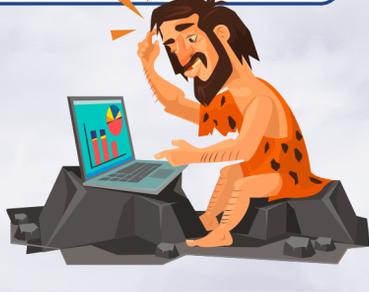


# Email Automation Journeys

## The Top Journeys You Need to Improve Engagement

### IN THE EARLY DAYS OF EMAIL...

marketers spent time crafting each message manually, gathering data to curate email lists, individually sending messages, and tracking data based on manual entries.

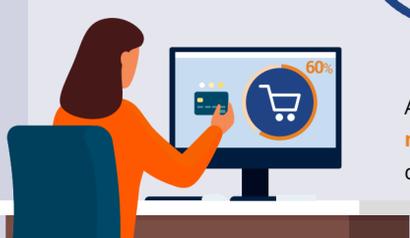


### Today...manual email marketing is simply **NOT SUSTAINABLE.**

Over 4 billion people—approximately half the world's population—use email.



With so many users, it's simply not manageable for you to create, send, and track messages without automation.



And with over 60% of consumers saying they made a purchase due to email marketing, you can't afford not to engage in email marketing.

Email automation is specifically used to create **targeted email journeys** based on audience segments.



## 6 Common Use Cases for Automated Email Journeys



### Welcome emails

Make a great first impression. Greet new members with a warm welcome and an introduction to your business.

### Renewal cycles

Trigger automated reminders that a membership or subscription is about to expire.



### Nurture campaigns

Stay connected, top of mind & relevant.

### Recapture campaigns

Win back inactive customers and donors.



### Web inquiries

Increase response time and capitalize on conversions.

### Data updates

Update your database based on email engagement.



These are just a few ways your organization can improve its communications. Any relevant touchpoint message can be automated, such as:

Customer or donor appreciation

Birthdays and anniversaries

Holiday wishes



These are just the tip of the iceberg—the time saving and engagement boosting applications are endless with automation email journeys.

## Why Email Automation is the Solution

Automating email journeys brings a host of benefits to organizations and businesses of all sizes. Email automation...



### Takes less time

Up to 30% of professionals said the time-saving aspect was the most significant benefit of email automation. Marketers report saving up to 25 hours per week using automation.



### Has a high ROI

Email is said to generate \$42 for every \$1 spent. Automated emails generate over 300% more revenue than non-automated emails.



### Drives engagement

Studies show automated emails have a 119% higher click rate than non-automated.



### Boosts open rates

Triggered emails sent through automation have over a 70% higher open rate.



### Increases retention

80% of professionals said email marketing drives customer acquisition and retention.



### Improves valuable audience segmentation

Segmented emails are 50% more likely to get clicks.

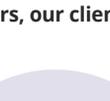


### Reduces errors

Over 65% of professionals said automation was vital in reducing errors.

## Getting Started with Email Automation

NuGrowth's Marketing team brings the knowledge, tools, and experience to develop, execute, and maintain automated email campaigns. Our team works with you to establish the basics, like content, target audience, and overall strategy development. In as little as two years, our clients saw results like:



2,500 campaigns built & deployed



97.6% delivery rate



108M emails delivered in market

Harness these benefits with email automation powered by NuGrowth. Get in touch at <https://nugrowth.com/contact> to start building your campaigns today.

Sources:  
<https://raddinteractive.com/the-benefits-of-email-marketing-for-any-business>  
<https://zapier.com/blog/report-marketers-lead-automation-use>  
<https://gs-dms.s3.amazonaws.com/resources/sites/2/2019/05/0645/email-marketing-and-marketing-automation-excellence-2018.pdf>  
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