



## Best Email Platform For Marketing Your Small Business

Whether you are just launching your small business or you are an established business venturing into the world of online marketing, [MailChimp](#) is the best email program for anyone on shoestring budget.

The Launch4Life team loves [MailChimp](#) for many reasons, but best of all it truly is one of the easiest programs for those who are new to the ins and outs of email marketing. One of the best features, is that it is easy to use and does not require any computer coding experience. So for anyone that would like to have lovely looking emails that don't require being a technical wizard. [MailChimp](#) is your best bet. Best of all, no heavy investment is needed. Just [signup for a free account](#) and get started today.

### Why Launch4Life Loves MailChimp:

- Free Forever Plan (up to 2,000 subscribers and send up to 12,000 emails per month)
- Easy to use (no coding)
- Regular emails (plain text & fancy HTML templates) & newsletters
- Don't need a website for your signup box (ex. signups via email, Facebook Page) - this is HUGE if you don't have a website!
- Embed a signup form directly on to your blog or website
- Free content library to store any graphics, pdfs, etc. - also a biggie!
- Integrates with Facebook (signup lists & ad campaigns)
- Tablet app - collecting signups at your store, conferences, workshops, etc. (works without wifi).
- Integrates with lots of other programs (ex. Facebook, Twitter, Wordpress, Blogger, etc.)
- Upgrade any time for premium services (ex. automation) series) MailChimp's incremental increases are very reasonable!

