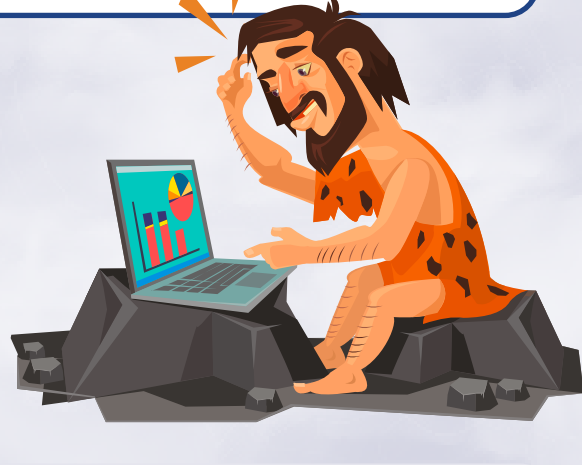


# Email Automation Journeys

## 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.

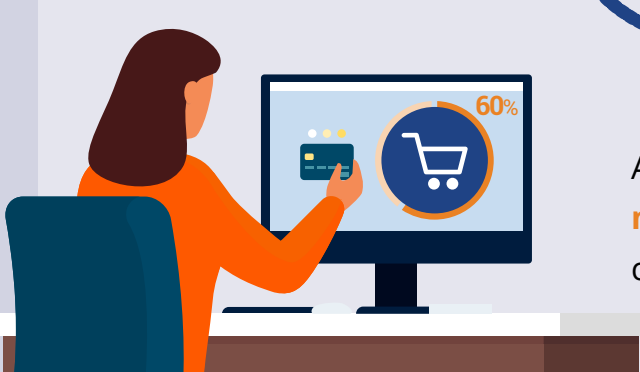


### Today...manual email marketing is simply **NOT SUSTAINABLE**.

**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

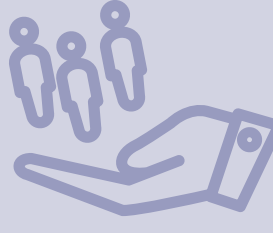


### Welcome emails

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.

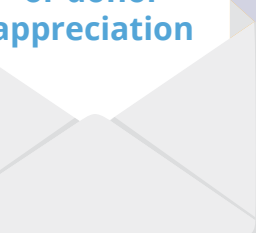


These are just a few ways your organization can improve its communications. Any relevant touchpoint message can be automated, such as:

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



## 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:**



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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