

# Hubspot Automated Marketing Examples You Can Use

Why you should be using Marketing Automation?

REVIEW 

# Why is marketing automation important?

Marketing automation is important for every inbound business, and if you're not using it, then now's the time to look how automation can help your business.

It will help you automate tasks and create timely followup with people you are creating relationships with.

Hubspot is one of many software platforms that can help you automate your marketing actions. The marketing technology makes these tasks easier and helps you deliver your content to your leads and customers at the right time. By creating automated workflows that get triggered based on a person's behaviour or contact information, we can create smart marketing campaigns.

There are many different ways we can help you adopt marketing automation for your business.

Reasons why you should be using marketing automation right now!

LET'S GET STARTED

# GRAB A COFFEE

JUST LIKE COFFEE,  
MARKETING IS MORE  
EFFICIENT & FASTER  
WHEN USING  
AUTOMATION.  
PRESS THE TRIGGER,  
SIT BACK & RELAX.



# 1. LEAD NURTURING:

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Lead nurturing is a common use case for marketing automation. As the goal of lead nurturing is to **build relationships with your prospects with the goal of earning their business** when they are ready. To do this effectively for your business, you can use automation.

Automated lead nurturing is a powerful way to curate an email experience that sends your audience the right emails at the right time in their buying journey. According to Forrester Research, companies that excel at lead nurturing **generate 50% more sales leads at 33% lower cost per lead.**

Although each business needs to provide different messaging, there are several nurturing scenarios I see my customers commonly using to connect with their contacts.

In this guide, I will detail 10 automated nurturing scenarios you can use to grow a relationship and drive business with your leads and customers.



## 2. INTERNAL COMMUNICATIONS:

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Automation can also be used to help internal communications as well as align marketing, sales and service.

As new technologies and channels of communication are coming out each day, automation can continue to grow with you and your business.

This is why marketing automation is so important. It's not just for the use of **lead nurturing** but for your business as a whole to help you **align, structure, and continually provide a human and helpful experience** to your leads and customers.

### 3. SUPPORT CAMPAIGNS:

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Marketing automation can also support your marketing campaigns. Executing actions scheduled in your campaigns as well as kind specific actions or emails to a campaign. Personalised and smart emails that are sent to a specific type of prospect, at the right time with the right message, will boost engagement and conversions.

Having a tool that will help you scale but not remove the human and helpful experiences you are delivering to your contacts will be **your key to this continued growth.**

As you continually attract, engage and delight your prospects, leads and customers, automation will grow with you, helping you do it faster and remain human and helpful.



# 10 Lead Nurturing Scenarios

Awesome lead nurturing scenarios you can use to grow a relationship and drive business with your leads and customers.

10 Useful Marketing automation Exam-



Hubspot Certified Specialists

## EXAMPLE 1. First Conversion Nurture

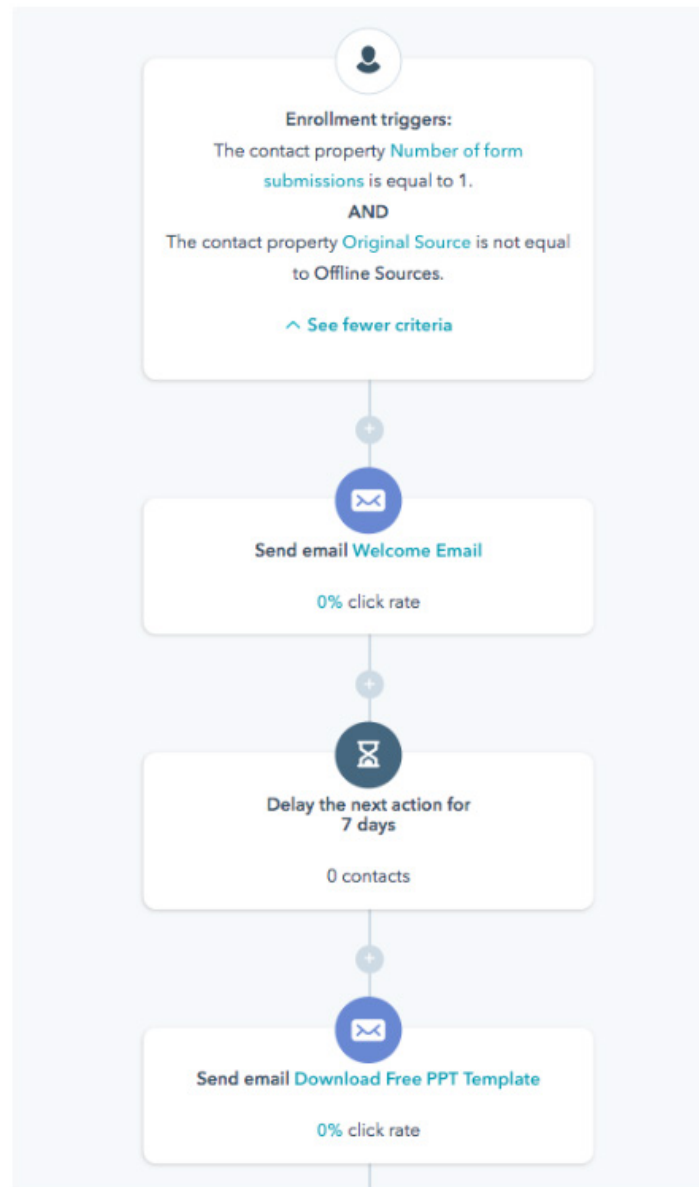
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This nurturing path is intended to serve your visitors with exceptional content immediately after their first form submission. The information you send to a lead in their first few emails sets the tone for what their entire email experience will be; with automation, you can curate a positive nurturing experience for your new leads.

If you have not used automation for lead nurturing before, this is often a good scenario to start with. As shown below, you will need to enroll contacts whose Number of form submissions contact property is equal to 1 and their Source property is none of Offline Sources. By excluding offline sources, you will not include the contacts that you manually imported.

## EXAMPLE 1. First Conversion Nurture....

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# So why should you opt for marketing automation?

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**So why should you opt for marketing automation? Check out these stats:**

B2B marketers say the #1 benefit of marketing automation is the ability to generate more and better leads.

Automation has received plenty of positive sentiment, with saving time (30 percent) and big data analysis (25 percent) cited most frequently.

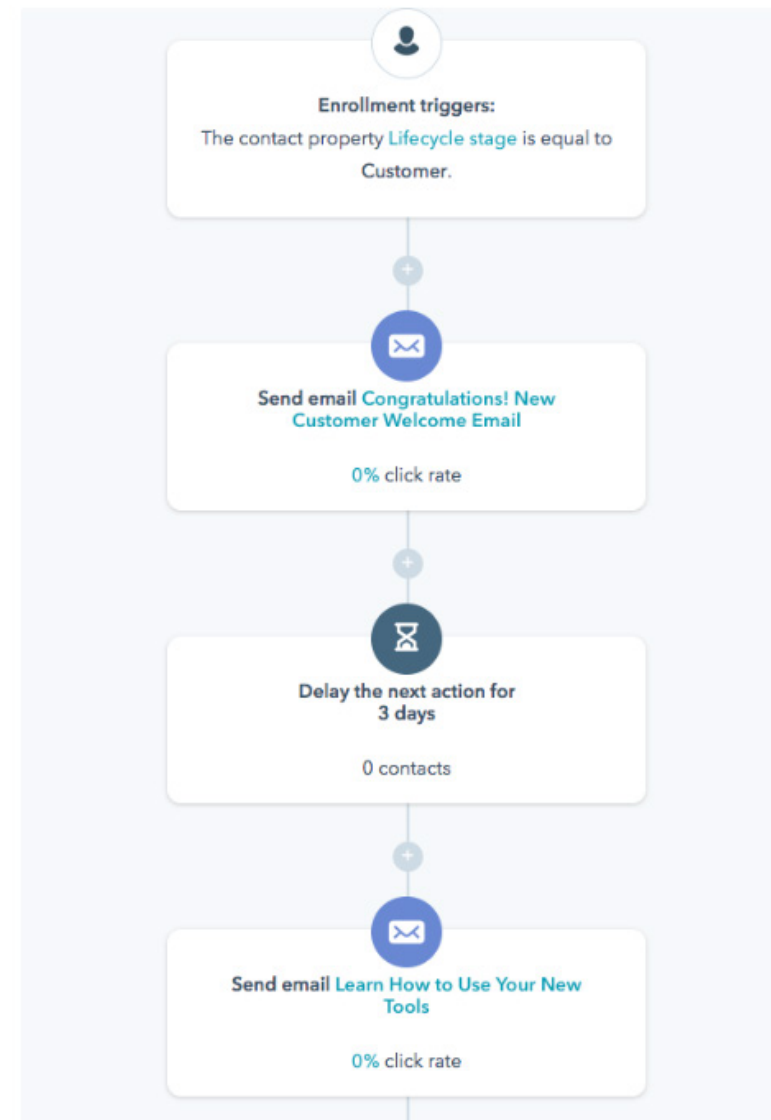
The marketing automation software market is projected to be worth \$6.5 billion by 2021.

Reasons why you should be using  
marketing automation right now!

## EXAMPLE 2. New Customer Nurture

Once someone becomes a customer, there are typically some initial emails that need to be sent out in order to welcome the customer to ensure that they have all of the materials they need to start using your products or services.

Automating these emails can help eliminate some of the tasks that go hand in hand with closing a new customer.



## EXAMPLE 3. Lead Nurture Workflow

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### Main Trigger: Multiple Top-of-the-Funnel Conversion Events

If a contact has downloaded several of your **top-of-the-funnel marketing offers** like ebooks, guides and webinars, it might be a good sign they're ready for a little bit more.

Set up workflows that help **to advance these contacts** further down the funnel.

If the contact is a lead, try sending them emails containing more middle-of-the-funnel content that might upgrade them to a marketing qualified lead (MQL) or an opportunity in your sales process.

This workflow could include content and web pages you've identified from an **attribution report analysis** as influential in converting leads into customers -- perhaps content like customer success stories/case studies, free trial offers, or product demos.

## EXAMPLE 4. Re-Engagement Workflow

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### **Main Trigger: Inactive Contacts**

Reawaken inactive contacts with a re-engagement workflow, enrolling contacts once they've met certain list criteria.

For example, you could set conditions such as the length of time since their last form submission, website visit, or email click, triggering the email when it's been a while since a contact last engaged with you.

In your workflow, try sending them an exclusive offer or coupon to get them excited about your company again.

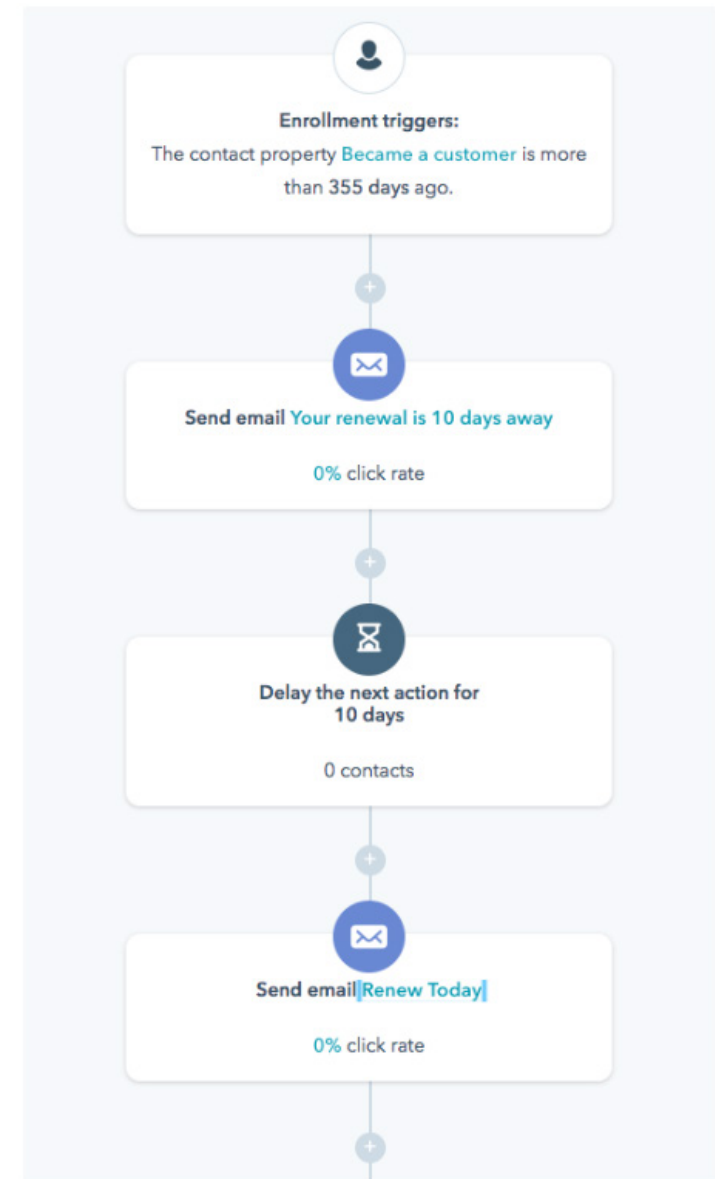
## EXAMPLE 5. Refill/Renew/Expire Nurture

### Main Trigger: Become a customer is more than 355 days ago

If your sales process requires refills or renewals, you can automate emails to remind your customer when that time approaches.

These workflows could also include internal reminders to your sales or account team to notify them when a customer's renewal date is getting close.

It could also be an online subscription coming to an end for say a TV streaming service. Sending an email of up and coming releases email - can be a persuader for existing customers to renew.



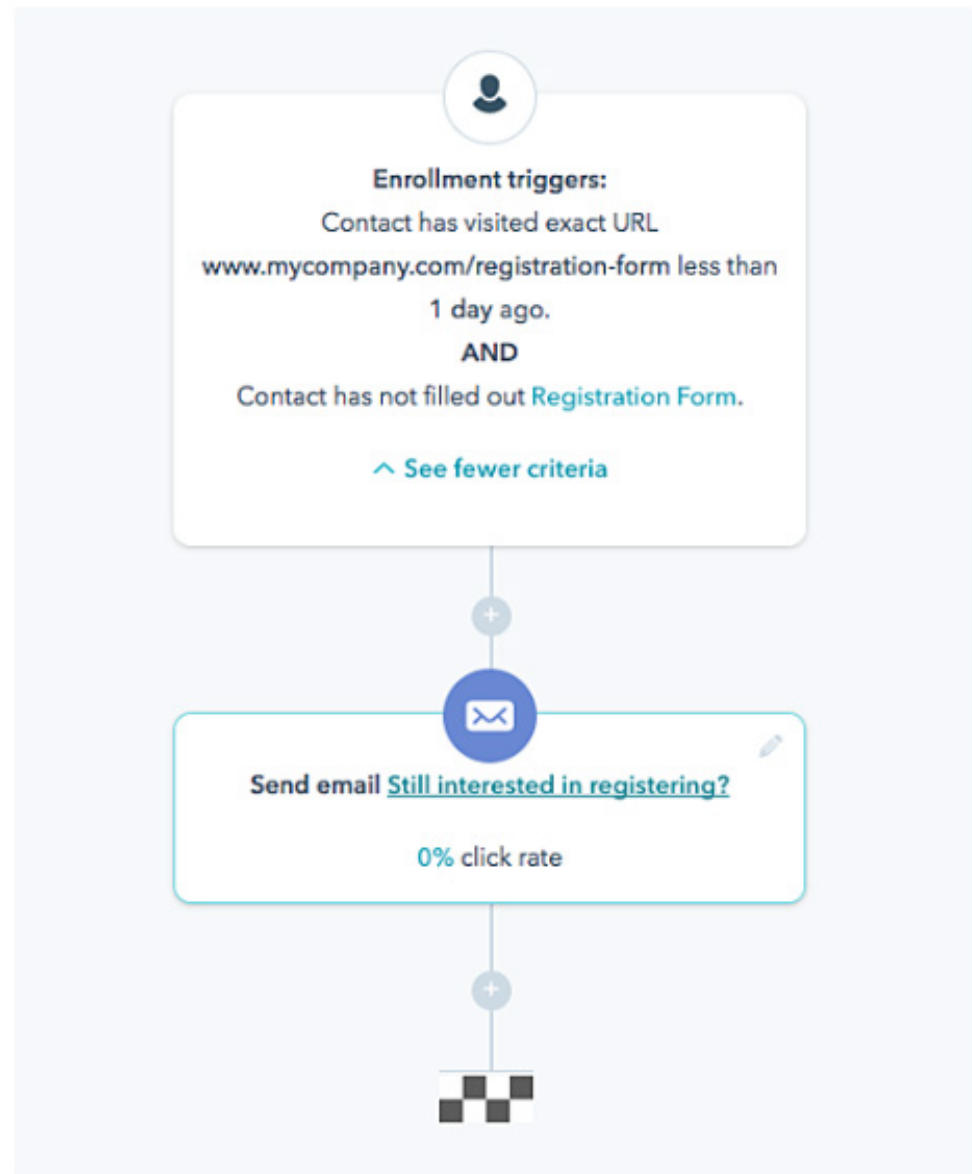


## EXAMPLE 6. Abandon Cart/Conversion Nurture

**Main Trigger: Contact has not reached completed order page or has not filled out the registration form**

If you have an ecommerce business model, you might consider creating automated reminders or discounts when a contact abandons a purchase. For non-ecommerce models, you might consider having a similar style workflow in place when a contact views a form/registration and does not complete the form.

The screenshot below is an example of a workflow that would send a reminder email to people who visited a registration page but did not submit the form.



## EXAMPLE 7. Birthday or Anniversary Email

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When you wish someone “Happy Birthday,” it makes them feel special. That’s why birthday emails have a 481 percent higher transaction rate than promotional emails.

We all expect gifts and presents on our birthday. So give your customers a special gift, free shipping, or incentives on their birthday. They will appreciate it.

Automation will take care of it for you. It keeps track of every customer’s birthday and sends them a special offer email.



## EXAMPLE 8. The Re-Awakening Workflow

### Main Trigger: Inactive Contacts

Reawaken inactive contacts with a re-engagement workflow, enrolling contacts once they've met certain list criteria. For example, you could set conditions such as the length of time since their last form submission, website visit, or email open or click, triggering the email when it's been a while since a contact last engaged with you.

You can see the enrollment triggers in this snapshot. A prospect will be entered into the 'Re-awakening' workflow if its over 12 weeks since they filled in a form or hasn't views a page on the website more than 8 weeks ago or hasn't opened a marketing email more than 12 weeks ago.

In your workflow, try sending them an exclusive offer or coupon to get them excited about your company again. Make sure that the offer is relevant to their initial interest regarding your products or services. In the main workflow we can check which product or service page they spent longest on or use their form submission response to send the appropriate email.

The screenshot shows the 'Enrollment triggers' interface. At the top, there's a teal header with the title 'Enrollment triggers' and a close button. Below the header, there are two tabs: 'Trigger' and 'Re-enrollment'. The 'Re-enrollment' tab is selected. A note states: 'Contacts can always be enrolled manually.' Below this, there's a section 'Trigger workflow when:' with a 'Test criteria' button. The main area displays three conditions, each in a light blue box with 'Clone' and 'Delete' links. The first condition is 'Form submission' which 'has filled out Any form submission on Any page more than 12 weeks ago'. The second condition is 'Page View' which 'has at least one Page View of a URL equal to https://startadesign.com more than 8 weeks ago'. The third condition is 'Last marketing email open date' which 'is more than 12 weeks ago'. Each condition box has an 'AND' button and an information icon. The conditions are separated by 'OR' labels.

Enrollment triggers

Trigger Re-enrollment

Contacts can always be enrolled manually.

Trigger workflow when: Test criteria

Clone Delete

Form submission

has filled out Any form submission on Any page more than 12 weeks ago

AND

AND

OR Clone Delete

Page View

has at least one Page View of a URL equal to https://startadesign.com more than 8 weeks ago

AND

AND

OR Clone Delete

Last marketing email open date is more than 12 weeks ago

AND

## EXAMPLE 9. Follow Up / Chase Workflow

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Main Trigger: Unopened brochure email

For Sales tasks like when sending a sequence of emails asking for feedback on your quote or product price brochure, if you cannot reach the customer and don't have time to chase every day, then you can send 3 automated emails with a gap of 3-5 days.

Call once they have opened or clicked on a link in an email, then schedule a call task to followup whilst the lead is active.



## EXAMPLE 10. Nurturing through Education

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**Main Trigger: Manual Enrollment**

### **Nurturing Through Educating about Your Products and Services**

This examples details an Investing company who after an initial sales pitch, the prospect has expressed that they are not interested at this time because they haven't researched the subject thoroughly enough.

A nurturing campaign was setup that was based on a series of Video Guides explaining all about investing, the pits falls aswell as how the investment is tax free, plus they were emailed testimonials of how much others had gained from investing and interviews what they experienced throughout the services offered.

We utilised Wistia video platform to track when a video had been watched over 90% duration, and answered yes to 'they are interested'. A workflow was setup to add a value of 100 to the lead score. The prospect would then be sent a questionnaire 1 day later and asking them if they found it informing and if they are interested an exclusive offer of 10% OFF all transaction fees for their first purchase.

### **As a result of implementing marketing automation:**

Free Consultancy Bookings went up by 550%.

Volume of leads pursued by sales increased by 67% on the previous quarter.

Bookings in the form of revenue increased by 335%.





# Want to Automate your Marketing?

Contact one of our Hubspot consultants to see how we can help you automate your lead nurture and marketing campaigns. Arrange a call or demo today.

[Arrange a Call](#)

20 Useful Marketing automation Examples



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