Automated Email Marketing: How to Use Email Marketing Automation to Save Time and Improve Engagement

Have you ever experienced receiving a welcome email after signing up for a new website or app? Do you think that the creator was waiting just for you to sign up? Well, maybe we're not as important as we think. It's possible that the email was sent using automated email marketing. This tool is becoming increasingly popular around the world due to its effectiveness and cost-efficiency.

The most essential part of anything in life is setting goals. Without them, you may just be firing aimlessly in the dark. The same is true for automated email marketing. Marketers must be aware of the goals they're trying to achieve, whether it's better engagement or more conversions. It could be as simple as keeping your customers updated.

Though you must admit that there are a few websites or apps that have clogged your inbox with too many emails, and now you're pretty much annoyed by them. Maybe you don't like the app anymore or have nothing to do with it. Well, if that's something you've experienced first-hand, then as a marketer, you have to be aware of how important it is to segment your audience. If your audience doesn't find your emails relevant, there's a higher possibility that they won't even open them. You must always segment your audience based on their interests, geographical location, behavior, etc., in order to maintain engagement with them.

In real life, nobody likes to be a nobody. Well, this urge of humans to fit in their social surroundings can be used by marketers to their benefit. Personalized emails have a high rate of conversions. When you write an email to a person with something that only they know about or find relevant, they connect with you on a personal level. This helps the audience feel more connected to your brand. Customers find it appealing when they feel that they matter to you. So, writing emails with your customers' names or mentioning their past purchases will definitely increase your engagement rate.

You must have noticed that there are certain activities that trigger an email. Like, remember the time when you abandoned your cart on Amazon and didn't complete your purchase. Well, it must have generated an email, and that's what we call, you guessed it, trigger emails. These are the emails that spring into action due to a particular activity or behavior. For example, when you have not been active on an app for a long time, they generally send you an emotional email stating that "they miss you". Well, it is part of automated email marketing and not something you should flatter yourself over, but it does make the customer feel important and want to visit the app.

In every aspect of life, there is always scope for improvement. Nobody is perfect and hence, we should always be exploring more and more. Even in automated email marketing, marketers must not stick to one form or format of emails and should keep them changing. They must recognize what

works best for them and should opt for the same. This can be done by testing and optimization. Emails must be monitored in order to recognize which type of email is providing a higher rate of conversion."

This automated email marketing is a godsend to marketers. The more you talk about it, the less it seems. If you are interested in exploring and incorporating it into your brand, please visit our website and our team of experts will reach out to you and help your brand reach new heights.