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# Workflow Automation Template Guide

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These pre-built workflow templates are designed to help you launch or optimize high-impact marketing automation flows. Customize them to fit your brand, product, and customer journey.

## 1. Welcome Series Journey

**Trigger:** New subscriber or form submission

- Email 1 (Immediate): Warm thank-you + brief brand introduction
- Email 2 (Day 2): Share your brand story and mission
- Email 3 (Day 4–5): FAQs, testimonials, or a special incentive

## 2. Lead Nurturing B2B / D2C Journey

**Trigger:** Lead magnet download, resource request, or key page visit

- Email 1: Educational, no-pitch content (e.g., blog, guide, video)
- Email 2: Customer success story or behind-the-scenes insight
- Email 3: Soft call-to-action (e.g., book a call, watch a demo)
- Email 4: Strong call-to-action with clear next steps

## 3. Abandoned Cart Recovery

**Trigger:** Cart abandoned without checkout (1 hour)

- Email 1 (1 hour): Reminder with saved items
- Email 2 (24 hours): Add urgency or social proof
- Email 3 (48–72 hours): Incentive (discount, bonus, or free shipping)

## 4. Re-Engagement Journey

**Trigger:** No activity for 90+ days

- Email 1: Friendly “Still want to hear from us?” message
- Email 2: Fresh value (free content or exclusive deal)
- Email 3: Final notice (stay subscribed or be removed)



## 5. Post-Purchase Follow-Up

**Trigger:** Completed purchase

- Email 1: Thank-you + order confirmation
- Email 2 (2–3 days later): Product tips, guides, or how-to content
- Email 3 (1 week later): Request for a review or referral

## 6. Win-Back Campaign

**Trigger:** No purchase after 60–120 days

- Email 1: Warm “We miss you” message
- Email 2: Reminder of last purchase or interest
- Email 3: Incentive to return (e.g., discount, bonus, or new offer)

## 7. Lead Scoring & Sales Handoff

**Trigger:** Lead reaches scoring threshold based on behavior

- Action 1: Tag contact as Sales-Qualified Lead
- Action 2: Notify assigned sales rep automatically
- Action 3: Start follow-up sequence or send calendar scheduling link