

Marketing Automation

Marketing

Automating sequences without making them feel automated.

Good and bad automation.

Good triggers

Behaviour that signals a real need

A milestone in their use of the product

An abandoned action worth completing

A renewal or replenishment point

Bad practice

Time-based sends with no relevance

Ignoring that they already bought

No exit from a sequence

Personalisation tokens that break visibly

Always suppress a sequence once its goal is met. Being chased to buy what you already bought erodes trust quickly.