Workflows You can Automate in Your Email Marketing to Save You Time and Drive Sales

Introduction

Email marketing is an essential component of a company's marketing strategy. With the rise of technology and advancements in automation, businesses can now streamline their email marketing processes and save valuable time and resources. Automating certain tasks and processes within an email marketing workflow can reap several benefits.

Email marketing has the potential to reach a vast audience and drive significant results. However, managing an effective email marketing campaign can be time-consuming and painstaking, and requires extensive resources. By automating certain processes, businesses can free up time and resources for other important tasks and improve the overall effectiveness of their email marketing campaigns.

Automating your email marketing workflows can offer a number of benefits, including enhanced efficiency, improved accuracy, and increased sales. For example, automating certain tasks, such as sending follow-up emails or triggering targeted campaigns based on customer behaviour, can save valuable time and resources. Automated emails are also more accurate as they are not subject to human error, such as typos or incorrect information. In addition, automating certain processes, such as lead nurturing, can help businesses build stronger relationships with their customers and drive more conversions.

This whitepaper will provide a comprehensive overview of the different workflows that can be automated within email marketing. We will examine the benefits of automation and why businesses should opt for it. Whether you are just starting out with email marketing or are looking to streamline your existing processes, this whitepaper will provide valuable insights and practical advice to help you get the most out of your campaigns.

There are different kinds of workflows that can be automated within email marketing, including lead nurturing, triggered campaigns, follow-up emails, and subscriber segmentation. Lead nurturing involves sending targeted emails to potential customers over a period of time to build relationships and educate them about the products or services. Triggered campaigns are automated emails that are sent based on specific customer actions, such as making a purchase or abandoning a shopping cart. Follow-up emails are automated messages that are sent after a customer has completed a certain action, such as making a purchase or filling out a form. Subscriber segmentation involves dividing your email list into smaller groups based on specific criteria, such as location or interests, and sending targeted emails to each group.

The importance of email marketing workflow automation cannot be overstated. Imagine you are running a marathon, but instead of running the entire distance on your own, you have a team of runners who take turns running parts of the race for you. That's what email marketing workflow

automation can do for your business. Instead of manually sending each email to your customers, automation can take over some of the work for you, giving you more time to focus on other aspects of your business. It's like having an extra set of hands to help you achieve your marketing goals. With automated workflows, you can set up a series of emails that will be sent automatically to your customers based on their behaviour or preferences. This allows you to create a personalized experience for your customers, without having to manually manage each interaction. So, instead of feeling like you're running a marathon on your own, email marketing workflow automation can be like having a team of expert runners to help you reach the finish line.

What makes email marketing a critical component for sports organisations?

"Email has an ability many channels don't: creating valuable, personal touches—at scale." – David Newman, Marketing Expert

According to Statista (2021), the worldwide email user base is projected to increase to 4.48 billion users by 2024 and 4.59 billion by 2025. Additionally, according to Campaign Monitor (2019), small businesses experience high return on investment through email marketing campaigns.

What do these statistics tell us? Businesses investing the email marketing campaigns are more likely to drive high conversion rate over a continuous period of time.

Here are some of the reasons why email marketing is vital for sports business success:

1. **Slam dunk cost-effectiveness**: Email campaigns are a cost-effective way for sports organisations to reach their target audience and keep them engaged with their brand.
2. **Segmentation for targeting**: Segmenting email lists based on criteria such as demographics, behaviour, and interests ensures that sports organisations deliver the right message to the right audience at the right time.
3. **Measurable success**: Email marketing provides measurable results, allowing sports organisations to track and analyse key metrics such as open rates, click-through rates, and conversion rates.
4. **Increased fan engagement**: By providing valuable content, promotions, and offers directly to subscribers' inboxes, sports organisations can increase fan engagement and build strong relationships with their fans.
5. **Building fan relationships**: Regular email communications can help sports organisations build and maintain strong relationships with their fans, keeping them informed and engaged with the team or organisation, helping to grow their fanbase and drive revenue.

Email marketing is a powerful tool that can help sports organisations reach their marketing goals and drive growth, making it a valuable investment for businesses of all sizes.

Basic components of an email marketing campaign

"I want to do a business with a company that treats emailing me as a privilege, not a transaction."
– Andrea Mignolo, **Executive and Leadership Coach**

According to the Econsultancy report, 73% of companies find email marketing to be the best channel for promoting their products and services, followed by SEO and PPC.

Developing an impactful email marketing campaign can indeed be a complex and tedious process. It involves several steps, each of which requires careful planning, attention to detail, and ongoing effort to ensure the success of the campaign. However, with the right approach and persistence, the results of a well-executed email marketing campaign can be significant and prove to be extremely advantageous to the business in the long run.

Following are some of the requisites of an effective email marketing campaign:

1. Building an email list: This involves collecting the email addresses of potential customers, typically through opt-in forms on a company's website, landing pages, or through other means.
2. Segmenting the email list: Once a list is built, it's important to segment it based on various criteria such as demographics, behaviour, interests, etc., to ensure that the right message is sent to the right audience.
3. Creating and designing email content: The content of the email is critical to its success. This can include text, images, videos, and other forms of multimedia. The content should be engaging, relevant, and valuable to the recipient.
4. Sending and scheduling emails: The next step is to send the emails to the intended recipients using an email marketing platform. The emails can be scheduled to go out at a specific time and date.
5. Measuring and analysing results: After sending the emails, it's important to track and analyse key metrics such as open rates, click-through rates, conversion rates, etc. This information can be used to optimise future campaigns.
6. Continuously testing and improving: Email marketing is a continuous process that involves continuously testing and improving the email campaigns to maximise their effectiveness.

Given the complexity and time-consuming nature of email marketing, it's essential to utilise automation tools to streamline the process and increase efficiency. Automation tools can help with tasks such as email list management, content creation & design, scheduling, tracking & analysis, and much more. By automating these tasks, businesses can focus on the creative and strategic aspects of email marketing, resulting in more effective and successful campaigning.

Email marketing workflow – Meaning and scope

"A small list that wants exactly what you're offering is better than a bigger list that isn't committed." – Ramsay Leimenstoll, Marketing Manager, KeepandShare

A workflow in email marketing refers to the series of automated steps and processes involved in creating, sending, and analysing the performance of an email campaign. A workflow typically starts with defining the target audience, determining the content and messaging for the email, designing the email template, scheduling the send, and monitoring the performance of the campaign.

An effective email marketing workflow will take into account factors such as the recipient's preferences, past interactions, and behaviour to ensure that the emails are targeted, relevant, and personalised. The workflow can also include automated steps such as testing and optimising the email for deliverability, triggering follow-up emails based on subscriber behaviour, and analysing the performance of the campaign to make data-driven decisions for future campaigns.

According to a 2022 study by Litmus, 70% of brands have experienced an increase in their email marketing workload, however their budgets remain unchanged. In 2022, 37% of brands increased their email marketing budget, with only 1.3% making cuts, which is a significant shift from the beginning of the pandemic.

What can be achieved by the automation of email marketing workflows?

"To get the right message to the right person at the right time you first need to get the right data to the right database at the right time." – John Caldwell, CEO, Online Insights 5050

The goal of automated email marketing is to streamline the process, increase efficiency, and personalise the email experience for subscribers.

As per the study conducted by DMA, triggered personalised campaigns are responsible for producing 75% of email revenue, compared to the one-size-fits-all approach that generates a smaller share.

With automated email marketing, businesses can:

1. <u>Send triggered emails</u>: Automated emails can be set up to be sent based on specific triggers, such as a subscriber signing up for a newsletter, abandoning a shopping cart, or reaching a certain milestone.
2. <u>Personalise emails</u>: Automated tools can help personalise emails by adding the recipient's name, location, or other relevant information to make the email more relevant and engaging.
3. <u>Segment audiences</u>: Automated tools can segment email lists based on specific criteria, such as location, purchase history, or other subscriber information, to create more targeted and effective campaigns.
4. <u>Streamline campaign management</u>: Automated tools can manage various aspects of the email marketing campaign, including scheduling, sending, tracking, and analysis.
5. <u>Improve efficiency</u>: Automated email marketing can free up time and resources, allowing businesses to focus on the creative and strategic aspects of email marketing.

Automating their email marketing workflows can bring numerous benefits to businesses. By using the right tools and techniques, they can ensure their emails are timely, relevant, and effective in driving the marketing goals forward.

Major workflows to automate for email marketing

"If you are not seeing the email channel as a money-making machine, you have the wrong strategy." – Hans Smellinckx, Co-founder and CEO, MARKIES

A study by Getresponse shows that the most commonly utilised marketing automation methods by marketers are email automation at 64%, followed by profiling and targeting at 26%, and dynamic content personalisation at 23%.

Automating repetitive and routine tasks within an email marketing campaign involves setting up a series of triggers and actions that occur in response to specific subscriber behaviours or events. There are several types of email marketing workflows that can be automated. By automating these workflows, businesses can improve the results of their email marketing campaigns and build stronger relationships with their subscribers.

The workflows that should be automated in email marketing will depend on your specific goals and audience, but here are some workflows that are often automated for more efficiency and higher conversion rate:

1. **List Management and Segmentation Workflow**
   a. This workflow involves grouping your subscribers into different categories based on demographics, interests, or behaviour, which allows you to target specific groups with more relevant campaigns. From sports perspective, it may involve grouping fans into different categories based on their sports preferences, behaviours, or interests, which allows targeting of specific groups with more relevant campaigns.
   b. For example, a sports organisation could segment fans based on their preferred sports categories, such as basketball or football.
   c. This would allow to send targeted campaigns to each group, such as a basketball training video to fans interested in basketball.
   d. List management and segmentation workflow can be automated by using fan data and behaviour to create rules for segmentation.
   e. For instance, you can create a rule that adds a fan to the "basketball" segment if they have clicked on a certain number of basketball-related links in your emails, or if they have indicated their interest in basketball during the sign-up process.
   f. This process can be automated using marketing automation software, which can automatically update segments as fan data and behaviour change.

2. **Welcome and Onboarding Email Workflow**
   a. These emails are designed to introduce new subscribers to your brand and set expectations for future communication.

b. They can include information about your team's history, players, and upcoming events, as well as the types of content and promotions fans can expect from the organisation.
c. For example, a welcome email might include a special discount offer for new fans and a brief overview of the team's mission and values.
d. The process of sending welcome and onboarding emails can be automated by launching a triggered email campaign that is set off when a new fan signs up for the email list.
e. This type of automation ensures that new fans receive a warm welcome and sets the tone for future communication, helping to build stronger fan relationships and drive engagement.

3. **Triggered Email Workflow**
    a. Triggered emails are automated emails that are sent based on subscriber behaviour, such as abandoning items in their shopping cart or making a purchase.
    b. For example, if a fan signs up for a new membership but doesn't attend any games, you could send an email reminding them of their benefits and offering a discount code for upcoming games.
    c. The process of sending triggered emails can be automated by using marketing automation software to track fan behaviour and trigger the appropriate emails.
    d. This type of automation helps organisations to reach out to fans at the right time, increasing the chances of engagement and attendance at future games.

4. **Lead Nurturing Email Workflow**
    a. Lead nurturing emails are a series of automated emails designed to provide valuable content and build relationships with potential customers over time, until they are ready to make a purchase.
    b. For example, a lead nurturing campaign might include a series of emails about your team's history, its players, and its performance in past games, along with special offers and discounts on tickets and merchandise.
    c. The process of sending lead nurturing emails can be automated by using marketing automation software to track subscriber behaviour and send the appropriate emails at the right time.
    d. This type of automation helps you build relationships with potential fans, even when they are not actively following your team.

5. **Test and Optimisation Workflow**
    a. Automating your email testing and optimisation processes can help you improve the deliverability, open rates, and conversion rates of your campaigns.
    b. This can lead to higher ROI as you can quickly identify what works and what doesn't, and make data-driven decisions to improve future campaigns.
    c. For instance, you could use A/B testing to determine the best subject line or call-to-action for your email campaigns.
    d. To automate your email testing and optimisation processes, you can use email marketing software that has built-in testing and optimisation features.

e. The software will automatically send the two versions of your email to a randomly selected group of subscribers and then analyse the results to determine which version performed better.

f. You can then use the winning version as the basis for future campaigns or continue testing until you find the optimal version.

6. **Reporting and Analytics Workflow**

a. Automating your reporting and analytics processes can help you track the success of your campaigns, including open rates, click-through rates, and conversion rates. This information can help you make data-driven decisions to improve future campaigns.

b. For example, if you see that a particular campaign has a high open rate but a low click-through rate, you could test different subject lines or images to see if that improves engagement.

c. Automation of this workflow can be done by integrating your email marketing platform with a marketing analytics tool. This allows you to automate the process of collecting and analysing data so you can easily track the performance of your campaigns.

d. Some email marketing platforms have built-in analytics tools, but you can also use third-party tools like Google Analytics, Mixpanel, or Adobe Analytics.

e. These tools typically provide real-time insights into the performance of your campaigns and allow you to view data on key metrics.

f. To enable automation, you simply need to set up the integration between your email marketing platform and your marketing analytics tool, and the data will flow seamlessly between the two.

7. **Subscriber Preferences Management Workflow**

a. Automating the process of managing subscriber preferences can help ensure that your emails are always delivered to the right people, at the right time.

b. For example, if a subscriber opts out of receiving promotional emails, you could automatically stop sending them promotional emails and only send transactional emails, such as order confirmations and shipping notifications.

c. Automation of this workflow can help streamline the process of managing opt-ins and opt-outs, as well as other subscriber preferences, such as email frequency and preferred categories of content.

d. This can be done by incorporating opt-in and opt-out forms in your email campaigns, or by providing a subscriber preference centre where they can manage their preferences themselves.

e. By automating this process, you can improve the relevance and effectiveness of your campaigns and reduce the risk of subscribers marking your emails as spam.

8. **Email Personalisation Workflow**

a. Automated personalisation of email content, such as including the recipient's name or tailoring the email content based on their past interactions, can improve the relevance and effectiveness of your campaigns.

b. For example, you could use data from their past engagement with your sports brand to recommend similar sports products or events in your email campaigns.

c. This workflow can be automated by using software or platforms that allow you to access and use customer data, such as their name or past interactions with your brand, in your email content.

d. This data can be stored in your email marketing platform or in a separate customer relationship management (CRM) system and can be automatically inserted into your email campaigns using dynamic content or personalised merge tags.

e. This helps you deliver personalised content to your subscribers and improve their overall experience with your brand.

9. **Abandoned Cart Email Workflow**

   a. Automating abandoned cart email reminders can help recover lost sales by reminding customers of items left in their cart and encouraging them to complete their purchase.

   b. For example, if a fan adds a ticket to their cart but does not complete the purchase, you could send an abandoned cart email reminding them of the tickets left in their cart and offering a discount code to incentivize them to complete the transaction.

   c. This workflow can be automated by setting up a triggered email campaign in your sports ticketing platform. The campaign would be triggered when a fan adds tickets to their cart but does not complete the purchase.

   d. To ensure the best results, it's important to determine the optimal time to send the email, such as a few hours after the cart was abandoned or the next day.

   e. Additionally, testing and optimizing your email content and discount offer can help increase the conversion rate of your abandoned cart emails.

10. **Re-engagement Campaign Workflow**

    a. Re-engagement campaigns aim to reignite the interest of inactive subscribers and keep them engaged with your brand.

    b. By automating this workflow, you can ensure that these campaigns are sent out in a timely and consistent manner.

    c. In the context of sports industry, the process of automating re-engagement campaigns typically involves defining a set of criteria for determining inactive sports fans, such as those who have not attended any games or events in a certain period. Once these fans are identified, you can go on to create targeted campaigns specifically for them.

    d. To automate re-engagement campaigns, you can use a marketing automation platform that allows you to set up triggered campaigns based on fan behaviour.

    e. For example, you can create a campaign that is triggered when a fan has not attended any games or events in the past 60 days. The content of this campaign could include special offers or personalised recommendations based on their past behaviour or interests.

    f. By automating re-engagement campaigns, you can improve the efficiency and effectiveness of your marketing efforts, as well as keep your fans engaged and coming back to support your team or sport.

There are statistical evidences, which stand testimony to the success rate of automating email marketing workflow. Take a glance at these facts and figures:

1. 49% of global businesses use email marketing automation, as stated by Optinmonster.
2. Automated emails are capable of generating 320% more revenue compared to non-automated emails, according to Campaign Monitor.
3. Automated emails result in 2.5 times higher conversion rates compared to mass emails, as reported by Metrilo.

There are thousands of other impressive statistics like these to prove the point. Owing to this, it is not surprising why more and more businesses are opting for email marketing workflow automation to meet their sales and conversion goals.

Final thoughts

Email marketing workflow automation can bring a multitude of benefits to businesses looking to improve their marketing efforts. By automating various processes such as list management, personalisation, and abandoned cart reminders, businesses can save time, improve their email campaigns' relevance and effectiveness, and increase their overall ROI.

Email marketing automation allows businesses to segment their subscribers based on their demographics, interests, and behaviour. This enables marketers to target specific groups with more relevant campaigns and send targeted emails, such as a skincare routine tutorial to those interested in skincare products. Automated testing and optimisation can help businesses improve the deliverability, open rates, and conversion rates of their campaigns. This can lead to higher ROI as businesses can quickly identify what works and what doesn't and make data-driven decisions to improve future campaigns.

By automating the process of managing subscriber preferences, businesses can ensure that their emails are always delivered to the right people, at the right time. Subscribers can opt-out of receiving promotional emails, and businesses can automatically stop sending them promotional emails and only send transactional emails, such as order confirmations and shipping notifications. Automated personalisation of email content can also improve the relevance and effectiveness of email campaigns by including the recipient's name or customising the email content based on their past interactions.

Automated abandoned cart email reminders can help recover lost sales by reminding customers of items left in their cart and encouraging them to complete their purchase. Re-engagement campaigns can help keep inactive subscribers engaged by sending them targeted content and offers designed to reignite their interest.

In short, email marketing automation enables businesses to stay ahead of the curve. Therefore, more and more businesses these days are considering implementing email marketing automation in their marketing strategies.

To wrap up, businesses looking to improve their email marketing efforts should consider implementing email marketing workflow automation. The benefits of automating various email

marketing processes are clear and proven. With so many benefits, businesses should make a move toward automation and enjoy the many advantages it has to offer.