# AUTOMATION

**Automated emails get**

**119%**

**higher click rates than broadcast emails.**

*Automation is all about catching people at the right moment, when they're ready to act. And hey, it works.*

*Source:* **Epsilon**

Automation lets you schedule emails in advance to reach contacts with just the right message at just the right time. Some marketers might be hesitant to embrace it because it seems too complicated or impersonal. But really, automation is an easy (and approachable) way to both save time and send more personalized messages. It's a win-win.

Automation works best when you collect smart audience data it can use as a trigger. The more data you collect, the more you'll be able to segment your subscribers and create ultra-targeted emails. This is how automation, despite the images of robots and machines it evokes, actually becomes a much more personal way to reach your audience.

## WHY SHOULD YOU BE AUTOMATING YOUR EMAILS? CHECK OUT THESE STATS:

> Automation has 119% higher click rates than broadcast emails *(Epsilon)*.

> Marketers who automate see up to 50% conversion rates *(eMarketer)*.

> The #1 reported benefit of automation is to create more and better leads *(Pepper Global)*.

> 63% of companies who are outgrowing their competitors use automation *(Lenskold and Pedowitz Groups)*.

## HOW AUTOMATION TAKES YOUR EMAIL MARKETING TO THE NEXT LEVEL:

> By using automation, you'll be able to schedule messages for every step of the customer lifecycle, streamlining the customer communication process.

> Date-based automation keeps your messages relevant and timely. Celebrate your subscribers' birthdays, anniversaries and other major milestones, creating all sorts of positive feelings (and major results) for your brand.

> Automation is the ultimate email marketing triple threat: It gets incredible results, boosts engagement and saves you a ton of time.
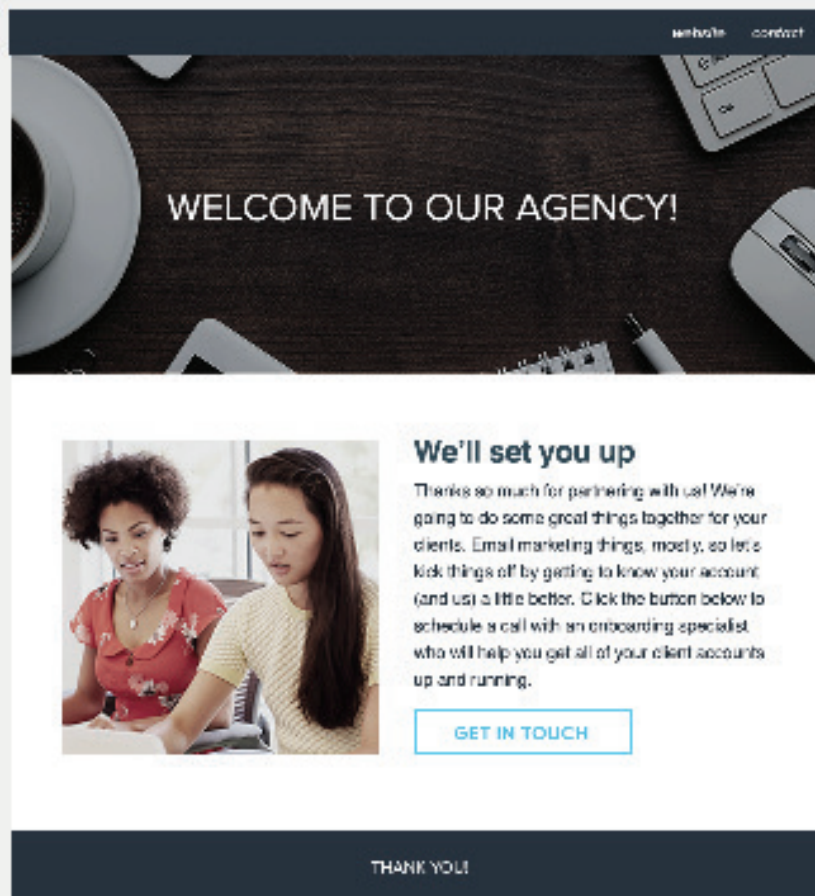
## EXAMPLES FOR USING AUTOMATION:

**EXAMPLE #1:** *The Thank You Email:*
One of the simplest (but most tried-and-true) uses for automation is a thank you email. If someone makes a purchase or downloads a piece of content from your website, that can trigger an automated email that thanks them for doing so. Savvier marketers will also build in an extra discount or special offer based on what the customer purchased to keep them engaged (and buying).

**EXAMPLE #2:** *The Welcome Series:*
First impressions are crucial, and sometimes a single email isn't enough to set the stage. Establish a great relationship with new subscribers from the get-go with an automated welcome series. When a new subscriber fills out your sign-up form, it serves as the trigger to launch the welcome series. Your series could look like this:

**Email 1:** Thanks for signing up and brand introduction.

**Email 2:** Exclusive piece of helpful content.

**Email 3:** Case study of a customer having success with your brand.

**Email 4:** Special offer with a call to action to buy.

It's such an easy way to make a great first impression — and it gets long-term results. Subscribers who receive welcome notes show 33% more long-term engagement with that brand (chiefmarketer.com).

Those are just two quick examples, but the possibilities for automation are endless (e.g. birthday emails, event reminders, post-purchase emails, etc.) And by regularly testing and monitoring your results, automation will help you serve your audience the type of content they want, when they want it.