



How email automation can help you become a marketing virtuoso

Discover the ways email automation can help you overcome common email marketing challenges.





Automation can solve today's pressing challenges

2023 was a turbulent year.

As CMOs look to justify every penny of their budgets in 2024, the pressure on marketers amplifies with each passing moment. This increased appetite for leads and conversions poses a dual challenge: the need to harness multiple fragmented marketing platforms while grappling with limited resources.

Thankfully, there are various ways marketers can seize opportunities for success. Tapping into the power of email automation is one of them.

[Email automation](#) is the use of predefined rules to trigger personalised email messages based on specific actions that a customer does or doesn't take. It helps you save time and effort on repetitive tasks, so you can step into the role of the conductor and harmonise your marketing efforts with precision and finesse.

In this eGuide, we'll delve into the benefits of email automation and examine why it's an essential component of marketing success. We'll also explore various types of automated email campaigns that you should consider implementing.



Why email marketing is still critical to success

Email is a tried-and-tested channel that's still exceptionally powerful today because of its flexibility and its ability to deliver personalised messages – two things that are now integral to any modern organisation's marketing effectiveness.

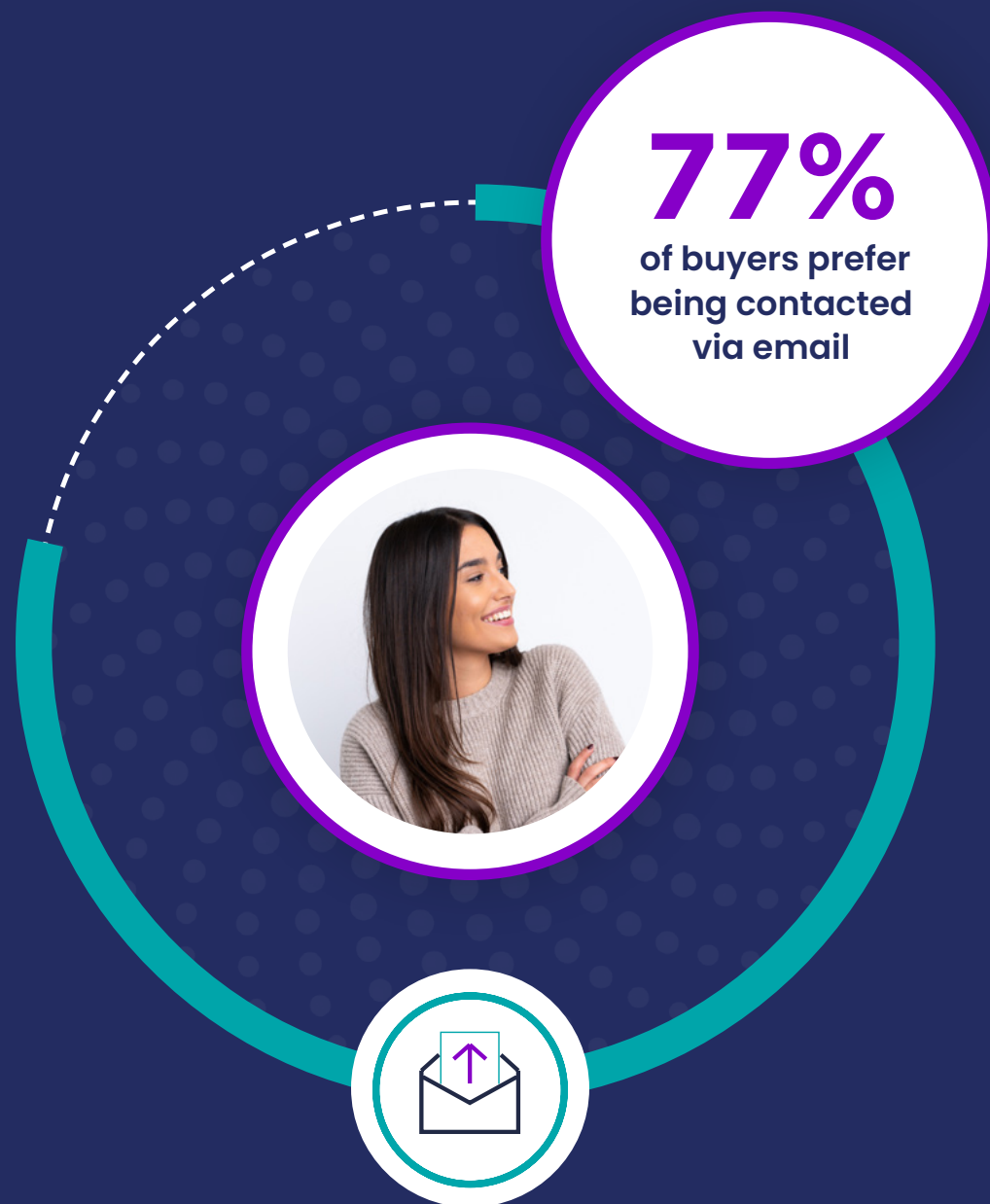
According to a recent 2024 report, it ties in second place as the channel that provides the highest ROI (along with paid social advertising and content marketing). In addition, a whopping 87% of marketers plan to maintain or increase their investment in email this year, further proving its value as a reliable tool for driving sales and engagement.



This trend can also be seen in B2B marketing, with [77% of buyers expressing a preference for being contacted via email.](#)

Unlike other channels, email offers a convenient and non-intrusive way for stakeholders to access information, interact with businesses, and make a more well-informed purchasing decision.

However, this doesn't mean that you should sit down and start drafting the first of many emails. Any communications need to be personalised and targeted, but it's virtually impossible to do this at scale manually. Fail to create timely and relevant messages and you risk annoying your audience and losing them for good.





Email automation offers a solution to these challenges. By automating your email marketing processes, you can streamline the management of your campaigns. This enables you to reach both potential and existing customers at the right moment, delivering content that is relevant to them. The results? Higher customer engagement, more conversions, and increased ROI.

The exciting thing about automation is that it can be as simple or sophisticated as you want. Good automation software can even integrate smoothly with other marketing platforms (such as your CRM system), helping you bridge the gap between marketing and sales. [This opens up a world of possibilities for you to explore new strategies and uncover hidden opportunities for growth.](#)

Common email challenges (and how email automation helps)

Email marketing comes with its own set of challenges that even the most seasoned professionals face.

1

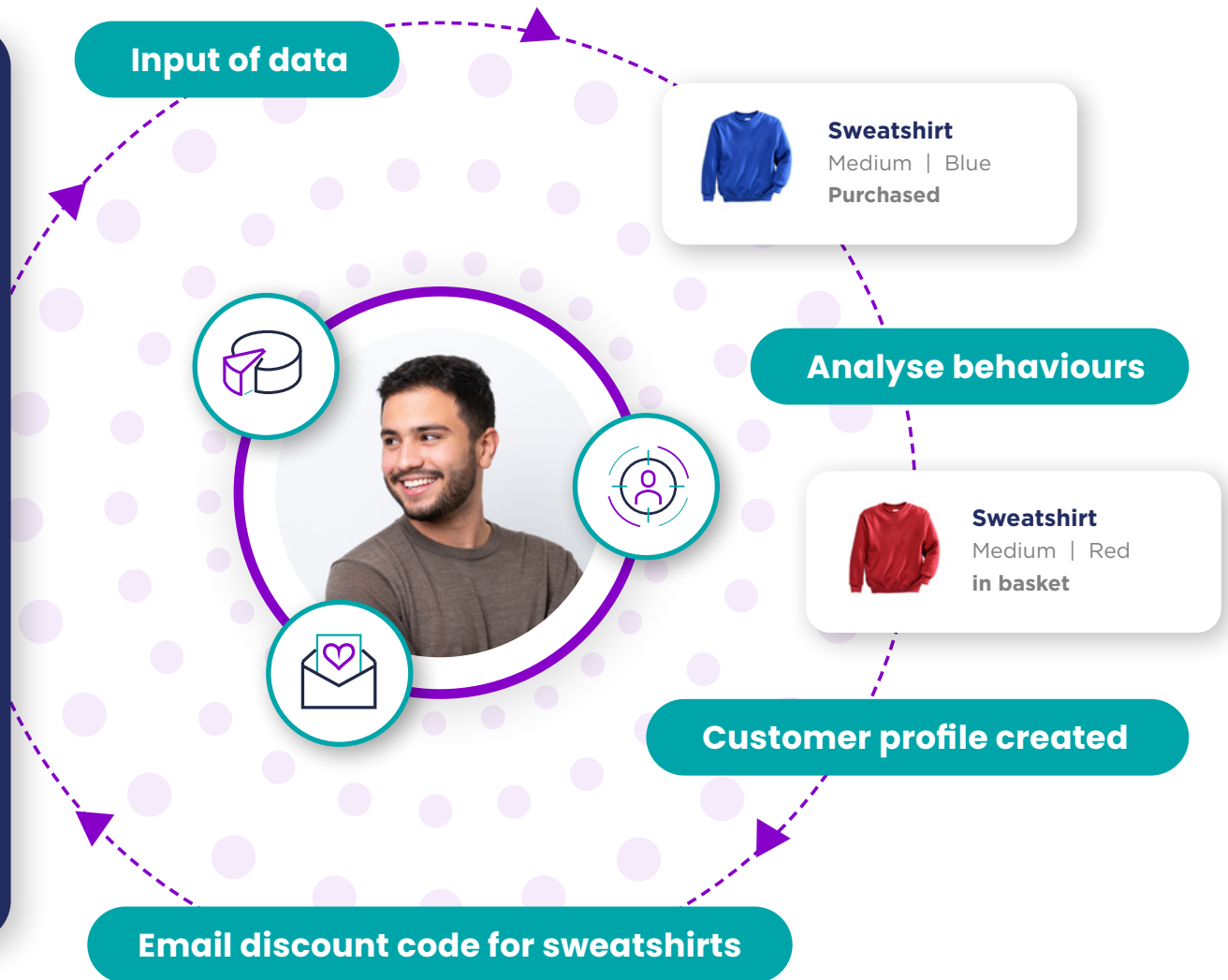
Targeting and segmentation

In traditional email marketing, manually targeting and segmenting audiences can be time-consuming and prone to errors. It can also be difficult to deliver personalised content to specific segments of your audience, resulting in lower engagement and conversion rates.



How email automation helps

Email automation, combined with input from your customer data, streamlines these processes by using recommendations or content based on previous behaviours or purchases. This allows you to build precise customer profiles and deliver personalised content that resonates with each email recipient.

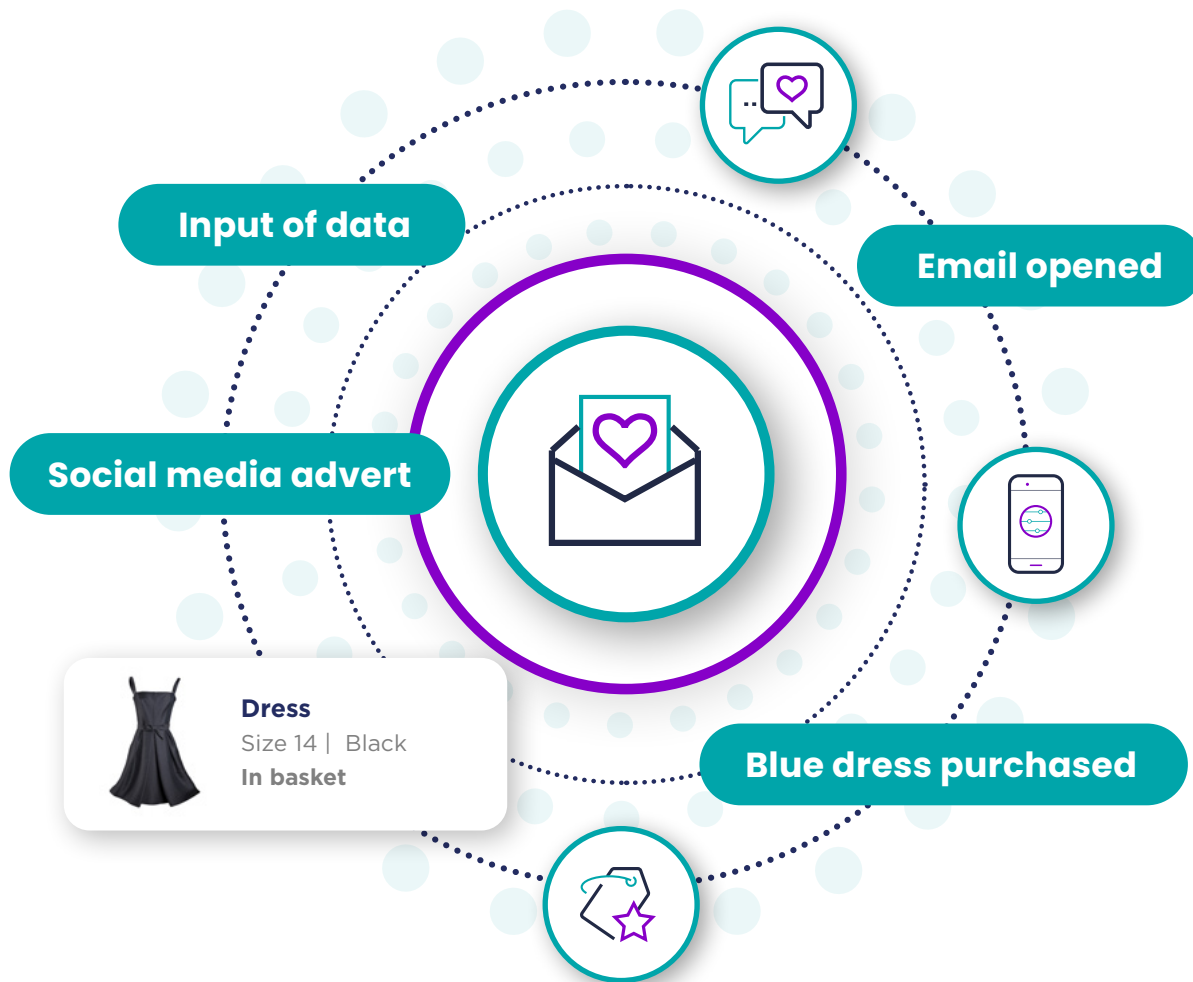




2

Poor engagement

Many email marketing campaigns suffer from low open rates and click-through rates, which can be attributed to generic or irrelevant content that fails to capture the interest of recipients.



How email automation helps

By leveraging automation software to deliver content based on audience preferences, behaviours, and past interactions, you can significantly improve engagement through one-to-one marketing. Multi-channel automation platforms also let you integrate email with your favourite analytics tools, plus other channels such as social media. This helps you maintain a holistic approach to customer engagement.

3

GDPR compliance

Navigating the intricacies of GDPR and privacy laws can be challenging, particularly when it comes to maintaining clean and compliant email lists. Failure to comply with GDPR can result in severe penalties and damage to a brand's reputation.



How email automation helps

Email automation tools automatically update audience lists as new data flows into the CRM system, so you have accurate and up-to-date contact data at your fingertips. They also make it very easy for you to seamlessly implement opt-in and opt-out data consent procedures and automate suppression rules.



Joe Smith

joe.smith@email.com

Opt in



Abi James

abi.james@email.com

Opt in



Jade Green

jade.green@email.com

Opt out





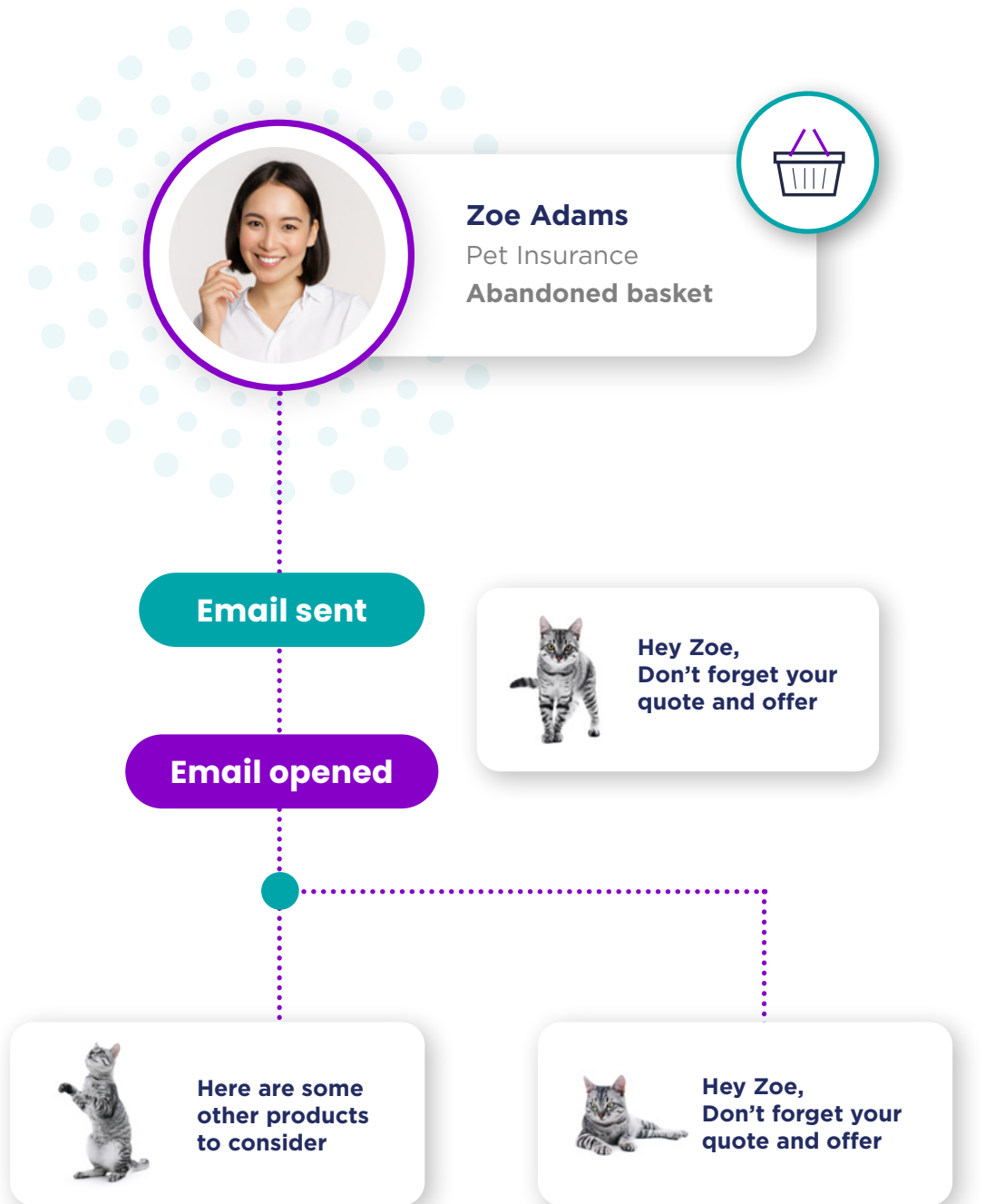
4

Maintaining efficiency

Coordinating your marketing efforts across all your platforms can be a complicated and time-consuming process. Manually tracking interactions and creating and sending highly targeted communications at the time of interest can seem like an impossible task.

How email automation helps

Instead of creating and manually sending hundreds or even thousands of emails to your prospects when they interact with you across multiple channels, create a multi-stage, multi-channel journey with triggers based on specific events or interactions – such as event bookings, basket abandonment, form submissions or social media interactions. By doing this, you simplify your workflow and save time on creating repetitive emails.



5

Predicting customer behaviour

The importance of personalisation is no longer a secret. According to a McKinsey survey, [78% of consumers say they're more likely to repurchase from a brand if they see personalised content](#). However, without the right tools and insights, marketers often struggle to identify trends and anticipate customer needs.



How email automation helps

Email automation empowers you with predictive marketing capabilities by leveraging customer data and behaviour analytics. Through A/B 'test and learn' processes, you gain key insights into your customers' preferences and engagement patterns.

Email A



Are you harmonising your marketing efforts with finesse?



21%

Conversion

Email B



Harmonise your marketing efforts with finesse



38%

Conversion



A full-page background image showing a man in a red t-shirt and black shorts jumping over a concrete wall. He is captured mid-air, with his left leg bent and right leg extended, arms outstretched. The sky is blue with some clouds. In the bottom left corner, a city skyline is visible.

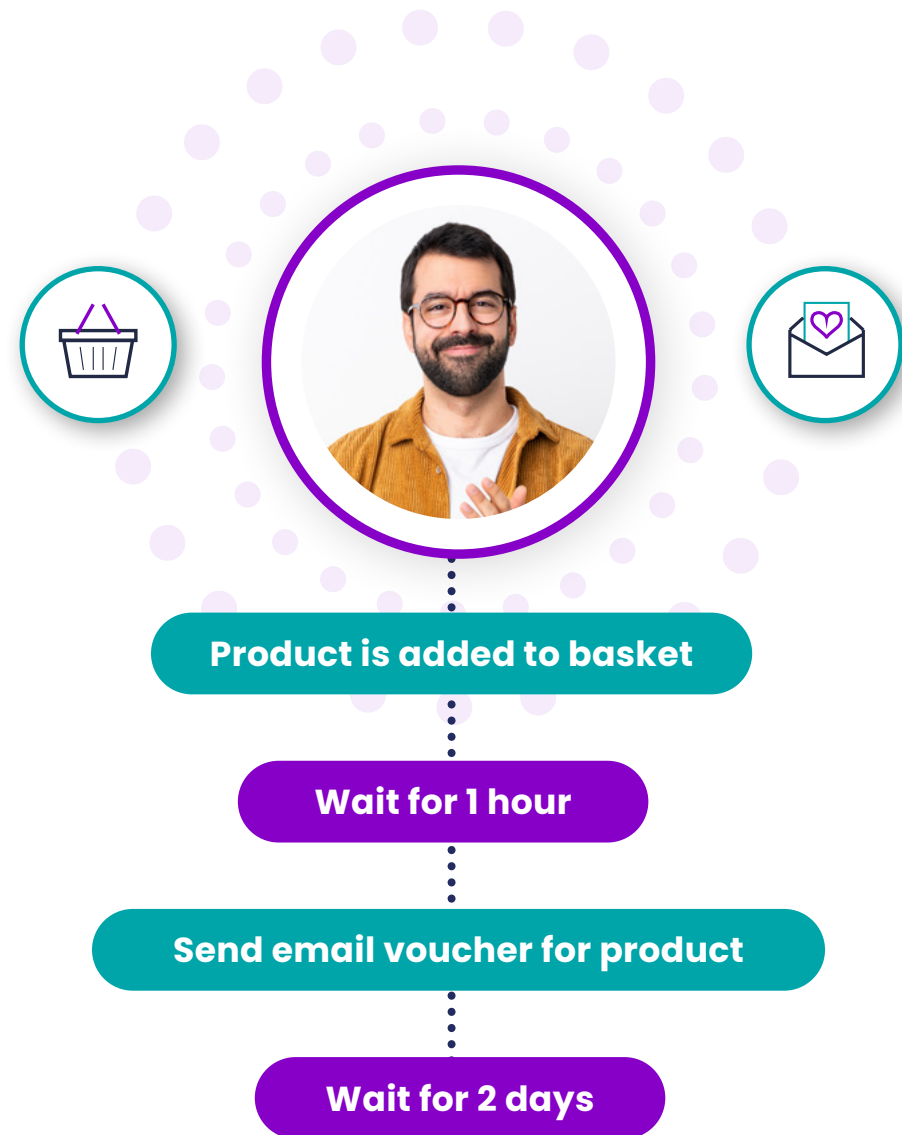
6

Subscriber retention

High email unsubscribe rates indicate that subscribers might not be getting value from the content they're getting, which results in lost opportunities. [With brand loyalty on the decline due to fierce competition](#) and economic shifts, it's crucial to focus more on retaining subscribers.

How email automation helps

One of the biggest reasons people may unsubscribe from your email list is if you bombard them with emails at an excessive rate. Automation allows marketers to plan upfront so that you can easily space out messages with appropriate delays, comply with your organisation's communication frequency rules, and reduce the risk of overlapping schedules.



7

Reporting and analytics

Gathering and analysing data from email marketing campaigns is time-consuming, especially when you're using multiple platforms and systems. But without those insights, you won't be able to measure the effectiveness of your campaigns and make data-driven decisions.

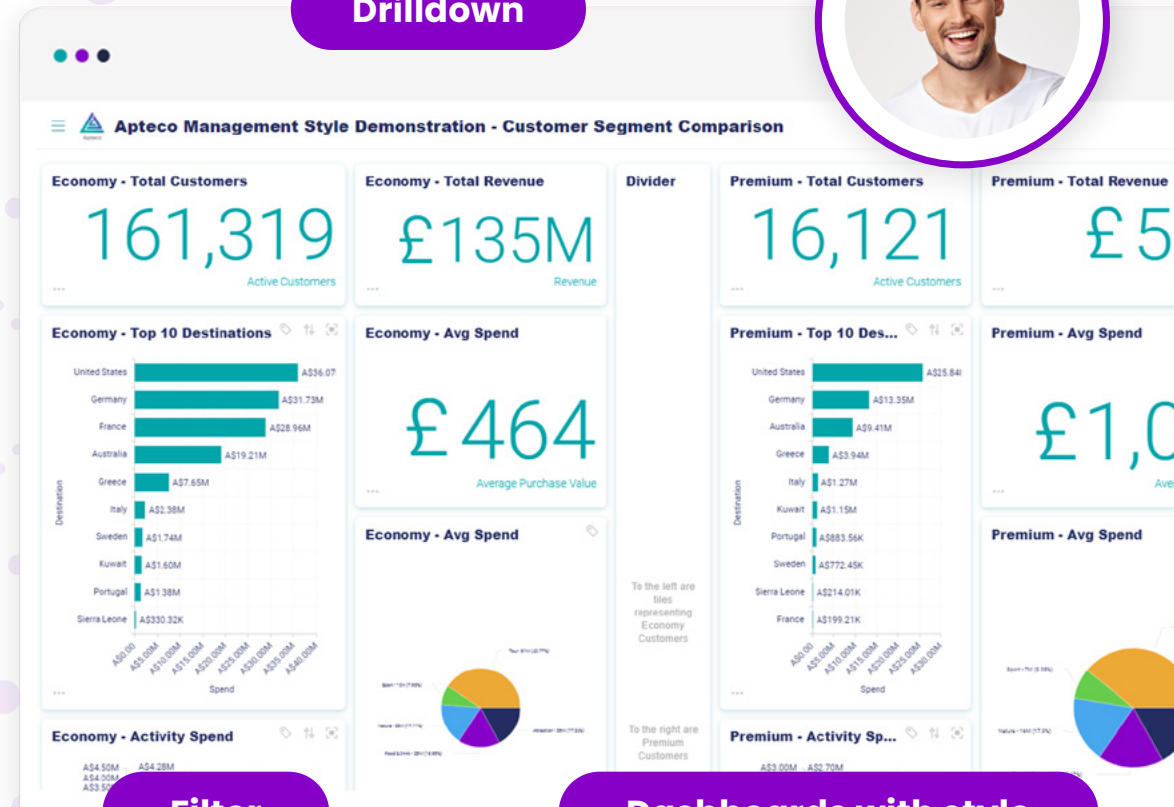
How email automation helps

The vast majority of email automation platforms have detailed analytics capabilities. Some platforms, such as [Apteco](#), enable you to generate automatic reports based on the latest customer data and create custom dashboards with drill-downs and filters so you can tailor your targeting efforts more effectively.

Drilldown

Filter

Dashboards with style





8

Poor email design

The risk of losing your audience's attention before they even read your message is a significant concern in today's fast-paced digital landscape. With countless emails flooding inboxes every day, competition for attention is fierce. Therefore, all of your email designs must be as consistent as possible.

How email automation helps

With automation, sending visually stunning emails becomes a breeze. By eliminating the need to create new designs manually every time, you reduce human errors and save valuable time. Plus, automated designs are consistently polished, ensuring that your emails always look their best and make a lasting impression on your recipients.

Are you harmonising your marketing efforts with finesse?

Hi there,

Maecenas posuere diam quis erat consequat, tristique varius ligula molestie. Curabitur quis commodo erat. Ut sit amet sodales mi.

Morbi mattis venenatis eros, in posuere enim mollis nec. Praesent bibendum blandit bibendum. Suspendisse dui nunc, congue eu maximus sed, cursus vel sapien. Vestibulum fermentum dictum massa sed cursus. Morbi in lacinia ma. Sed scelerisque pretium est quis molestie. Morbi porttitor odio in odio finibus, vel aliquet ante suscipit. In vulputate lectus ac mi euismod, eget ullamcorper dolor molestie. Ut imperdiet enim ac tortor dictum gravida.

[Read now](#)

Personalisation
Add content fields you want to personalize

First Name
First Name

Primary Pet
Primary Pet Description

[Add Content Field](#)

Add Content Field

Field Type
Variable

Field Value
First Name

Field Name
Enter Field Name

[Cancel](#) [Add](#)

What are the main types of email automation campaigns?

Here are a few examples of the ways email automation can be used to achieve your core goals.



Win-back campaigns

It's much cheaper to keep existing customers than it is to acquire new ones ([five to 25 times cheaper, to be exact](#)). For this reason, win-back email campaigns can be very effective at targeting people who haven't purchased from or interacted with your brand for a set amount of time. This campaign uses an automation sequence and involves triggering a series of emails that aim to re-engage them, with little or no manual intervention.



Behaviour-based email campaigns

You may already have some idea of how someone might become a new customer. But in reality, no one follows the exact same conversion path. For example, prospect A may take a week to think about your product before buying it. Prospect B, however, may take two months. Behaviour-based email campaigns help to ensure that you engage with people at the most pivotal points of their customer journeys.



Lead nurturing campaigns

Lead nurturing campaigns work by taking prospects on a multi-channel journey that will positively impact their buying behaviour. Using segmentation techniques, you can tailor your communications to different stages of the sales journey, or by personas, and ensure that each lead receives relevant and timely messages. These campaigns can also be particularly effective at reactivating inactive leads or customers.

Drip campaigns

73% of consumers say a good customer experience is key in influencing their brand loyalties. To prove yourself as a valuable resource to prospects, you must first establish a relationship with them. One way you can do this is to send drip campaigns where a sequence of automated emails are sent to individuals who have taken a specific action in small, incremental portions.

Drip campaigns are particularly well-suited to gradually introducing prospects to your company, product, or industry and to connect, onboard, engage, nurture or retain. These campaigns deliver regular, relevant content to individuals who have already shown interest, ensuring maximum impact.





How Apteco helps

There's one main thing that sets exceptional email automation software apart from the rest: seamlessly integrated advanced features with user-friendly interfaces.



**With Apteco, you have one convenient place
where you can:**



Effortlessly target your ideal audience to
maximise campaign impact



Design personalised emails your
audience will love



Automate and send responsive, highly
targeted, multi-stage campaigns



Reliably test and deliver your emails,
increasing confidence in your marketing
comms

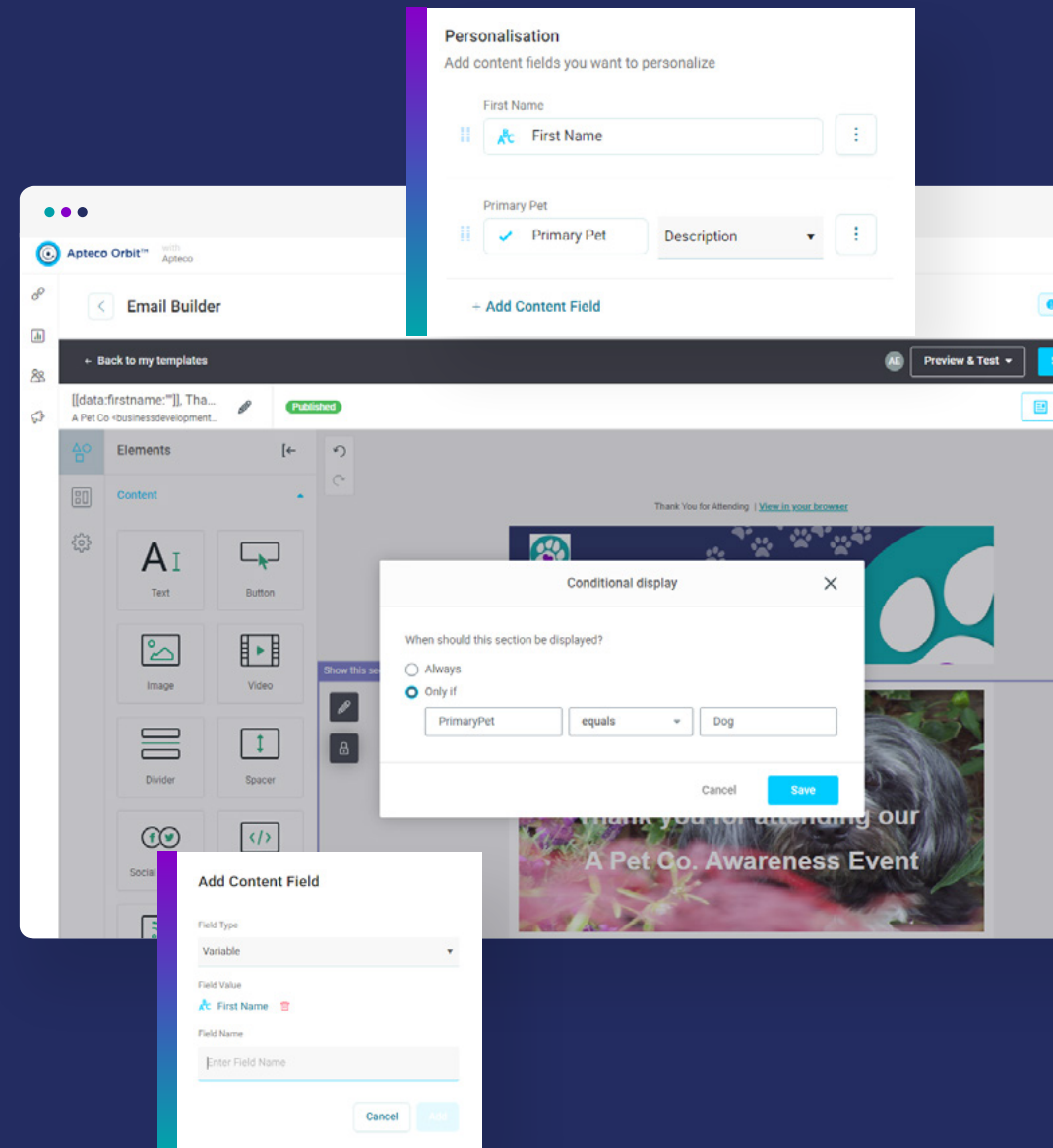


Dive into your data to monitor key stats
and optimise your campaigns

Our built-in email builder – available within our actionable marketing insights platform – provides a secure and reliable email delivery platform, where you can create beautiful and responsive emails using our flexible drag-and-drop functionality. This lets you craft compelling messages that resonate with your audience, enabling you to make meaningful connections and maximise results.

With Apteco you can seamlessly move from interrogating your data and creating highly targeted audience lists, to creating and delivering beautiful responsive emails that turn your customer insights into campaign actions and results.

You can now plan, target, build, execute and analyse your campaigns in one seamless platform. It's fast, efficient, and powerful, helping you to get the right message to the right person at the right time.





Strike the right marketing chords with email automation

If you're looking to achieve marketing success while increasing customer engagement, repeat sales, and revenue, then it's time to make the most of email automation.

Email automation software empowers you to reach a vast audience with minimal effort, track results with precision, analyse performance metrics, and automate repetitive tasks. With Apteco as your trusted partner, you're the conductor – orchestrating a symphony of success across touchpoints in every customer journey.

Learn more about Apteco



**Discover how to
supercharge your
marketing with
Apteco email**

Learn more →



**Learn more about
Apteco's end-to-end
marketing insights
platform**

Download brochure →



**Sign up for a free
trial and experience
the power of Apteco
for yourself**

Try now →



Apteco

INSIGHT INTO ACTION

apteco.com