

MailerLite Review

Pricing, pros, cons and practical fit

Simple email marketing, newsletters, landing pages, and automation for solopreneurs and small businesses.

QUICK FACTS

At a glance

Starting price	\$12/mo
Free plan	Yes
Free trial	Yes
Difficulty	Easy
Last verified	Oct 2026
Best for	Marketing Team, Small Business, Solopreneur, WordPress

KEY TAKEAWAYS

Strength and limitation

KEY STRENGTH

Easy to use with strong email marketing and automation features at an affordable price.

MAIN LIMITATION

Less advanced automation and CRM capability than larger marketing platforms.

WISETECHLIST VERDICT

Should you use MailerLite?

MailerLite is a strong choice for solopreneurs and small businesses that want straightforward email marketing without a steep learning curve. It covers the core newsletter, landing-page, form, and automation needs well, but larger teams may eventually need deeper CRM or automation capabilities.

USE CASES

What can you use MailerLite for?

- Email newsletters
- Email automation
- Landing pages

- Signup forms
- Subscriber management

PROS AND CONS

What to like and what to consider

WHAT WE LIKE

- Easy to use
- Free plan available
- Affordable paid plans
- Useful landing page and form builder
- Good basic email automation

WHAT TO CONSIDER

- Less advanced automation than enterprise platforms
- Limited CRM functionality
- Some advanced features require higher plans

PRACTICAL FIT

How MailerLite fits a small business workflow

WHAT IT IS

MailerLite is an email marketing platform for newsletters, signup forms, landing pages, websites, subscriber management, and automation. Its simple interface and accessible pricing make it a practical option for creators, solopreneurs, and small businesses that want core email marketing features without a steep learning curve.

WHERE IT FITS

MailerLite works well as the email layer in a small business marketing stack. It can collect subscribers through forms and landing pages, send newsletters, build basic automated sequences, and manage audience segments. It is a good fit when email is important but the team does not need a full CRM or enterprise marketing suite.

WHEN IT MAY NOT FIT

MailerLite may not be the right fit for businesses that need advanced CRM functionality, complex multi-channel customer journeys, sophisticated lead scoring, or enterprise-level reporting. Larger marketing teams may eventually outgrow its automation depth and move to a broader platform.

DECISION GUIDE

Who should choose it?

GOOD FIT

Choose MailerLite if you want an easy and affordable email marketing platform for newsletters, forms, landing pages, and straightforward automations.

SKIP IF

Skip MailerLite if you need advanced CRM, highly complex customer journeys, or enterprise-level marketing automation and reporting.

Continue your research

Read the live review for updated pricing, links and alternatives.

<https://wisetechlist.com/tools/mailerlite/>