Six Email Campaigns for Automation Cheat Sheet
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Introduction

Email is an efficient tool that provides customers with helpful emails, while saving time and effort for marketers in the long run.

The benefits of automation are numerous: It cuts down on tedious manual tasks, reduces human error and increases consistency. It also helps establish a regular message cadence with recipients and provides marketers a regular baseline upon which to build metrics and measurements.

However, automation is not ideal for every campaign. To most effectively leverage this tool, view it as the first step in event-based marketing. The more you can tie emails back to a trigger point — an easily identifiable time stamp such as an event, date or customer action point — the more the customers will anticipate the message and thus have a higher likelihood of interaction. Read on for six event-based campaigns that are prime candidates for automation.

Credit: http://blog.campaigner.com/2016/11/six-email-campaigns-you-should-be.html

Renewals & Reminders

Reminder emails are the perfect example of how helpful automation can be. If contacts subscribe to your products or services, it's likely that those subscriptions are set to expire. Marketers are pressed for time, so it's nearly impossible to get a firm grasp on which subscribers are in within a 30-day, or other, renewal window at any given time.

This is where automation comes in. Use subscription deadlines to set triggers for reminder email campaigns. This kind of campaign can be used for many different types of businesses or subscribers. For instance, those who have contracts or subscriptions expiring, people who have purchased a product that is usually consumed or expired within an average span of time, or even contacts who have received a time-sensitive promotion from your brand, will benefit from these emails.

Welcome Messages

Welcome emails are an important way for brands to establish a relationship with new subscribers and are some of the most easily automated.

The trigger is clear — set your emails to be sent after a certain amount of time has passed from the time a contact first subscribes to your mailing list. Aim to have these welcome emails delivered within the first 24 hours of sign-up. Data suggests that the ideal time frame to send welcome emails is between 8 a.m. and 2 p.m., because marketers garner the most interaction from new subscribers

Transactional Emails

Helpful Hints

Rather than trying to sell a product or service, use some campaigns to promote usage of a service that people have already purchased or subscribed to. For example, if a B2B marketer notices that many customers are not utilizing a service included in their package, a helpful reminder email will assist them in using the product to its full extent, while building a trusting relationship between brand and customer.

In this case, use the absence of certain events as the campaign trigger.

Feedback Requests

In the same way that you like to help your customers, it's likely that some of your customers might want to help you. Use recent purchases or subscriptions as triggers to automate emails asking for product reviews, service feedback or survey participation.

Set parameters within the automation so that only your best (most interactive) contacts receive these emails, as they are the most likely to participate and provide valuable feedback for your brand.

Reactivation Campaigns

Lastly, rely on automation to help boost interaction with email recipients who have gone cold. Send final, friendly emails with incentives to interact with your brand, such as small coupons. If these messages don't motivate them to open or click-through, remove these email addresses from your contact lists immediately to help ensure deliverability rates.

Be sure to mark a specific time period from last interaction as the trigger for your campaigns. For instance, set it up so that contacts who haven't interacted in 60 or 90 days are set to receive the reactivation emails.

With busy holiday execution underway for most marketers, automating the above campaigns will save time and stress this season — and year-round — while much of the work takes care of itself.

Similar to welcome emails, make sure to leverage automation for your transactional emails — the messages that are sent when a customer interacts with your brand in a meaningful way. For your triggers, use certain actions (or inactions) such as purchases or password changes.

Distinguish your transactional messages from others by refraining from using sales language and including just the critical information that the customer is expecting, such as purchase confirmation, shipping information or new password verification. By doing so, you can leverage recipient anticipation around these emails to increase campaign open rates.