



Top 5 Autoresponders In 2010

by Jeff Davis

If there is one thing you will hear on repeat from the Internet marketing industry it is that the money is in the list. Like a broken record the Internet marketing gurus go on and on about the list and how it's a goldmine, a personal ATM that can be tapped at any given moment. What they are a little less forthcoming with is information on how to build the list and how to manage your list. Now there are some great books and courses on how to build a list, but a little less information on autoresponders and which ones are the best.

Not all autoresponder companies are created equal, some have deliverability issues, others have very confusing interfaces and others don't let you send emails with 3rd party promotions. There are also vast differences in pricing between Autoresponder companies and it certainly pays to shop around.

- [Aweber](#) – From \$19 per month for 500 contacts
Easily the market leader in Email Marketing, and until recently it would have been my top recommendation. They have one of the best email delivery rates in the industry, backed up with lots of independent tests and testimonials from customers who have switched from a different company and noticed a massive jump in the amount each email makes. I wouldn't say that their interface is the best, and a lot of the terminology they use can be confusing, like 'campaign' for an individual email and 'broadcast' for actually sending an email, but the stats and analytics makes up for this.
- [Aweber](#) recently dramatically increased their monthly prices which makes them the most expensive in the industry. Given that they have one of the best delivery rates, some say this price is justified, whereas others who are still to learn the tricks of building a profitable list or don't make much money off their list might find themselves looking elsewhere.

[Aweber](#) only accept credit card for payment, which is quite annoying if you want to pay by PayPal. The workaround, is to get Paypal's debit card, which works quite well.

- [GetResponse](#) – From \$18 per month for 500 contacts
At one time GetResponse and Aweber were competing for the number one position but delivery problems began to plague GR as people reported delivery rates as low as 40%. The company claims they have rectified the problems, but it will take a while for them to recover their reputation. [GetResponse](#) has an easy to use control panel, which gives it an advantage over Aweber, although the pricing doesn't make it completely compelling as it's only marginally cheaper than Aweber. With lots of additional features like ready made email templates, sophisticated tracking and even a complete survey solution you shouldn't rule out [GetResponse](#) when considering which autoresponder to choose.
- ConstantContact – From \$15 per month for 500 contacts
The Enterprise heavyweight of the email marketing world. Constant Contact is to the business market what Aweber is to the Internet Marketers, however the prices remain competitive with Aweber. Constant Contact is squarely aimed at the traditional business market, perhaps offline businesses who want to keep in touch with their clients via email and the whole website and features reflect this.
- InnicaMail – From \$15 per month for 10,000 contacts
A new kid on the block is making waves due to the high profile nature of the owners in the popular Warrior Forum. They claim it is a system built by marketers for marketers which places them in direct competition with Aweber, but since they have an unproven track record for delivery they are very inexpensive compared to the other autoresponder companies. They don't quite have the range of email templates and sending options as the more established companies, but the statistics are reasonable and you can figure out your open rate and clickthru rates on all the emails you send.
- XmailPro – From \$14.95 per month for 10,000 contacts
xMail Pro is a fairly inexpensive autoresponder solution and if you pay twelve months upfront it's one of the cheapest solutions and on top of that it's a whitelabel solution of Aweber so you get the reliability and delivery rates for a fraction of the price. However, you don't get many of the features of Aweber or the tracking options and you can't pay with PayPal, which is a bit annoying.
- MailChimp
I have included MailChimp in this 'top 5' because they are a very large mailing company and it's important that you know about them. They have one of the best interfaces in the industry and the back end is exceptionally easy to use, sending an email and tracking the analytics is also very easy. However, the reason I can't recommend it is because they don't allow you to send emails with 3rd party promotions, which effectively means that you can't promote affiliate products nor do JV's with other marketers. They also have an itchy trigger finger and will delete your account if you get too many spam complaints – even if you are sending to a fully opt-in list!
- The best free auto-responder is:
<http://www.jv-marketers.com/>

I hope that this short report helps you to take that first step to building your list!



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