ACROSS THE TABLE

BUSINESS CONSULTING

BUSINESS JOB 16 · EPISODE 16

Mailchimp vs HubSpot vs Klaviyo

The list you own, and the only marketing channel nobody can take away from you

Knowledge Article 16

AI Stack Series · acrossthetable.biz

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THE JOB THESE THREE DO

Social media followers are rented. The platform decides who sees your posts, and it changes its mind regularly.

An email list is yours. If every social platform vanished tomorrow you would still be able to reach the people on it.

Most small businesses know this and still do not have one, because the first email feels like it has to be good and so it never gets sent.

WHO EACH ONE IS

Mailchimp — the simple one

What it is: Email campaigns, automations and audiences.

Best for: General small-business email marketing.

Watch out for: Costs climb with list size.

Mailchimp is where most small businesses start, and that is a reasonable choice. Easy, free to begin, does what is needed. Costs climb as your list grows, which is worth knowing early.

HubSpot — the joined-up one

What it is: Customer records, marketing, sales and service in one platform.

Best for: Small businesses that want one system of record.

Watch out for: Costs step up sharply by tier and contact count.

HubSpot joins email to your customer records, so what you send can depend on what you know about someone. Stronger if you already use it as your customer system.

Klaviyo — the shop one

What it is: Email and SMS built around ecommerce customer data.

Best for: Stores running segmented lifecycle campaigns.

Watch out for: Priced by profile count.

Klaviyo is built around online shops — what people bought, what they looked at, what is in their basket. Excellent for a shop, wrong shape for a service business.

HOW THEY COMPARE

	Mailchimp	HubSpot	Klaviyo
Best for	SMB campaigns	CRM-driven	Ecommerce

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	Mailchimp	HubSpot	Klaviyo
		marketing	
Ease	★★★★★	★★★★☆	★★★★☆
Small-business fit	★★★★★	★★★★★	★★★★★
Advanced fit	★★★★☆	★★★★★	★★★★★
Its main job	Email campaigns	Lifecycle marketing	Ecommerce retention
Choose this if	You need email marketing	Sales and marketing need one customer view	You run ecommerce
Price	Free tier; per month by contacts.	Free CRM; paid hubs per month.	Per month by contacts.

All three are five stars for small business. The deciding question is whether you run a shop (Klaviyo), already use HubSpot (HubSpot), or neither (Mailchimp).

HOW A BUSINESS ACTUALLY USES EACH ONE

A service business with past customers

Mailchimp. One email a month to people who already bought from you. Not a campaign, not a funnel — just staying in front of people who already like you.

A business using HubSpot already

HubSpot, because the email can reference what the customer actually did, and you are not maintaining the same list in two places.

An online shop

Klaviyo. Baskets left behind, reminders to reorder, messages based on what someone bought. These are the emails that make money in a shop.

WHAT IT COSTS

All three price by how many contacts you hold. Mailchimp and HubSpot have free tiers.

Watch this carefully, because the cost grows with the list and the list only grows. Check what you would pay at three times your current size before you commit.

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WHERE THIS SITS IN YOUR STACK

Remember Jasper and Writesonic from Episode 7? They can help develop the content. Canva creates the graphics. Your email platform distributes the campaign. Your CRM tracks the customer. And now marketing becomes connected to revenue.

The pieces around it:

- Jasper / Writesonic — campaign content
- Canva — campaign graphics
- HubSpot — one customer view
- Shopify — ecommerce context
- Analytics — what actually worked

THE CEO DECISION

- Do you have a list at all? If not, that is this month's job, whatever tool you pick.
- Do you run a shop or a service business? That single answer rules out one of these three.
- What will you send, and how often? A tool with nothing going out is a subscription, not marketing.
- Are you permitted to email everyone on your list? Check how each address was collected.

APPLY IT TO YOUR BUSINESS

Count the people who have bought from you in the last two years. That is your list, and it already exists — it is just scattered across your phone, your inbox and your invoices.

Put them in one place and send one useful email. Not a campaign. One email, to people who already know you. That is the whole first step, and it is worth more than choosing the perfect tool.

YOUR QUICK REVIEW

- ☐ How many past customers could I email today?
- ☐ Where are their addresses right now?
- ☐ Am I permitted to email each of them?
- ☐ Shop or service business?
- ☐ What would I actually send, and how often?
- ☐ What does this cost at three times my current list size?

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ADDITIONAL RESOURCES

Tool	Where to find it	What it is for
Mailchimp	mailchimp.com	General small-business email marketing.
HubSpot	www.hubspot.com	Small businesses that want one system of record.
Klaviyo	www.klaviyo.com	Stores running segmented lifecycle campaigns.
Across the Table AI Assessment	acrossthetable.biz/#assessment	Fifteen minutes. Tells you which of the twenty jobs to start with.
The Scaling Edge	acrossthetablebiz.substack.com	Weekly newsletter for owners without a business background.

CONTINUE LEARNING

This is Business Job 16 of twenty. Episode 17 is Understand the Numbers — Power BI, Tableau and ThoughtSpot.

Episode 8, HubSpot vs Apollo vs Clay, pairs with this — the customer list and the email list should be the same list.

READ AND CONNECT WITH ACROSS THE TABLE

Across the Table website: https://acrossthetable.biz

The Scaling Edge newsletter: https://acrossthetablebiz.substack.com

YouTube: https://www.youtube.com/@AcrossTheTableConnie

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