Email Workflow Template for Content Marketing Automation

Step 1: Define Your Goal
What do you want this email workflow to achieve?

- Examples:
    - Welcome new subscribers.
    - Nurture leads into customers.
    - Re-engage inactive users.

Step 2: Identify Your Audience
Who will receive these emails?

- Examples:
    - New subscribers who signed up in the past 7 days.
    - Leads who downloaded an eBook.
    - Customers who haven't made a purchase in 90 days.

Step 3: Map Out Your Workflow
Plan the sequence of emails and when they will be sent.

Email	Trigger	Delay	Purpose
Email 1	Subscription confirmation	Immediately	Welcome the subscriber. Share a free resource or thank them.
Email 2	After Email 1 is opened	2 days later	Share helpful tips or a guide related to their interest.
Email 3	No engagement after Email 2	5 days later	Re-engage with a special offer or another resource.
Email 4	After action is taken (e.g., clicked)	3 days later	Offer additional value, such as a free trial or consultation.

Step 4: Write Each Email
Keep your emails short, clear, and engaging.

- **Subject Line:** Make it attention-grabbing but honest.
- **Body:**
    - Start with a friendly greeting.
    - Offer value (e.g., tips, links, or discounts).
    - End with a clear call to action (CTA).

Example for Email 1:

- **Subject Line:** Welcome to Our Community!
- **Body:**
  Hi [First Name],
  Thank you for joining us! To get you started, here's a free guide to [benefit].
  [Download Link]
  Let us know if you have any questions!
  Cheers,
  [Your Name/Business Name]

Step 5: Add Personalization

Use data like first names or recent actions to make emails feel personal.

- Example: "Hi [First Name], we noticed you downloaded our eBook!"

Step 6: Test and Optimize

Before going live, check:

- Are all links working?
- Is personalization set up correctly?
- Are subject lines engaging?

Step 7: Monitor Results

Track performance using metrics like:

- Open rates.
- Click-through rates.
- Unsubscribes.

Step 8: Adjust for Better Results

Use your data to tweak:

- Subject lines.
- Email timing.
- Call-to-action placement.