

50 Ways to Automate Your Marketing & Website

A Guide for Small Businesses and Solopreneurs to Free Up Time For What Matters Most

Introduction

As a small business owner or solopreneur, time is one of your most valuable resources. Managing your marketing and website can be overwhelming without the right systems in place. *This guide provides 50 simple automation ideas to streamline your business, so you can focus on growth without getting bogged down by daily tasks.*

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1. Email Marketing Automation

- 1. Set up an automated welcome email sequence for new subscribers.
- 2. Use autoresponders for customer inquiries through email.
- 3. Automate a drip campaign for leads who haven't responded in a while.
- 4. Automate segmentation based on subscribers' actions or interests.
- 5. Set up cart abandonment emails for e-commerce sites.
- 6. Schedule re-engagement campaigns for inactive subscribers.
- 7. Use dynamic content to personalize emails with relevant products or services.
- 8. Automate sending a "thank you" email after purchase or booking.
- 9. Trigger follow-up emails based on specific user actions (e.g., webinar attendance).
- 10. Automate email reminders for upcoming events or deadlines.



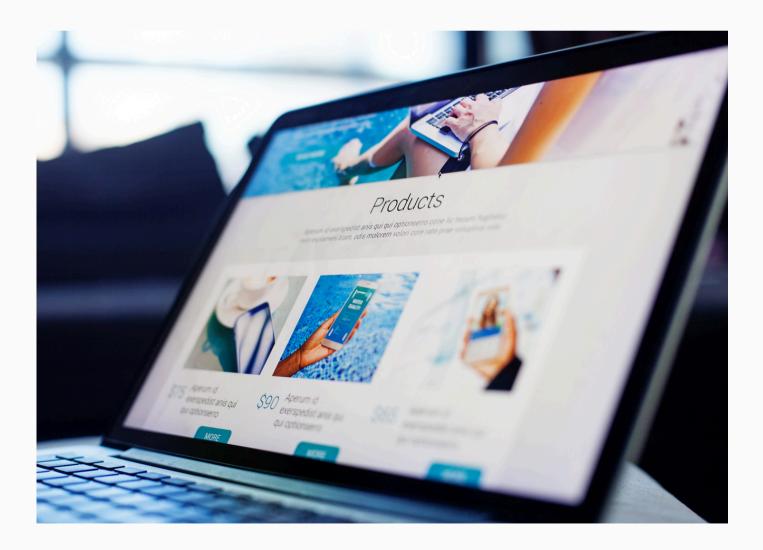
2. Social Media Automation

- 1. Schedule posts in advance using tools like Buffer or Later.
- 2. Automate reposting of high-performing, evergreen content.
- 3. Set up social media analytics reports to run automatically.
- 4. Use a tool like Hootsuite or Planoly to batch-create and schedule content.
- 5. Automate social media cross-posting across platforms.
- 6. Use AI tools like Canva or Adobe Express to auto-generate post templates.
- 7. Automate responses to FAQs with Facebook Messenger or Instagram Direct chatbots.
- 8. Schedule Instagram stories or Facebook posts ahead of time.
- 9. Use tools like Zapier to automate new blog post sharing across platforms.
- 10. Automate tracking and responding to social media comments or DMs.



3. Website Management Automation

- 1. Schedule automatic website backups.
- 2. Set up automated monitoring for website downtime and performance.
- 3. Automate form responses when potential clients fill out contact forms.
- 4. Use a chatbot to answer FAQs and capture leads on your website.
- 5. Automate updating of website plugins and security patches.
- 6. Automate form flow to your Email Marketing System
- 7. Use Google Tag Manager to automate tracking and analytics on your website.
- 8. Set up email alerts for critical website issues (e.g., broken links, errors).
- 9. Automate form validation and filtering for spam protection.
- 10. Use heatmap tools (e.g., Hotjar) to automatically track user behavior on your site.



4. Client Communication Automation

- 1. Automate client onboarding emails to share key information and timelines.
- 2. Use appointment scheduling tools (like Calendly) to streamline booking.
- 3. Set up automated reminders for upcoming meetings or deadlines.
- 4. Create templates for client updates and project milestones to save time.
- 5. Automate follow-up emails after consultations or meetings.
- 6. Schedule recurring check-ins with clients to maintain long-term relationships.
- 7. Automate sending of thank-you notes after project completion.
- 8. Use a CRM tool to automatically track client communications and updates.
- 9. Trigger surveys or feedback requests after projects are completed.
- 10. Automate notifications for project deadlines, deliverables, or payments due.



5. Lead Generation Automation

- 1. Use lead capture forms that automatically send leads to your CRM.
- 2. Set up an automated email sequence to nurture leads over time.
- 3. Automate lead scoring based on user engagement and actions.
- 4. Use exit-intent pop-ups to capture leads before they leave your site.
- 5. Automate sending a follow-up email after a lead downloads a resource or eBook.
- 6. Set up a chatbot on your website to capture potential leads' contact information.
- 7. Create landing pages with pre-filled forms for easier lead conversion.
- 8. Use remarketing ads triggered by specific lead actions on your website.
- 9. Automate lead magnet delivery (e.g., free guides or toolkits) upon sign-up.
- 10. Trigger follow-up sequences after events like webinars or live chats.





About the Creator

I've worked in the digital marketing industry for over 12 years. For a majority of that time I worked for technology start-ups leading large scale projects that included rebrands, website redesigns, digital marketing strategy and much more. Then about 4 years ago during COVID, I decided to follow my passion to work with purpose-driven businesses and non-profits. My current work consists of web design, marketing strategy, and branding for new and established businesses.

Ready to get started?

You can schedule a free discovery call where we can discuss your current marketing and website tasks and see what is right to automate.

www.katienehls.com/discovery-call-questions

Stay passionate about your purpose!