

14 Best Mailchimp Alternatives in Canada to Use

Mailchimp is a well-known platform for email marketing and connecting with your customers.

In this article, we will look at Mailchimp's features, pricing plan, and the best alternatives to Mailchimp in Canada.

What is Mailchimp?

Mailchimp is one of the leading online marketing platforms that provides powerful tools to small and large businesses alike to help them engage with customers.

One of the best ways to stay in touch and engage with new and existing customers is through email marketing.

Mailchimp makes it easier for business owners to do this and gives them the capabilities to create effective and attention-grabbing email campaigns.

Mailchimp Features

Marketing Automation Tools – Mailchimp's advanced marketing automation tools will help you deliver personalized marketing messages to your customers that will boost orders and customer lifetime value.

AI Marketing Tools – With this, you can use the power of generative AI to handle the manual parts of marketing and effortlessly create on-brand content.

Audience Management Tools – The Mailchimp audience management tool will help you tap the right audience with the right messaging for higher chances of conversion.

Analytics and Reporting Tools – With these tools, you will get the insights you need to improve your marketing strategies.

Mailchimp Pricing

Mailchimp has different pricing plans available based on your needs, and the amount you will pay will depend on various factors.

The exact pricing per tier will depend on the number of email subscribers you have, and you will also have to take into consideration the services you need for your business.

Free – If you have less than 500 contacts, you can use Mailchimp for free. This is best for new marketers who want to get online and build an audience.

Essentials – Essentials start at \$13 per month for 500 contacts and can go up to \$350 per month for 50,000 contacts. This tier is great for marketers who want to build a deeper connection with their audience and increase sales.

Standard – Standard starts at \$20 per month for 500 contacts and can go up to \$700 per

