

---

**A Simple  
Guide to:** | **Automated  
Email  
Campaigns**

# INTRODUCTION

Although there are countless marketing opportunities online nowadays for you to get your business noticed, email still remains a key way to communicate with your customers and inspire brand loyalty, and its importance as part of a successful marketing campaign should not be overlooked.

However, as your mailing list grows, the need for a targeted and well planned email campaign does too. This is where automated email campaigns come in to help you out, and send the **right** message to the **right** customers at the **right** time.

This compact guide aims to give you a quick introduction to automated email campaigns and explain exactly how they might benefit your business.





## WHAT IT'S ALL ABOUT...

Automated email campaigns are developed as a way of ensuring that emails are sent to your customers at specific times for maximum impact and with the aim essentially of encouraging customers to return to your website, resulting in increased brand engagement and most importantly, sales!

Automated campaigns use highly sophisticated software which works by following a set of pre-determined rules, or 'triggers', which decide when to send out an email, for example, when a new customer subscribes to your mailing list, if a customer has not made a purchase for over three months, or at a specific time such as 4.50pm on a Friday. Such campaigns can be customised to suit the needs of your business, through segmentation of your client base for specific traits, for example males over 50, or customers who haven't purchased from your website in the last 6 months. Therefore they can be highly effective in ensuring that a targeted but consistent message is sent to your customers.

The most important thing for you to remember about Automated Email Campaigns is that...

**YOU** choose the point at which emails will be sent to

**YOUR** customers, and therefore they are highly unique to

**YOUR** business needs, ultimately impacting on

**YOUR** bottom line.



## FAST FACTS



Automated emails, once set up, are a low cost method of communicating with customers, encouraging return visits to your site and reinforcing your brand message.



Using an automated email campaign will ensure that regular, targeted emails are sent to the customers you want them to be sent to.



Due to the automated nature of these campaigns, they don't require day to day management, adding value to your marketing mix and leaving more time for you to concentrate on other things.



Automated emails can help to retain customers by gently reminding them about your brand and reinforcing your message at specific points after initial purchase or sign up.

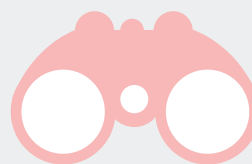


You can time your emails to coincide with other forms of marketing for maximum impact and to create a really memorable campaign.

## THE FINAL WORD...



Automated email campaigns, once set up, are an excellent way in which to segment and communicate with your customers at times which will not only **encourage return custom**, but also **further engage your client base**, reinforcing your brand values, and without the need for day to day management.



This allows you to focus on other areas of your marketing campaign, safe in the knowledge that your emails are taken care of and are working as hard as possible for your business.

To speak to us about how we can help your business utilise **Automated Email Campaigns** to maximise your revenue potential, contact us [here](#)