**Email**

Email marketing is often overlooked and underestimated, despite the fact it is still a very effective marketing tool in the hands of capable marketers. It is a perfect way of connecting with your current and potential customers and communicate to them the message that you deem important.

Several tools that can enable you to get your email marketing rolling:

**OptinMonster:** used primarily to gather new email leads, it ismuch more than just an email subscription tool. This software allows you to capture customers attention through pop-ups to encourage visitors on your website to provide their email details as well as locking content behind the subscription options and much more. Software is highly customizable and offers reporting and analytical tools to assess its effectiveness.

**MailChimp:** fantastic platform for managing your email campaigns, that allows to send 12,000 emails a month to a list of up to 2,000 subscribers for free, which is perfect for SMEs. Mailchimp lets you organize and analyse your marketing campaigns and see how effective they are. It is a must-have tool for small and medium enterprises who are serious about their email campaigns.

These two tools can be invaluable when it comes to getting started with your email campaigns.