

emailcoltester

Pay Less for Your Email Marketing (And Achieve More)



11 Tips To Cut Costs Without
Compromising Performance



Robert, founder of EmailTooltester
and occasional cheapskate

I'm someone who loves to save money and has **no hesitation** in canceling unused software. (One of my biggest pet peeves is discovering a subscription I forgot to cancel 😞).

And when it comes to email marketing, I've seen loads of companies hopelessly overspend.

I don't want you to be one of them!

So, let's cut out those unnecessary costs and make sure you're getting the best deal!

Here are **11** of my tried-and-tested tips that will help you save money on your email marketing subscription.

1. Check Your *Pricing Tier*

SaaS companies are excellent at upselling.

That's why you might find yourself on a plan with more features than you actually need.

Take a minute to review your usage. If you're not using all the advanced functionalities, downgrading to a lower tier could save you a significant sum every month.

The screenshot displays two pricing tiers for MailerLite. The 'Growing Business' tier is on the left, and the 'Advanced' tier is on the right, marked as 'Most popular'. Both tiers offer a 30-day trial. The 'Growing Business' tier costs \$9.00/month (\$108.00/year) for up to 500 subscribers, including unlimited monthly emails, 3 users, and 24/7 email support. The 'Advanced' tier costs \$18.00/month (\$216.00/year) for up to 500 subscribers, including unlimited monthly emails, unlimited users, and 24/7 live chat & email support. The 'Advanced' tier also includes features from the 'Growing Business' tier plus Facebook integration and a custom HTML editor.

Feature	Growing Business	Advanced
Price	\$9.00 / month	\$18.00 / month
Annual Price	\$108.00	\$216.00
Subscribers	Up to 500	Up to 500
Trial	Start 30-day trial	Start 30-day trial
Unlimited monthly emails	Yes	Yes
Users	3 users	Unlimited users
Support	24/7 Email support	24/7 Live chat & email support
Additional Features	Sell digital products, Unlimited templates	Facebook integration, Custom HTML editor

[MailerLite pricing tiers](#)

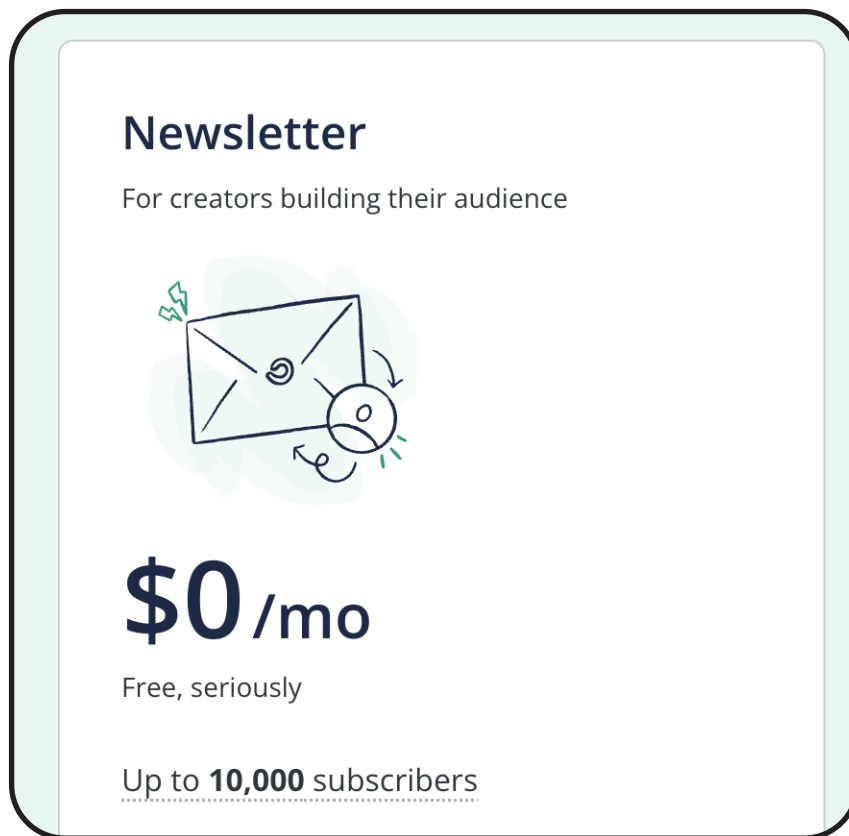
Pro Tip:

Ask customer support if there are any important features you are currently using that would be lost by downgrading. This will help you make the right decision.

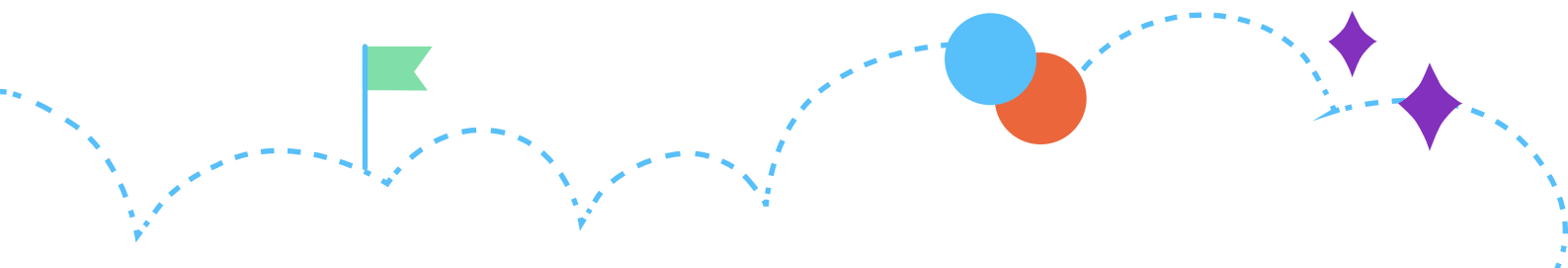
2. Explore Free Plans

Not all free plans are created equal, but some can be super generous.

For example, [Kit](#) (previously ConvertKit) allows you to have up to **10,000 subscribers** on their free tier! If your list size fits within the constraints, this could be a huge money-saver while still letting you reap all the great benefits of email marketing.



Kit's free tier



3. Ditch the Pricey Platforms

! Mailchimp users, take note: there are better options out there!

While Mailchimp is often seen as a go-to for beginners, it can become crazy expensive when your list grows. Plus, they also charge you for unsubscribed and bounced contacts, which means you're paying for subscribers who don't even read your emails.

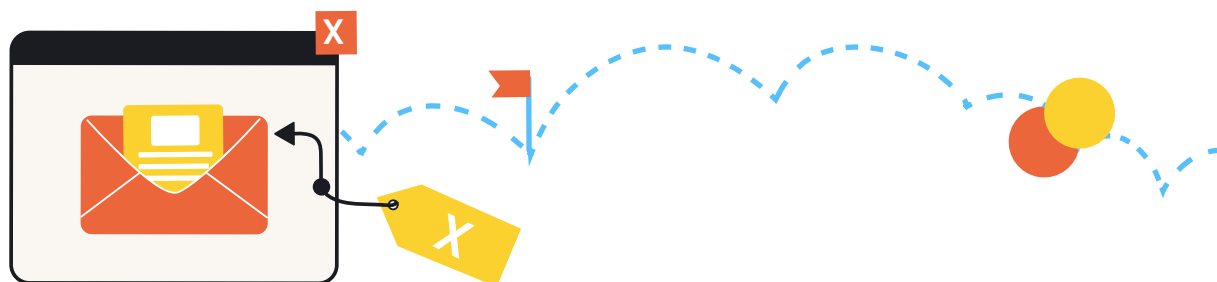
Another annoyance is their **overage system**, which forces you to pre-emptively upgrade and downgrade your usage tier if you want to avoid these extra charges.



Other ESPs that charge a lot are AWeber and Constant Contact. But even if you're using more cost-effective services like ActiveCampaign or Klaviyo, you might be overspending if you're not taking advantage of all their features.

Consider switching to a more affordable and feature-rich email service provider (ESP) that meets your needs without overcharging:

Our team can help you find a cheaper alternative (free service)



4. Clean Up Your Email List

Not every subscriber on your list is an “**active**” one. If your subscribers haven’t opened your emails in months, it’s time for a spring-clean.

By scrubbing your list and removing inactive contacts, you can significantly reduce your subscriber count – **and your bill**.

Pro Tip:

Add an automation for inactive subscribers (email received but no opens, no clicks) that automatically emails them after six months, and asks them to reconfirm their subscription by clicking a link. If there’s no click, they’ll be removed and will no longer count towards your bill.

5. Switch to Annual Payment (Usually the Biggest Saving)

[Annual plan at ActiveCampaign](#)

One of the best ways to save on your subscription is to opt for an annual payment plan instead of paying month-to-month.

Many providers offer significant discounts (sometimes **up to 30%**) if you commit to a yearly payment upfront. While it requires a bit more of an upfront investment, the savings over the year can be substantial.

Make it Work for You: Review how often you use the tool and if you're committed to it long-term before making the switch. Annual payments can also **prevent you from being caught off-guard by price increases that sometimes affect monthly plans.**

6. Reduce the Number of Seats

Depending on the ESP you're using, adding extra users can come at a cost. If your team doesn't need individual logins and you don't mind sharing, this could be an easy way to cut down on monthly expenses.

Tip for Teams:

If multiple logins are a must, look into ESPs that offer affordable multi-user options or negotiate a custom plan with your provider.



7. Consider a Transactional Email Service

Do you send mostly simple, text-based emails through your CMS or web platform?

If you're not using features like drag-and-drop editors or visual templates, consider sending your emails through a transactional email service (so-called SMTP servers).

These services are typically more affordable and are designed for sending large volumes of plain emails, making them an ideal choice for straightforward, automated communications.

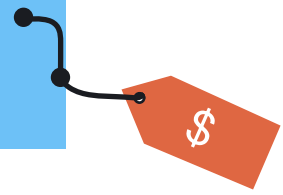


Pro Tip:

We even found SMTP servers that let you send up to 12k emails / month **for free.**

Find them here.

8. Negotiate Your Pricing

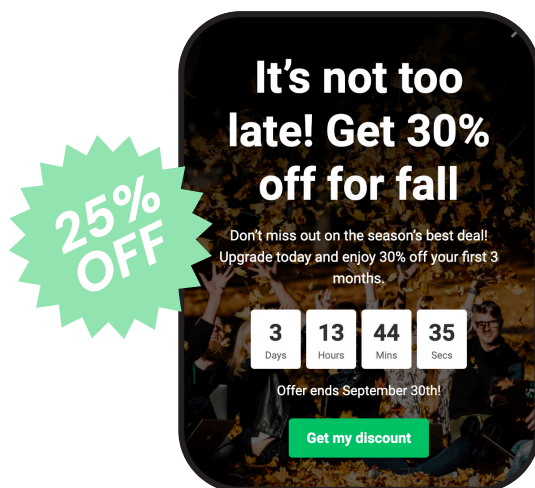


If you've been with a service provider for a while and your sending volume is significant (at least **10k contacts**), reach out to their sales team to negotiate a custom plan or ask about any available discounts.

Pro Tip:

Loyal customers often have more negotiating power than they realize, especially if they can **point to competitors' cheaper pricing** as leverage.

9. Check for Discounts on New Subscriptions



Sale at MailerLite

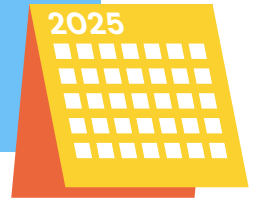
When signing up for a new ESP, check for discounts or promotions. Many services offer deals for first-time users, like a percentage off the first few months or additional features at a reduced price.

Be sure to look around their website, sign up for their newsletters, or reach out to Sales or their live chat for any hidden deals.

Pro Tip:

I've managed so many times to get a significant discount, simply **by asking via live chat**.

10. Time Your Subscription to Align With Annual Sales



Though it's less common in B2B, there are some email marketing platforms that offer their **biggest discounts** around Black Friday, Cyber Monday, and other major holidays.

These sales often include huge savings for new subscriptions, or even upgrades. If you can wait, you might be able to get yourself a very good deal.

11. Leverage Educational or Non-Profit Discounts



ESPs often offer special pricing for educational institutions, non-profits, and even startups. If your business falls into one of these categories, you could be eligible for discounts of between **20–50%**, or even receive an extended free trial.

Some platforms will require verification, such as documentation of your non-profit status, a .edu email address, or proof of participation in a startup incubator.

More on non-profit discounts in email marketing

Let us find a *cheaper*
email service provider for you!



If you are unhappy with your current spend, just fill out our form (linked below) and let our team analyze your usage against the price you pay.

We'll let you know whether or not you're overpaying, and if there are more cost-efficient alternatives for you. It's completely free!

Get Your Free Cost Analysis Here

I really hope these tips were helpful!

If you've got any other money-saving tips or have questions about optimizing your email marketing costs, please let me know at contact@emailtooltester.com!

Happy saving!



Robert