Revamping Email Communications: A Review of Five Free Email Design Platforms

Karen Okamoto
John Jay College of Criminal Justice, City University of New York (CUNY)
Kokamoto@jjay.cuny.edu

Abstract: This article reviews five free online email design platforms that libraries can use to create visually appealing and engaging email newsletters and other email communications. The five platforms reviewed in this article – Beefree, Mosaico, Smore, Stripo, and Tabular – are assessed according to ease of use, the availability of pre-designed templates, and other features, such as the ability to add collaborators. This review begins with a summary of the library and marketing literature on email communications, including best practices, and ends with a brief overview of email marketing platforms and services.

Keywords: Email communications, email marketing, free email design tools, free technology tools for libraries, email design, newsletters

Introduction

Far from being old and irrelevant, email continues to be an inexpensive and potentially powerful tool that libraries can use to reach patrons (Polger, 2019, p. 226; Tanzi, 2021). With over four billion email users around the world (Alemany, 2022, p. 2) and with users in the United States spending approximately 172 minutes on personal emails per day, as measured in 2021 (Ceci, 2022), email is still relevant and has even gained renewed interest as a

marketing tool during the pandemic (Rysavy & Michalak, 2021; Rysavy et al., 2021; Tanzi, 2021).

Given this renewed interest in email as a communication and marketing tool for libraries, this article reviews the free version of five online email design platforms that libraries can use to create visually appealing and engaging email communications: Beefree (Beefree.io), Mosaico (mosaico.io), Smore (smore.com), Stripo (Stripo.email) and Tabular (Tabular.email). All five platforms provide several free email templates that can easily be adapted by libraries to include their own color schemes. These platforms were examined according to specific criteria, such as the number of free templates available, the access to a free image gallery, the ability to embed video preview image links, the collaboration features, the email's appearance when exported, and any notable limitations of the free version of each platform.

Before launching into the review of Beefree, Mosaico, Smore, Stripo and Tabular, this article summarizes the library literature on email as a communication and marketing tool for libraries. This literature has covered the usefulness and cost-effectiveness of email communications. Email gained renewed interest during the pandemic to reach users remotely. Lastly, the literature has covered practical tips for composing effective emails and assessing email campaigns. Near the conclusion of this article, a summary of subscription-based email marketing service providers is included. These

services offer additional email marketing tools, such as segmenting recipient lists, analytics, and list management.

Literature review

Describing the continued use and relevance of email in the 21st century, Tanzi (2021) writes "email has aged well" (p. 17). Tanzi (2021) reminds readers that although email may seem old given its rise in popularity during the 1990s, to this day email is still required to access more modern tools, such as social media and e-commerce. Even with the widespread use of mobile phones and apps, email can complement social media and text messaging campaigns (Pophal, 2015, p. 11).

From a library marketing perspective, one unique and beneficial feature of email is that it is often introduced to a user through their workplace or place of study. In addition, collaboration tools at these places often require an email address, potentially making email a part of a user's life and a mode of regular communication (Sambandam, 2021). Also, other institutions, such as banks, Social Security, and employment applications, require email as well (Sambandam, 2021). In other words, email is "ingrained in the culture we've built around it" (Williams, 2023) and it is "the unofficial system of record for both personal and business communications" (Polyakov, 2023).

This is particularly relevant for college and university libraries where the larger institution might mandate the use of an institutional email account. Writing in the context of college admissions marketing efforts, Epstein (2015) argues that, in the last several years, email open rates have increased for admissions email campaigns: "The dynamic has shifted. Students now carry more powerful computers in their pockets than the ones that sat on their desktops just five years ago" (p. 40).

Before smartphones, students would likely access email from a desktop computer at home, but now students are multitasking and using their phones to check email on the go (Epstein, 2015). In a similar vein, despite assumptions that social media platforms are diverting attention away from email, research from Bowling Green State University in 2016 suggests that email "can be an effective method of communication" (Straumsheim, 2016). The study found that 85% of Bowling Green students check their university email every day and that students who were most active on social media were the least likely to avoid reading their emails. Texting, the researchers found, can be used for urgent or personal messages. They also suggest that social media can be used to reach students along with texting and email.

Email communications during the COVID-19 Pandemic

Email communications for libraries gained even more importance during the COVID-19 pandemic. For public libraries particularly, Tanzi (2021) writes: "During a public health crisis, we know that effective communication and the accuracy of the information we provide is paramount" and email can be a "valuable and necessary tool" to communicate with users (p. 17). Unlike print newsletters, email newsletters can provide more immediate information and deliver timely information quickly (p. 18). Similarly, Rysavy and Michalak (2021) and Rysavy et al. (2021) write about shifting to rely on email to communicate with users about resources and services provided by the Office of Institutional Research & Training (OIRT) and Hirons Library & Learning Center (HLLC) at Goldey-Beacom College in Wilmington, Delaware, during the COVID-19 pandemic. Before the pandemic, OIRT and HLLC relied on in-person events, word-of-mouth, meetings, social media campaigns, email campaigns, posters, and flyers. However, during the pandemic they relied on email communications using ConvertKit, an email marketing management tool which offers a free version along with subscription-based plans "to provide online professional development training videos relating to teaching and learning in hybrid and online modalities" (Rysavy et al., 2021, p. 870). OIRT and HLLC also used email to promote ebooks during the pandemic.

While email is still a relevant communication and marketing tool, there are advantages and disadvantages to using it. Fitzhugh-Craig (2022) writes that email helps smaller, less resourced organizations "fight for their piece of the pie with virtual communications that could reach a broad audience easier, quicker, and for less money than other types of marketing" (p. 36). Pophal (2015, p. 12) similarly points out that email is an inexpensive way to directly reach many users in a personalized way. Some of the challenges to using email, however, include avoiding firewalls and junk mail folders and competing with crowded inboxes (Pophal, 2015). And like any form of communication, using email to communicate with users requires some prior planning and analysis. Rysavy and Michalak (2021, p. 874) suggest that email marketing campaigns should include a predefined set of metrics to track open rates and click rates. Links embedded within email can be tracked using a service such as Bitly and recipient groups ideally should be segmented; for example, students can be further subdivided into email recipient groups by major (Rysavy et al., 2021).

To take full advantage of the benefits email has to offer, the library literature -- and marketing literature in general – are replete with tips on how libraries and other institutions can effectively use email to communicate to users. These tips cover the following areas and are summarized below: content, design, timing, email list management, privacy concerns, and assessment. Kumar's (2021) empirical study on the design elements of email

newsletters reminds marketers how crucial email design is to the success of an institutions' communication efforts. This summary includes literature from within the last decade to follow Dawkins's (2019) point that from 2010 there has been an uptick in email use with "the increased market share growth of smartphones," which is now a major technology for accessing emails on the go (p. 278).

Content:

- **The subject line matters**: Optimal subject lines are brief and "descriptive of the content of the email" (Dawkins, 2019, p. 282; Kumar, 2021); they consider that readers often review emails on mobile devices with truncated subject lines (Chaparro-Peláez et al., 2022). Subject lines should also avoid spam words such as "important information" (Dawkins, 2019, p. 282). They can contain a question to engage users (Pophal, 2015, p. 15). The subject line should be clear and spark the reader's curiosity (Nokoyo, 2021, p. 24).
- **Be concise**: People are spending less time reading brand emails since 2018, with an average of 13.4 seconds spent reading a brand email in 2018 compared to 10 seconds in 2021 (Ceci, 2021). This decrease in attention is heightened by the increase in media multitasking (Chaparro-Peláez et al., 2022). To maintain readers' interest, consider keeping paragraphs short, around 150 words or less (Nokoyo, 2021, p. 25), limit the number

of images, include clickable buttons and images, and consider including videos (Forbes Business Development Council, 2023; Pophal, 2015, p. 15).

- **Include links to surveys** (Forbes Business Development Council, 2023).

- **Provide links to other communication channels**, such as social media sites and learning opportunities (Kumar, 2021, p. 10).

- **Review**: Check for spelling and grammatical errors, pronouns used, and passive and active voice (CodeCrew, 2022, p. 24).

Design concerns:

- **Include photos and institutional branding** (Polger, 2019, p. 27).

- **Design for mobile**: Given the prediction that by 2024 "nearly half of the world's population will own smartphones" and currently most internet users access the web via mobile devices (CodeCrew, 2022, p. 24), emails should be designed to look good on these devices (Dawkins, 2019, p. 276; Pophal, 2015, pp. 12-13).

- **Remember online accessibility standards**. Talarico (2022, p. 5) reminds readers to include alternative text for images and links, include captioning for videos, use heading styles (e.g. H1, H2, etc.), avoid low contrast colors, limit the use of emojis, and use plain language, even in academic settings, by checking PlainLanguage.gov.

- **Test messages before sending them to recipients**: Ensure that the messages are working properly and look professional (Polger, 2019, p. 228).

Timing, scheduling and frequency:

- **Time and schedule emails** (Kumar, 2021). Consider sending emails around a specific time of year, such as during Banned Books Week, to highlight books and other content related to these days (Polger, 2019, p. 226). For academic libraries, emails highlighting relevant services, tips, and collections can be sent during specific time periods, such as before or during exams and when research assignments are due.

- **Frequency of emails**: Consider how often to send emails. In some contexts, a weekly email newsletter might be effective (Kumar, 2021), but in others frequent messages might be ignored by users who may perceive these messages as too persistent (Chaparro-Peláez et al., 2022).

Email list management:

- **Segment email recipient lists and customize content**: Consider segmenting email recipient lists into groups that may have shared interests. In an academic context, for example, email lists may be separated into faculty and students, and students can be further segmented into undergraduate and graduate students. Relevant content

can be sent to these groups. For instance, faculty might be interested in newly-acquired book titles, and undergraduate students might be interested in details about group study rooms. By not segmenting and customizing email content, email recipients might place these messages in spam folders (Polger, 2019, p. 227; Pophal, 2015, p. 13). Also consider sharing personal stories and experiences to connect with users (CodeCrew, 2022, p. 24).

- **Email list management**: Confirm that email lists are current and review undeliverable messages, which might be an indication that recipients are using a spam filter (Smith & Main, 2023).

Privacy concerns:

- **Address privacy concerns and provide an opt-out option**: With 79% of Americans concerned with the state of data privacy in the United States, organizations should be clear about how their personal information will be used if they opt into a service (Alemany, 2022, pp. 2-5). An opt-out option for email lists should be clearly provided in email communications (Polger, 2019, p. 227).

- **Obtain a user's permission** before sending them emails (Polger, 2019, p. 227). Be aware of the Federal Trade Commission's (FTC) CAN-SPAM Act, which outlines rules for commercial email (Polger, 2019, p. 227).

Assessment:

- **Consider email metrics and assessment**. Polger (2019) suggests a number of metrics to consider for email communications and marketing campaigns: the rate or percentage of email recipients who open a given email message (a good rate is 20-30%); the conversion rate or percentage of email recipients who completed a task, like responding to a survey form; the unsubscribe rate; the number of bounced emails; the number of recipients who share a link; the click-through rate or the percentage of recipients who click on a link in a given email (20-25% is considered good) (pp. 228-9).

With all these tips in mind, libraries can prepare and send email communications effectively using the free version of five email design programs reviewed below: Beefree, Mosaico, Smore, Stripo, and Tabular. These platforms were selected because they provide a free version without a time restriction; other platforms have a restrictive one-week or one-month free trial. These five platforms are straightforward to use and do not require importing a list of contacts. Email designs can be previewed in an email account of one's choosing and can be sent from there to a list. Using the author's institution to build a test email design, each platform was assessed according to the ability to customize designs with logos and brand colors, to import images, and to preview email designs on different types of devices. The

number of fonts, range of colors, and availability of templates were also considered in this review.

Free email platforms review

Beefree (beefree.io)

Launched in 2014, Beefree provides an impressive number of free features. It offers more than 1,500 free email template designs, which can be customized with institutional logos and colors. Text and image blocks can be dragged and dropped onto the template and modified (see Figure 1). Beefree connects to over 500,000 free stock photos published under the Creative Commons Zero (CC0) license. These images can help create a more engaging and professional appearance in the email. Beefree also supports linked video preview images so libraries can include links to their tutorials, instructional videos, and promotional videos within an email message. Alternative text can easily be added to links and images to make emails accessible. Collaborators can be added to an email project, allowing multiple users to edit an email message together. Mobile and desktop simulators allow users to check the look and layout of an email before distribution. An A.I. feature also helps writers compose email copy. Users can click on the "send test" option to email a copy to their own inbox for review and to examine the look and layout of an email message. Once the email is ready for distribution, it can be sent through an

email platform of the user's choosing. Beefree also provides an optional hosted email landing page. Lastly, users have a few options for accessing help and support, such as webinars on demand, email design tips, and support pages to help users navigate all its features.

Figure 1

The Beefree User Interface
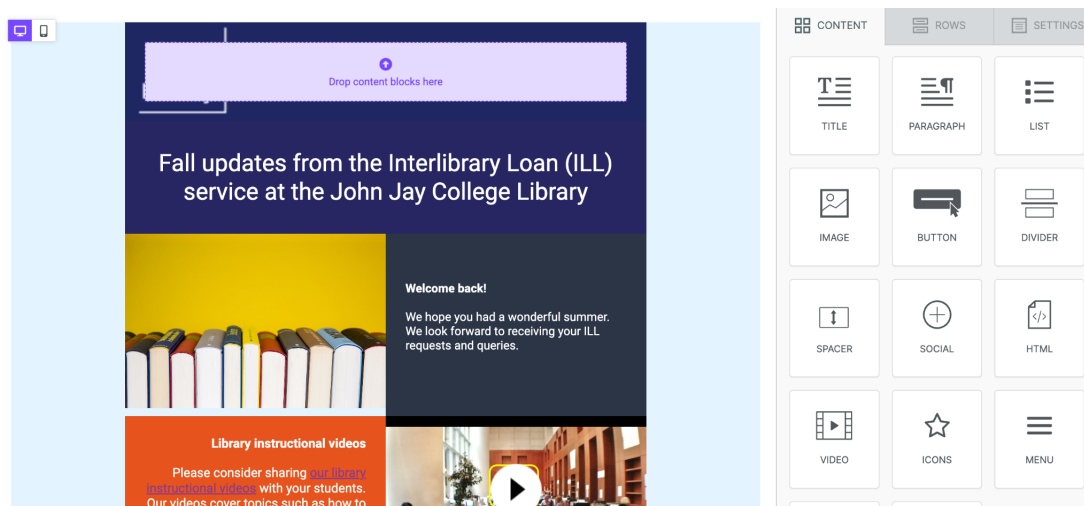
While Beefree is a straightforward platform for beginners to start designing email communications, there are limitations to keep in mind. Currently, the free version allows users to save up to ten designs and perform six exports to a sending platform, such as Mailchimp. A Beefree watermark is placed at the end of the email template and cannot be removed with the free version. Lastly, as Beefree mentions on their site, the free version of the

platform is good for "occasional projects"; avid users might want to consider paid options and plans.

Mosaico (mosaico.io): An open-source email template builder

Mosaico is an open-source email template builder that is straightforward to use and offers simple, pared-down features. It was developed by the Italian email marketing firm VOXmail, which also offers a paid version of the platform. Users are not required to register for an account with Mosaico; they can quickly start building an email message using one of two email template designs (see Figure 2 for an image of the user interface). Although there are only two templates available, the limited options allow users to focus on creating simple designs while avoiding distracting colors and fonts. Email designs maintain their layout and appearance in both Gmail and Outlook and on mobile devices tested for the purpose of this article. Mosaico's blog provides news and information about the platform, and Mosaico's wiki offers some support and discussions about technical issues. Users can also subscribe to Mosaico's newsletter for the latest updates about the platform.

Figure 2

Mosaico's Simple Interface
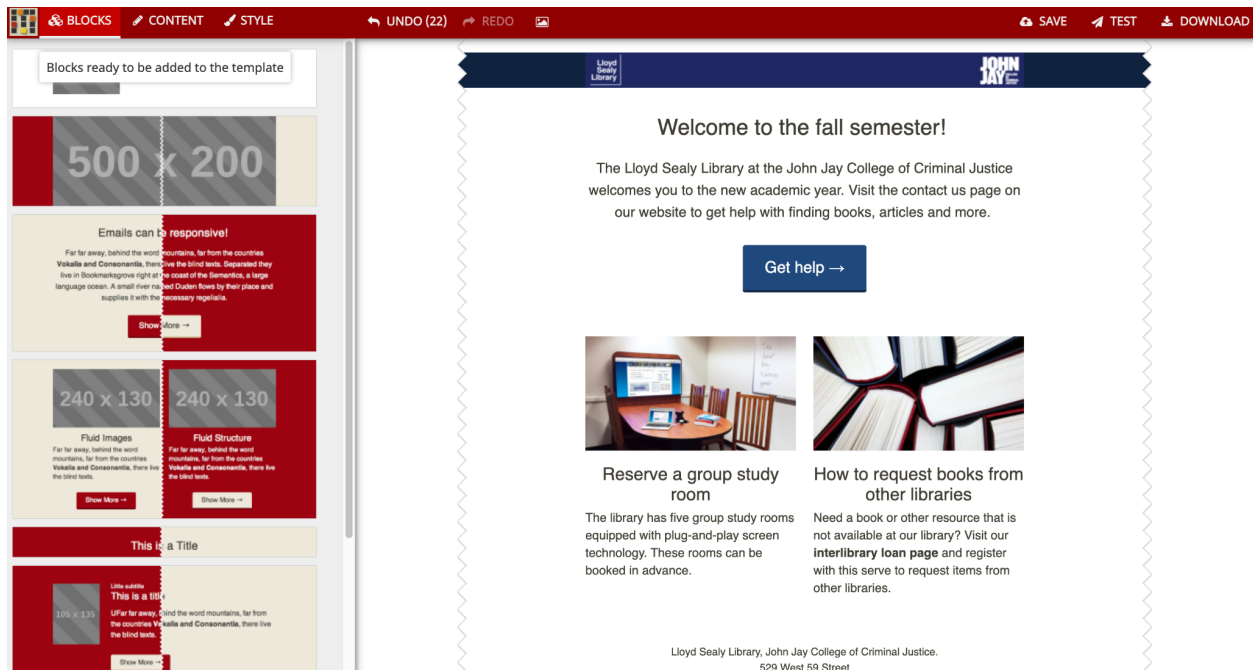
While Mosaico's simple interface and features allow users to quickly build basic custom email messages, it lacks several useful features. The platform does not link to free image and icon libraries; instead, users must find their own free images and save and upload them to Mosaico. The platform does not allow more than one user to collaborate on an email design. A mobile and desktop preview option is not available in the user interface; users, inconveniently, are unable to preview an email design as they build it. A video preview image link option is not provided. Mosaico branding is also placed at the footer of the email message. Despite the absence of these desirable features, Mosaico is straightforward to use and can help users build simple emails. Libraries that prefer to support and use open-source software will want to opt for Mosaico.

Smore (smore.com)

Founded in 2011, Smore was initially launched as a content creation tool for small businesses. It later gained popularity within K-12 schools as an email newsletter and sending platform. The Smore interface is simple, intuitive, and easy to use and navigate. Users, such as time-strapped educators, can quickly build an email newsletter and distribute it within minutes (Figure 3). Smore allows preview images of videos and includes a clear-cut analytics page (Figure 4), which tracks email clicks, the average time spent reading an email, and the percentage of desktop versus mobile users. A searchable help center provides support for users.

Figure 3

The Simple and Easy-To-Navigate Smore User Interface
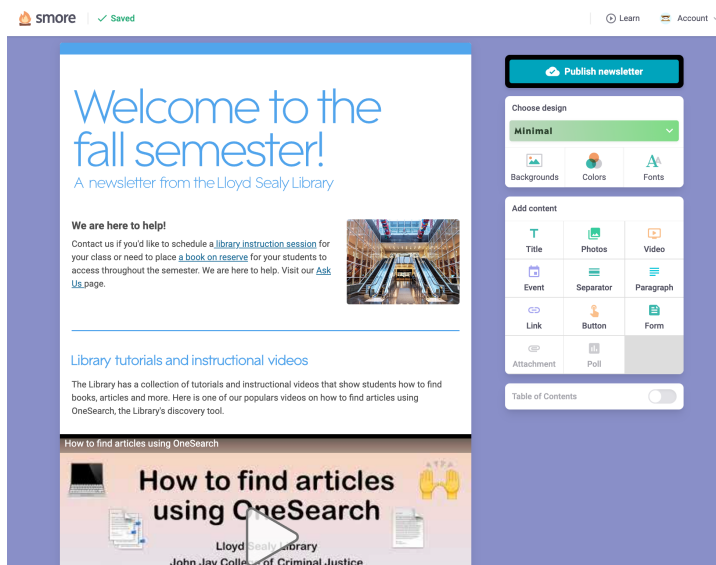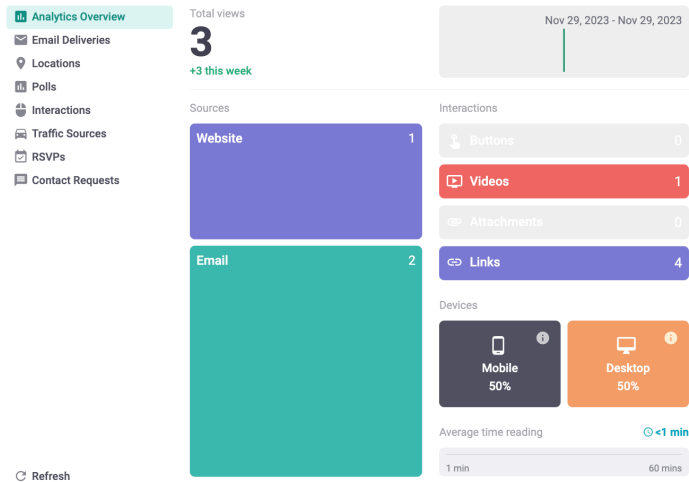

**Figure 4**

Smore's Analytics Page

Unfortunately, there are several limitations with the free version of Smore. Smore does not offer a mobile or desktop preview option nor collaboration abilities. Smore offers a very limited number of templates, fonts, and colors. Most templates are geared toward a K–12 audience with specialized templates for principals and teachers. Users cannot add their institutional logo or header with the free edition. Users are limited to creating three email designs, which cannot be edited four weeks after they are created. A more detailed chart of the features and limitations of a free account are listed on the Smore site.

Stripo (stripo.email)

Launched in 2017, Stripo is a newer platform compared to Beefree but has similar features. It offers over 1,400 free email templates, slightly less than the number of templates available via Beefree but still numerous. Like Beefree, the Stripo interface allows users to drag and drop elements or "blocks," such as images, text, and video preview image links to customize their email templates (see Figure 5 for the Stripo user interface). Stripo also provides an A.I. writing assistant, links to free images and icons from pexels.com and pixabay.com, stores ten email designs, and provides a desktop and mobile preview of the user's email design. Stripo offers many resources and forms of support for its users from a knowledge base, free email marketing webinars, a course on its platform, a glossary of email marketing terms, and a blog. Unlike Beefree, Stripo does not include its watermark on free templates, which allows users to fully brand and customize their email designs.

Figure 5

The Stripo User Interface
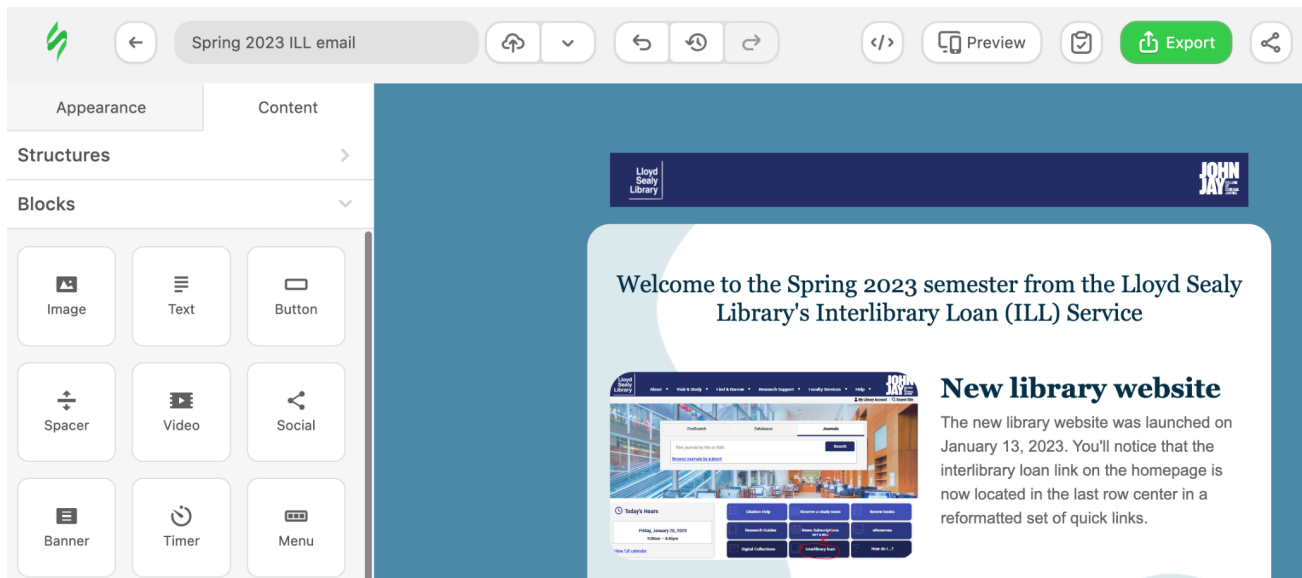
There are, however, some limitations to using the free version of Stripo. With a free account, a user cannot add other collaborators to an email project. Exporting to an email marketing platform is not free. Users must keep in mind that a free account is limited to five test emails per day. Email designs can look quite different in Gmail and Outlook, so users will need to test and adjust their designs before distribution.
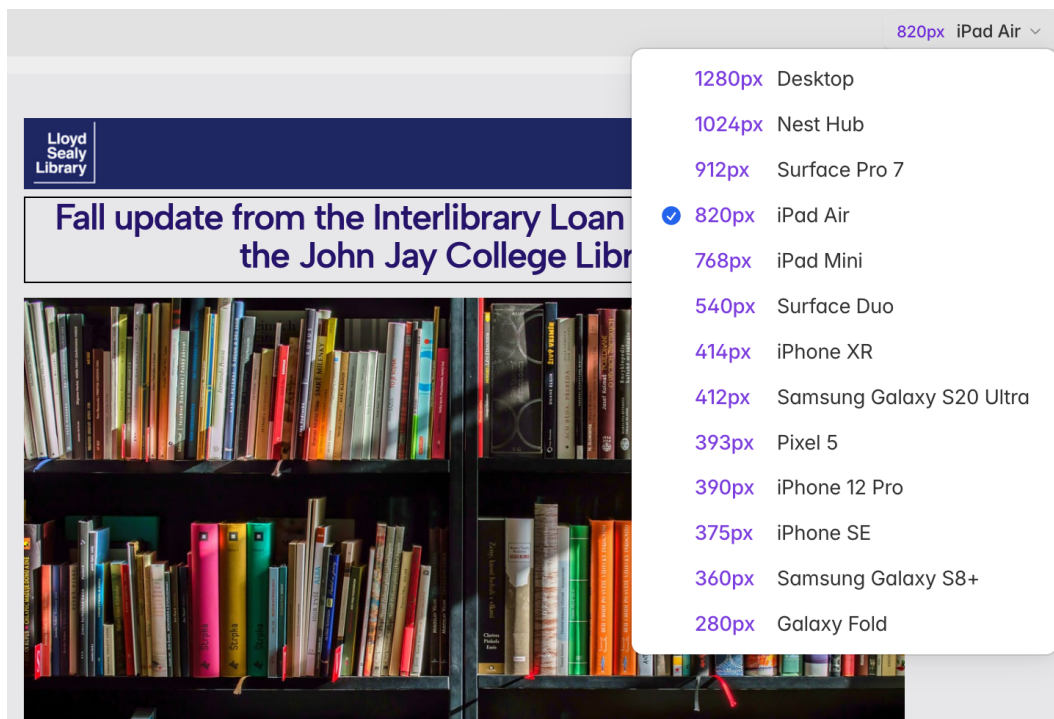
Tabular (tabular.email)

Although Tabular has, overall, a limited set of design tools compared to Beefree and Stripo, it offers a few features that the two platforms do not provide. Tabular includes a helpful "checklist" to ensure an email is configured correctly and includes accessibility settings, such as a document title and document language. It also provides a helpful list of popular mobile devices for

previewing an email message, including specific iPhone and Android models (see Figure 6). Email messages display well in both Gmail and Outlook, and free templates do not include a Tabular watermark, allowing users to fully customize their email designs. Users can invite collaborators to work on email messages, and Tabular links to collections of free icons. It also provides email support and a help section for users to search for documentation. Tabular's platform is easy to navigate and straightforward to use.

Figure 6

Tabular's List of Popular Mobile Devices for Previewing an Email Design

While Tabular's platform is easy to use, its features are limited. Currently, it provides fewer than one hundred email templates and does not provide a convenient free image search. In other words, users must create or find their own images and upload them to Tabular. Unfortunately, Tabular does not support video image preview links. While email support and documentation pages are provided, Tabular, unlike Beefree and Stripo, does not provide instructional videos and webinars on how to use the platform. Information about the company, such as the company's history and staff, is also sparse. Tabular seems to be a newer platform that is in the process of further developing and growing its content and services.

Some of the notable advantages and disadvantages to using the free versions of Beefree, Mosaico, Smore, Stripo and Tabular are summarized below (see Figure 7). No one platform is best for all libraries or users. The most desirable platform will depend on the user's email design needs and preferences. Users should test a few of these platforms to gain a sense of their strengths and weaknesses.

Figure 7

A Comparison Chart of Features Available on Free Email Design Platforms

	Beefree	Mosaico	Smore	Stripo	Tabular
A	✓	x	x	✓	x

connection to free image collections is available					
Can embed video preview image link	✓	x	✓	✓	x
Can add collaborators	✓	x	x	x	✓
Support pages and tutorials available	✓	Support pages available.	✓	✓	x
Notable features	Numerous professional-looking	Open source.	Simple and straightf	Numerous professional-looking	Provides a mobile preview for

	templates.		orward analytics such as number of link clicks and desktop versus mobile views.	templates.	different devices such as iPads and various phones from Pixels to iPhones.

Limitations to note	Beefree watermark at footer.	– Does not provide complete email templates. – Users build an email message using design blocks.	– Smore branding at footer. – Limited number of templates. – Cannot add logo with free version.	Limited number of email draft exports per month.	Limited number of templates.

A note about Canva

Canva is an online design tool that was launched in 2013 and mentioned widely in the library literature for its easy-to-use interface and extensive collection of free design templates to help libraries with their outreach and marketing efforts both in print and online contexts (Adams, 2022; Snelling, 2019; Wainwright, 2015). There are numerous features to highlight, including

an extensive collection of free templates for email newsletters, the ability to collaborate, an accessibility checker for missing alternative text, a design school to support users, and an impressive A.I. image generator and writing tool. However, the main disadvantage to using Canva for email communications is the lack of an HTML export function for email sending platforms. Users must either download an image file of an email design and embed it in an email message – which means links are not clickable – or download a PDF version of the newsletter and attach it to an email. A large PDF will consume recipients' email space and will require users to open the file, which some will not bother to do. Although Canva has impressive design tools and is easy to use, currently it is limited in terms of its email design features.

Beyond email design: Email marketing platforms and services

Email marketing platforms and services, such as Mailchimp and Constant Contact, are beyond the scope of this article, as they offer additional email automation services, but they do deserve some attention here. These services not only help users design professional-looking email communications, but they also automate certain aspects of email marketing, such as maintaining email lists, segmenting them into different groups, and even providing analytics (Durga, 2015; Khwaja, 2015). For libraries reviewing these platforms, some of the following questions should be considered before selecting these

services (Bugarski, 2006; Khwaja, 2015; McAllister, 2024; Smith & Main, 2023):

- Does the platform provide segmentation tools for targeting different audiences?

- Does the platform provide advanced reporting features beyond the number of link clicks, such as which segments are clicking on specific links?

- Does the platform manage opt-out requests and clean email addresses that bounce messages?

- Does the platform focus on a specific industry, in this case, preferably libraries?

- Does the platform focus on small businesses or larger enterprises?

- Does the platform address and meet regulatory compliance issues around user privacy?

- Is technical support available?

Email marketing platforms designed for libraries include Springshare's LibConnect service (Free, 2021), OrangeBoy's Savannah (Tanzi, 2021), and EBSCO's LibraryAware service (Tanzi, 2021). Writing for information professionals, Fitzhugh-Craig (2022) reviews and recommends five platforms for email marketing: Constant Contact, Drip, GetResponse, Moosend, and

Mailchimp. Mailchimp, a platform that Fitzhugh-Craig highly recommends, is the only one that offers a free version.

For libraries interested in exploring an email marketing platform for free, without a time-limited trial, Mailchimp is an option. Founded in 2001, Mailchimp has developed a comprehensive emailing marketing platform with multiple features that, unfortunately, can be overwhelming for new users. Users must create an account and import an email distribution list. The free version of Mailchimp offers a limited number of templates, an error checker, a subscribe form, and other features to manage an email campaign. Mailchimp also provides a help center and video tutorials to support users.

Conclusion

Libraries can experiment with creating professional email designs using the free versions of Beefree, Mosaico, Smore, Stripo, and Tabular. These platforms offer different design tools and features, such as pre-designed templates, free image collections, device preview options, and the ability to collaborate on designs. Libraries using these platforms should consider some of the suggestions in the library marketing literature for creating effective email communications, including writing concise copy and thinking strategically about an email's subject line. Beyond email design, libraries can consider using more complex email marketing services to manage recipient

lists and to analyze their email campaigns. While email might be considered an outdated form of communication, it regained importance for libraries during the COVID-19 pandemic and continues to be relevant even while social media platforms remain popular.

References

Adams, A. L. (2022). Tools for creating graphics. *Public Services Quarterly*, *18*(1), 34–39. https://doi.org/10.1080/15228959.2021.2014381

Alemany, C. (2022, November 3). 3 strategies to earn consumer trust in email marketing. *Harvard Business Review Digital Articles*, 1-6.

Beefree. (n.d.) https://beefree.io

Bugarski, B. (2006, April). 20 questions for evaluating an e-mail service provider. *Franchising World*, *38*(4), 71-73.

Ceci, L. (2021, November 2). *Average time spent reading brand emails 2021.* Statista. https://www.statista.com/statistics/1273288/time-spent-brand-emails

Ceci, L. (2022, September 15). *Minutes spent daily checking emails in the U.S. 2016-2021, by type.* Statista.

https://www.statista.com/statistics/1332517/time-spent-checking-emails-us-users-daily/

Chaparro-Peláez, J., Hernández-García, Á., & Lorente-Páramo, Á.J. (2022). May I have your attention, please? An investigation on opening effectiveness in e-mail marketing. *Review of Managerial Science, 16*, 2261-2284.

Codecrew. (2022, April). Email marketing hacks your business needs. *HCM Sales, Marketing & Alliance Excellence, 21*(4), 24-25.

Dawkins, R. (2019). Mass email at university: Current literature and tactics for future use. *Open Learning, 34*(3), 273-289.

Durga, A. (2015, July/August). A guide to email marketing and marketing automation tools. *EContent, 38*(6), 30-31.

Epstein, J. P. (2015). How the iPhone saved email. *The Journal of College Admission, 227*, 40-41.

Fitzhugh-Craig, M. (2022, May). Five programs to help you get started with email marketing. *Information Today, 39*(4), 36-37.

Forbes Business Development Council. (2023, July 24). 19 ways to elevate your email marketing strategy for maximum impact. *Forbes.* https://www.forbes.com/sites/forbesbusinessdevelopmentcouncil/2023/

07/24/19-ways-to-elevate-your-email-marketing-strategy-for-
maximum-impact

Free, D. (2021, November). Springshare launches LibConnect. *College &*
Research Libraries News, 82(10), 456.

Khwaja, A. (2015, June). A retailer's guide to choosing an email service
provider. *MarketingWeek.* https://www.marketingweek.com/a-retailers-
guide-to-choosing-an-email-service-provider/

Kumar, A. (2021). An empirical examination of the effects of design elements of
email newsletters on consumers' email responses and their purchase.
Journal of Retailing and Consumer Services, 58, 1-13.

McAllister, N. (2024, February 2). The best email marketing software for 2024.
PCMag. https://www.pcmag.com/picks/the-best-email-marketing-
software

Mosaico. (n.d.). https://mosaico.io

Nokoyo, A. (2021, May). How to draft a good email marketing campaign: The
strength of your brand image rests on the words you use. *HCM Sales,*
Marketing & Alliance Excellence, 20(5), 24-25.

Polger, M. A. (2019). *Library marketing basics.* Rowman & Littlefield.

Polyakov, G. (2023, November 20). Email isn't dead—In fact, it's thriving.

    Forbes.

    https://www.forbes.com/sites/forbestechcouncil/2023/11/20/email-

    isnt-dead-in-fact-its-thriving

Pophal, L. (2015, July/August). Email marketing: Updating an old standard for

    today's consumer. *EContent*, *38*(6), 10-15.

Rysavy, M. D. T., & Michalak, R. (2021). Marketing professional development

    online streaming videos to faculty via email during COVID-19. *Journal of*

    Library Administration, 61(7), 869-877.

    https://doi.org/10.1080/01930826.2021.1972733

Rysavy, M. D. T., Michalak, R., & Daly, B. (2021). Library marketing: Sending

    text messages and emails to online library users during COVID-19.

    Journal of Library Administration, 61(3), 358-365.

    https://doi.org/10.1080/01930826.2021.1883372

Sambandam, S. (2021, April 13). Will email stand the test of time? *Forbes.*

    https://www.forbes.com/sites/forbestechcouncil/2021/04/13/will-

    email-stand-the-test-of-time

Smith, A., & Main, K. (2023, October 17). Best email marketing software & tools

    of 2024. *Forbes.*

https://www.forbes.com/uk/advisor/business/software/best-email-marketing-software

Smore. (n.d.). https://www.smore.com

Snelling, J. (2019, Winter). 18 tech tools librarians need now. *School Library Journal*, *65*(12), 14–18.

Straumsheim, C. (2016, March 1). Read and unread. *Inside Higher Ed.* https://www.insidehighered.com/news/2016/03/02/study-explores-impact-social-media-texting-email-use

Stripo. (n.d.). https://stripo.email

Tabular. (n.d.). https://tabular.email

Talarico, D. (2022). Meet online accessibility standards. *Campus Legal Advisor,* *23*(3), 5-14.

Tanzi, N. (2021). Using email to address COVID-19 marketing challenges. *Public Libraries, 60*(1), 17-19.

Wainwright, A. (2015). Marketing materials made easy: A practical approach to design and distribution. *Public Services Quarterly*, *11*(4), 300–306. https://doi.org/10.1080/15228959.2015.1095670

Williams, T. (2023, April 20). No matter how much we hate it, email refuses to die. A.I. might resuscitate the 50-year-old technology and make it

smarter. *Fortune.* https://fortune.com/2023/04/20/why-does-email-

still-exist-ai-improvements

Karen Okamoto (she/her) is a Reference, Instruction, Interlibrary Loan, and Institutional Repository Librarian at the John Jay College of Criminal Justice, City University of New York (CUNY). Her research interests include testing and reviewing freely available tech tools that can benefit libraries.