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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!**