those of most other companies, but there are some special tools here that you won't find anywhere else. Advanced customer tracking allows for email automation that's truly futuristic, and emails can be supplemented by landing pages and even webinars that help build solid connections with subscribers. The price point is higher than most companies, but you won't find these features anywhere else:

- **Perfect timing:** The perfect timing feature actually determines when each subscriber is most likely to open your email and sends it to them at that particular time.
- **Webinars:** Plan, advertise, and host webinars from the Get Response platform.
- **Automated social media updates:** No need to do the rounds on social media to reach out or post new content. Set up automated updates and Get Response will do it for you.
- **Highly scalable for growth:** Simple packages are available for small businesses as are high-performance packages for large enterprises. Get Response has what your company needs, no matter how much it grows.

Get Response may be pricier than other professional email tools, but it's hard to argue that it isn't one of the most advanced and feature-rich services.

Benchmark

[Benchmark](#) is another email marketing tool that is free for up to 2000 users. This is great for small businesses on a budget, but it also means that the features available are limited. Benchmark is a notable free service for its wide range of templates and its easy email creation tool. You'll be able to brand your content and choose from a wide range of icons, colors, images, photos and more, and it takes virtually no time to learn. Just drag, drop, and send! Here's what you can expect from Benchmark:

- **Easy Email Creation:** The drag-and-drop email creator by Benchmark is one of the easiest to use, and because it's free, you can get started right away.
- **Tons of templates:** Newsletters, thank you notes, promotions, surveys—whatever you need to send, you can find a template here.
- **Some automation features:** Basic automation features allow emails to be sent at appropriate times according to time zones. Basic workflows can also be constructed.
- **Looks great on all devices:** Emails built on Benchmark look great no matter which device they're sent to.

If you need amazing looking emails but aren't ready to dive into the complexities of segmentation and automation, Benchmark's free service may be your best bet.

Ninja Outreach

[Ninja Outreach](#) isn't like the other tools on this list. Its focus is connecting your business with influencers on social media and in the blog-o-sphere via email outreach. This means that while you'll get email creation software, automation and segmentation, project management, and CRM tools, you'll also gain access to a massive database of powerful influencers. This opportunity offers unlimited potential for networking, adding subscribers, link-building, promoting your brand and more—but it comes at a price. Ninja Outreach is one of the most expensive tools on this list, but here's what you get for your money:

- **Reach farther:** With access to Ninja Outreach's database, you can target far more than just your subscribers with your email campaigns. Reach out to your customers, other businesses, social media celebrities and more to grow your influence and authority.
- **Built-in CRM:** Ninja Outreach can handle projects big and small. Filters, notes, and the ability to add multiple team members will make this tool the new marketing hub for your business.
- **Build multiple automated campaigns:** Stay in touch with your clients while reaching out to influencers for links and guest posts by designing and automating various campaigns with different targets.
- **Sync with Chrome:** Syncing with Google Chrome will give you contact info, advanced metrics, and RSS feeds as well as the ability to send emails instantly via a drop-down messenger—all while you surf.

If you need to do major outreach and link-building as well as conduct email marketing for your existing subscribers, Ninja Outreach is one of the best professional email design tools available.