

The Ultimate Email Marketing Set-Up

1

Email Provider : **aWeber**

To start with you need an email marketing and auto responder software that's easy to use and has top-notch proven deliverability. We love aWeber! Great templates - quick set up. They offer a 30-day free trail with all the tools to use, plus free expert support both online and via phone. We've tested our share and this one is truly amazing! [Click here for more info >](#)

2

Landing Page/Opt-In : **LeadPages**

It's one thing to send out email but how do you get that permission-based audience to begin with? With website landing pages, sidebar opt-in boxes and website pop-ups, of course! With LeadPages you can effortlessly create and deploy these in minutes as they provide over 70+ easy-to-customize templates for sales pages, opt-in pages, webinar pages, thank you pages and more (plus they add new ones weekly). In addition, they have fantastic training videos/webinars that just increase your opportunities for more opt-ins and conversions. [Click here for more info >](#)

3

Subject Line Optimizer : **Touchstone**

With email the subject line is extremely important for delivery. This subject line tool actual predicts the results of your email campaigns before you hit send. It uses a proprietary algorithm to instantly predict the open, click and bounce rates of a given subject line by studying the past performance of similar lines. Just copy and paste your subject line and get instant feedback. Wellha! [Click here for more info >](#)

4

Image Shrinker : **Web Re-sizer**

Large messages are often the root cause of long delivery delays in email systems, therefore many mail servers set limits and sometimes even refuse to accept files too big. This tool lets you shrink photos down to 70% of their original size with minimal loss of image quality. You can also do simple image edits like crop, resize and add a border. [Click here for more info >](#)

5

Spam & Delivery Tool : **Send Forensics**

No matter which email service provider you use, this tool is worth using for every email message you send. Don't be taken for a spammer; safe-guard your reputation, boost your revenue and sail into any inbox. This unique, pre-emptive email deliverability system gives you a detailed analysis, plus also shows you how other recently-sent emails in your industry compare to yours. [Click here for more info >](#)