

# Marketing Automation Workflow

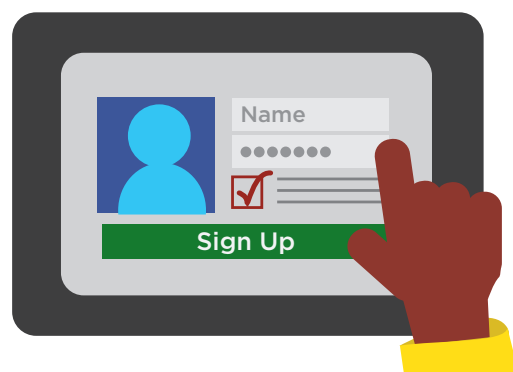
## Define Your Goal

Below is the marketing automation workflow we use for our workshops. Our goal is to further engage our workshop attendees by turning them into prospects and customers.



### 1. Automation is Triggered After Workshop Registration

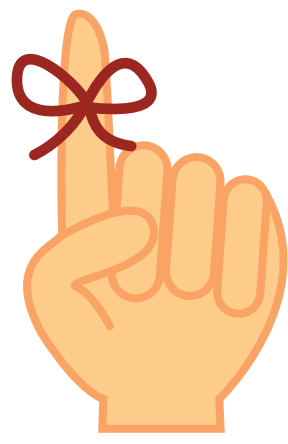
Start



Back to Registration.

### 2. Confirmation Email

### 3. Reminder Email



### 4. Follow Up Email with Information About Next Workshop

Not Attend?

Attend?



### 5. Thank You Email + Offer Free Website Evaluation

### 6. User Requests Free Evaluation Providing More Detail on Areas of Concern



### 7. Northwoods Rep. Schedules a Free Evaluation Appointment



In The Meantime:

Follow Up Email with Content Related to Areas of Concern

Wait 5 Days

Wait 5 Days

Wait 5 Days

Wait 5 Days

8.

9.

10.

11.



SEO



Web Design



Content Marketing



UX

12.

Meet with prospect for free website evaluation and discuss next steps.



NORTHWOODS