

Rounding Up The 10 Best Email Newsletter Plugins for WordPress For 2020

Surely, having a **WordPress email subscription plugin** is vital for any sort of site. Once a user gives their email away - you can send them daily updates, promotional offers, or basically any message about your brand. It depends on the nature of your site. In the end, whether you own a [WordPress blog](#), a **celebrity website**, or an academic site - having a **WordPress newsletters plugin** is essential!

Granted that you need a **WordPress newsletter plugin** for better engagement, but how do you convince someone to sign up? Now, this is the difficult part. Creators spend a lot of time curating content, trying to make it as appealing as possible. Just for higher engagements. Even after much effort, it's difficult to grab someone's attention. Let alone asking them to click on a **WordPress email subscription popup**.

So, How do You Convince Someone to Sign up for a WordPress Newsletter?

According to research, a **WordPress email newsletter plugin** counts as "spam" for most consumers. 70% of newsletters end up in spam. That is why users are hesitant and don't sign up for newsletters. They don't want their email flooded with irrelevant messages. To combat this myth, give a clear cut message on what your newsletter contains. For instance, "Subscribe and learn **how to embed a youtube video**." Or "Signup and find out **how to embed Pinterest board on WordPress**."

So traditionally, there are different tactics when it comes to "clicking" on a **newsletter plugin**. Marketers emphasize on the "placement" of **WordPress menu plugins**. The subscription link can either be placed at the top of a site, on the side, or anywhere in-between.

Placing a newsletter subscription link along these lines is the traditional way. It doesn't get in-between the user's viewing experience. This is known as the passive way of generating leads. It is less risky.

On the other hand, there's "**newsletter popup WordPress**." This is a relatively new way of advertising and has attracted marketers. It's called an active way of generating leads. Here, marketers tend to be upfront. Rather, marketers have exploited this feature to such an extent that it's annoying to a lot of consumers. If someone's not familiar with your **WordPress blog**, or such, the least they want to see is a pop-up newsletter ad. Only a dedicated user who acknowledges the importance of your site might give away their email.

But how do you store these emails? And send out a scheduled newsletter? This is where **WordPress newsletter plugins** come into play! With an efficient email plugin - you can disperse your content to loyal customers, and a whole lot more!

Keep reading as we thoroughly discuss which is the **best WordPress newsletter plugin** for your needs! So, choose wisely. Here's a look at the top ten **WordPress newsletter plugins**!

Newsletter

[Newsletter](#) works just as conveniently as its name implies. Powered by [WordPress](#), Newsletter currently available for installation, and it's even free! Used by developers on more than 300,000 sites - it is a trustable name, indeed. Including fundamental features such as; distribution of content, automated newsletters sent out, and lead segmentation.

Additionally, the plugin allows developers to choose from a wide range of email marketing options. You can either add a subscription form or a pop-up newsletter ad. To avoid getting in the "spam" folder, Newsletter provides a "Double opt-in subscriptions" feature as well.

Integrated with Spark Post and Mailgun, the plugin gives an insight into business performance. Newsletter shows graphical notations, chart bar readings, and a brief overview of how well the site's performing. It is highly recommended to utilize this free-to-use plugin. For more features, you may subscribe to a premium plan. It starts at \$65 and includes support for autoresponders, WooCommerce, and additional analytics.

OptinMonster

[OptinMonster](#) is a creative **WordPress newsletter plugin** that encompasses a "drag-and-drop" tool - allowing you to creatively build a form, or you can select from the thousands of pre-made templates available. Make your content more appealing by using OptinMonster's A/B split testing and it's trademark MonsterEffects feature.

To increase the engagement of a user, OptinMonster included exit intent technology as a part of their brand. This futuristic-like tool tracks the movement of users. Tracking every single mouse click, along with the number of times someone visits a site. From a marketing perspective, this salient feature is a must-have!

Overall, OptinMonster is a revered marketing tool. It is known for its state of the art plugin! Trusted by more than 700,000 WordPress site owners, it has been in the business for seven years.

MailPoet

[Mailpoet](#) is an easy-to-use, functional, **WordPress newsletter plugin** that will surely meet your business needs. Mailpoet allows you to import existing lists. There's no need to select a new template. Easily pick up a ready-made list from CRM, or any other plugin tool.

It can be used as a "free" software as long as your site has less than 2,000 subscribers. To accommodate more people, Mailpoet offers a premium plan. By subscribing to a premium-based plugin, you can have an understanding of how your customers behave. Get an inside look. With a \$15 monthly payment, you're basically getting an analytic look at the site's traffic. Not a bad deal!

Mailpost offers three different delivery options: WordPress's server, Mailpost's own service, or a third-party SMTP server. All of these have different deliverability bugs. But you can choose which one suits you!

Icegram

For basic, everyday needs - [Icegram](#) is perfect. For pop-up newsletters, there's a wide variety of templates to choose from! it's surprisingly rich for a "free" plugin. You can install it directly from WordPress's database. To send an email across to subscribers, you may use any of these features to an advantage: lead gen forms, welcome bars, and opt-ins.

Although, unfortunately, Icegram lacks a "drag-and-drop" builder. You cannot build a custom-made template. Alongside this, the interface can take a while to get a hang of. Icegram is contracted with major email marketing services, though. It integrates well with other services.

To access analytics such as; user behavior, exit intend targeting, and geotargeting - you'll have to purchase a premium plan. Icegram Pro starts from \$97, but for all the features, subscribe to the \$147 version.

Thrive Leads

A reputable **WordPress newsletter plugin**, [Thrive Leads](#) has an exceptionally well-looking interface combined with all the fundamental requirements. If you want to skyrocket customer engagement rates, using a plugin by Thrive Themes is of utmost importance, if not necessary.

Combined with multiple-choice forms, full-screen overlays, and pop-up templates - it has a lot to offer. Performs well without any hindrances in the way. Thrive Leads has a signature "A/B testing" feature. Here, you can test out a different design, or any content idea and be the better judge. Basically, before making any actual changes, you may use "A/B testing."

Pay a one-time fee of \$67 and get unlimited access! Or you can purchase a \$19 monthly membership. Whichever works best for you! A sub-variant of Thrive Themes, this tool was specifically designed as a plugin.

Ninja Popups

As surprising as the name may sound, it works exactly like its name. [Ninja Popups](#) is a fast and resilient plugin. One of the most popular **WordPress newsletter plugins** known, it will definitely not disappoint. You can install the tool right now! It's available at one of WordPress's stores; CodeCanyon. The company claims that it'll increase more than 700% of your email subscribers. That's a high-profile claim but it is true to an extent.

As far as the features are concerned, Ninja Popups has a "drag-and-drop" tool for creative purposes. Also, there's an opt-in locker and social locker feature - easily control settings of your content. Other notable characteristics include; support for A/B testing, built-in analytics, widget area optin forms, and optin bars.

Surprisingly, Ninja Popups collaborated with a lot of CRMs and email marketing services. It is free-to-use for most features, while the premium package costs \$26. It is comparatively cheaper and works just as efficiently.

Hustle

[Hustle](#) is a modern-day, creative plugin that is known for its pop-up animations, responsive pop-ups, and otherwise brilliant designs. If you have a creative **WordPress Blog**, install this plugin ASAP! Supporting email marketing, lead generation, and any sort of targeted advertising - Hustle is a business-oriented plugin.

To grow your site's mailing list - use Hustle's optins, pop-ups, slide-ins, shortcodes, and widgets. Using all these with a proper strategy will help your **WordPress Blog** in the long run. Since pop-ups are generally frowned upon, Hustle took notice of this and included a range of

behavior triggers. Integrated with other form builders such as; Forminator - it is inclusive to other services as well.

Although, all the pop-up forms, animation templates are limited. To have unlimited access, you can subscribe to a premium subscription. In Hustle PRO, you get all the features and even additional ones at a prize. For \$49 a month, it's a fair deal! Upgrade right now!

Mailster

[Mailster](#) has a minimalistic, easy-to-use UI that anyone can use. Designed as a simple newsletter service - it handles all sorts of processes; creation, management, and sending. Claiming to be a full-service email newsletter - Mailster takes support from third-party services such as; Amazon SES, Mailgun, and SendGrid. Mailster is integrated with renowned tools, guaranteeing a worthwhile experience for you!

To share **popular-posts**, use Mailster's "drag-and-drop" editor. Easily build custom-made emails for your subscribers! With its analytics tool, take a look at how your customers are engaging with, said, emails. Mailster gives a breakthrough in every single detail - number of clicks, bounce rate, demographic insight, and a lot more. Also, it caters to unlimited subscribers. Send an abundance of lists and forms without any extra charges.

Mailster has a PRO version. To purchase it, you'll need to get a \$59 subscription. For "free" use, simply install the tool from WordPress's directory.

WP Subscribe

[WP Subscribe](#) is a powerful, trustworthy, and affordable plugin. Designed by MyThemeShop, it is a reputable name. It will satisfy you in all aspects. The plugin does not slow down your [website](#), as many do. Powered by SEO friendly code, developers made sure that the plugin runs smoothly on WordPress.

To send out email lists - customize and select one of WP Subscribe's templates. Integrated with MailChimp and AWeber, you can leverage your lists to other platforms. There won't be any problem. Similar to other plugins, WP Subscribe includes pop-up triggers, time delay, and foremost exit intent technology. Keep a track of customer behavior.

Unfortunately, there isn't a "drag-and-drop" feature. You can't make a template yourself. Other than that, for \$19 a year, it's a great option. WP Subscribe is far cheaper compared to its counterparts. And it does not compromise on quality.

Jackmail

[Jackmail](#) is a refreshing **WordPress newsletter plugin** that encompasses all the major features one needs. Jackmail has a great customer support system, along with bug-free features. Integrated with other **WordPress plugins**, it can be used back-and-forth.

The most unique aspect of this seemingly normal plugin is that it has a built-in SMTP function. Meaning that the chances of a newsletter actually reaching a customer increases! For marketers, creating emails such that they don't end up being spam is difficult. Jackmail makes their job easier!

You can send over a hundred emails initially. After that, either you can choose a different plugin, or purchase a premium plan. It's better to opt for a premium purchase. This way, you get all the additional features at a low cost. Since Jackmail only costs \$5 a month.

Conclusion

With ending notes, we'd like to clarify that all the **WordPress newsletter plugins** have their own set of perks, along with disadvantages. Questioning yourself would be appropriate in this case.

As in, what do I need from a newsletter? How many times do I post in a day? Once you realize what you need from a plugin, choosing the right one won't take long!

