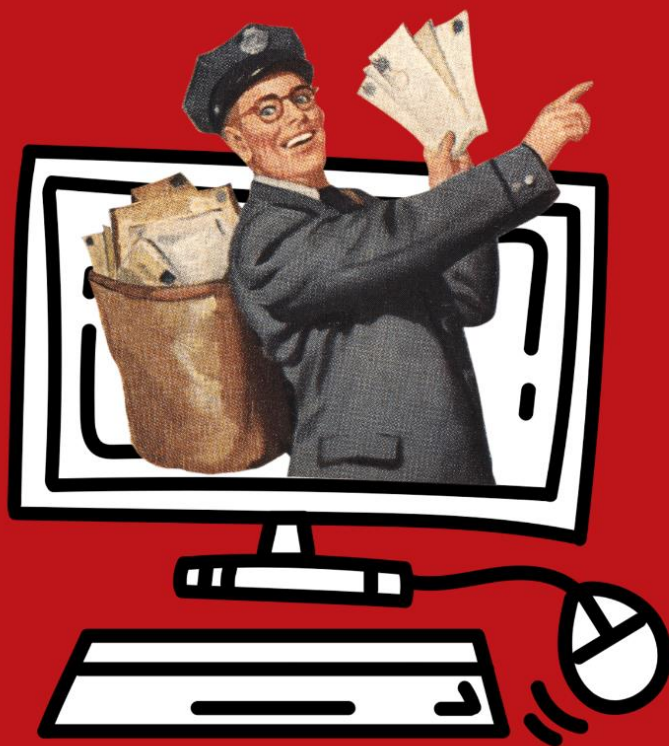


Call to Action for Automated Marketing

INBOX ZERO TO EMAIL EMPIRE



A Game-Changing Guide to Automated Campaigns

GAYAN WAKAKAWA

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Welcome

Let me begin by stating that all the information provided in this book has been thoroughly tested to ensure its accuracy and reliability before being presented. Despite these efforts, however, there is always the possibility that unforeseen factors could **result** in failures or inaccuracies.

EXAMPLE technological glitches or network interruptions. Similarly, human error or oversight could also lead to imprecisions.

With over 15 years of experience in the world of internet, I have gained a lot of knowledge through trial and error. The journey has been challenging, and I have spent countless hours trying to perfect my skills. However, this book is a game-changer. It contains valuable information that is **beyond** measure, and you won't find it anywhere else on the internet.



By investing just 10 minutes of your time to read through this book, you will be equipped with all the knowledge needed to understand this topic on an intermediate level or beyond. No more wasting time browsing through videos or blogs, as this book has got everything covered.

This **book** is specifically designed for individuals or small businesses who may not have the luxury of time, resources, or budget and are looking for a **comprehensive guide** on email and automation. The information provided in this book is presented in a simplified manner that is easy for anyone with an active email address to understand.

Before diving into the content of this book, let me give you a sneak peek of what you can expect to gain by the end of it.

- ✦ Entry level knowledge in electronic mail
- ✦ Boost sales and revenue through automated sales funnels
- ✦ improve brand awareness and loyalty
- ✦ Save time by automating routine email tasks
- ✦ Increase productivity by streamlining communication workflows
- ✦ Reduce human error and improve accuracy
- ✦ Enhance customer engagement with targeted and personalized messaging
- ✦ Improve brand awareness and loyalty through consistent and timely communication
- ✦ Gain valuable insights through email analytics and reporting
- ✦ Scale up your email marketing efforts without increasing costs or resources
- ✦ Stay competitive in a crowded market by leveraging email automation technology

While I cannot **guarantee** sales for any business, I am confident that this book can help you achieve significant success. If you follow the strategies outlined in this book thoroughly and do not see **positive results**, please do not hesitate to reach out to me at kanishkawarakawa@gmail.com. I would be more than happy to personally assist you without any charges.

LET' S START

EMAILS AND EVERYTHING IN BETWEEN

Welcome to the ultimate guide to emails and email automation! In a world where communication is key, email continues to be one of the most powerful tools for staying connected and getting things done. From personal correspondence to professional networking and everything in between, email is an essential part of our daily lives.

Before we dive in, let's quickly familiarize ourselves with some common IT-related terms that we'll be using throughout this book. While it's not mandatory to know these terms, understanding them will make it easier for you to follow along. If you're already familiar with these terms, you may proceed directly to [Section \(2\)](#) to create accounts and begin working.



Email: Short for **electronic mail**, it is a method of exchanging digital messages over the internet or other computer networks.

SMTP: Short for **Simple Mail Transfer Protocol**, it is the standard protocol used to send emails between servers.

DNS: Short for **Domain Name System**, it is a system used to translate human-readable domain names into IP addresses that can be understood by computers.

MDA: Short for **Mail Delivery Agent**, it is a software that delivers emails to the recipient's email client.

MIME: Short for **Multipurpose Internet Mail Extensions**, it is a standard used to encode and transmit non-textual data in emails, such as images or audio files.

MTA: Short for **Mail Transfer Agent**, it is a software that transfers emails between different email servers.

POP: Short for **Post Office Protocol**, it is an email protocol used to [retrieve emails from a mail server](#) to a [local computer](#).

IMAP: Short for **Internet Message Access Protocol**, it is an email protocol used to [retrieve emails from a mail server](#) to a [remote device](#).

Email service provider (ESP) is a company that [offers email marketing](#) or email communication services to individuals or businesses.

Sender Policy Framework (SPF) is an email authentication protocol that helps to prevent [email spoofing](#).

Domain-based Message Authentication, Reporting, and Conformance (DMARC) is an email authentication protocol that builds on top of SPF and DKIM to provide an additional layer of email authentication.

DKIM: Short for **Domain Keys Identified Mail**, it is an email authentication method that uses a cryptographic key to verify the authenticity of the email.

Email client: A software application used to [access and manage email messages](#). Examples include Microsoft Outlook, Gmail, and Apple Mail.

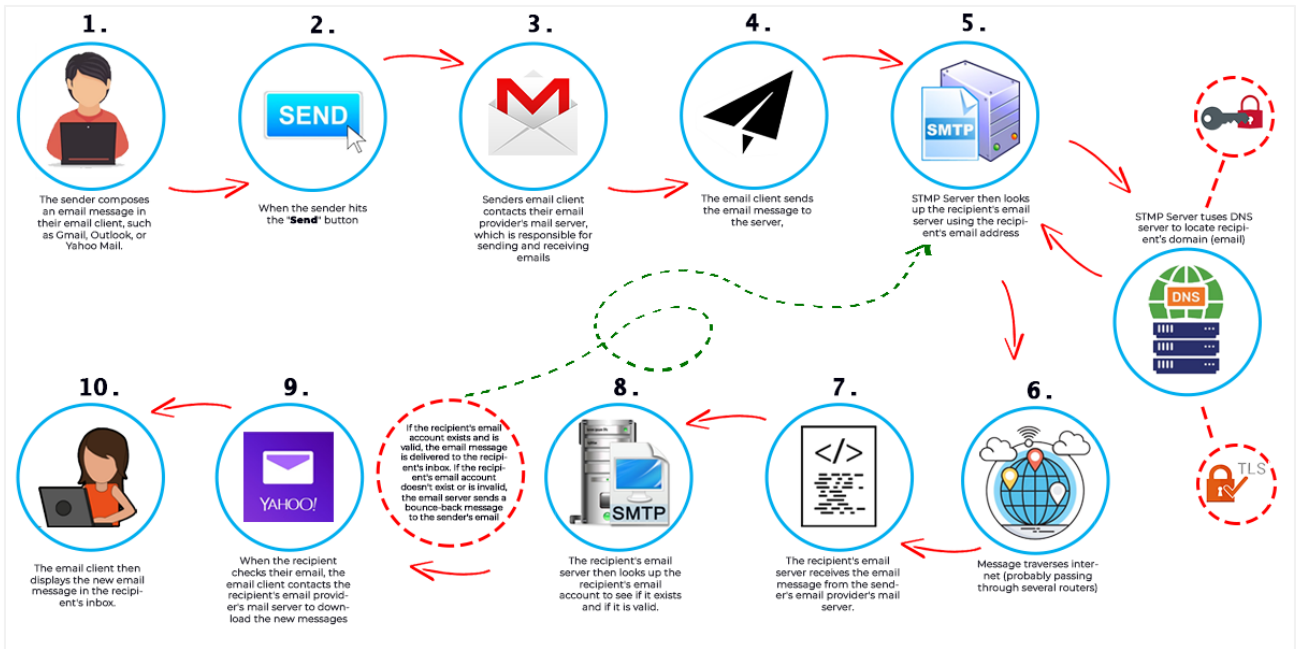
Email server: A computer program that [manages email messages](#), including sending, receiving, and storing emails.

CC: Short for **Carbon Copy**, it is a feature in email that allows you to send a copy of the email to someone else.

BCC: Short for **Blind Carbon Copy**, it is a feature in email that allows you to send a copy of the email to someone else without the other recipients knowing.

You need not feel intimidated by these complex terms as we will only focus on the elements relevant to our scope.

At a high level, the process of sending and receiving an email can be broken down into several steps:



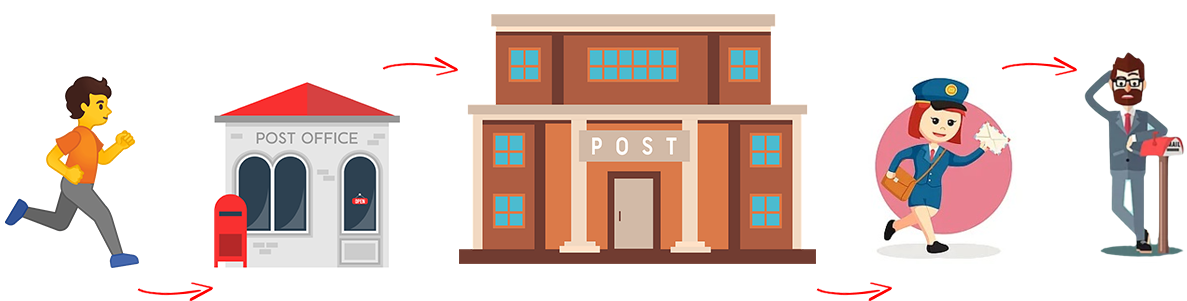
Composing: The sender composes an email message in their email client, such as Gmail, Outlook, or Yahoo Mail. They enter the recipient's email address, subject, and the body of the message.

Sending: When the sender hits the "Send" button, their email client contacts their email provider's mail server, which is responsible for sending and receiving emails. The email client sends the email message to the server, which then looks up the recipient's email server using the recipient's email address.

Routing: The recipient's email server receives the email message from the sender's email provider's mail server. The recipient's email server then looks up the recipient's email account to see if it exists and if it is valid.

Delivery: If the recipient's email account exists and is valid, the email message is delivered to the recipient's inbox. If the recipient's email account doesn't exist or is invalid, the email server sends a bounce-back message to the sender's email client, letting them know that the email couldn't be delivered.

Retrieval: When the recipient checks their email, the email client contacts the recipient's email provider's mail server to download the new messages. The email client then displays the new email message in the recipient's inbox.



You type your message and send it using your email account. Your email account is like a post office that sends and receives emails. When you send an email, it goes to the post office and then to the post office of the person you're sending it to. If everything is correct, the email will be delivered to the person's inbox. When the person checks their email, they can read your message.

Underlying these steps are several protocols and technologies that enable the sending and receiving of email messages. One such protocol is Simple Mail Transfer Protocol (SMTP), which is used for sending email messages. When an email message is sent, it is broken down into smaller pieces, or packets, and sent over the internet using SMTP.

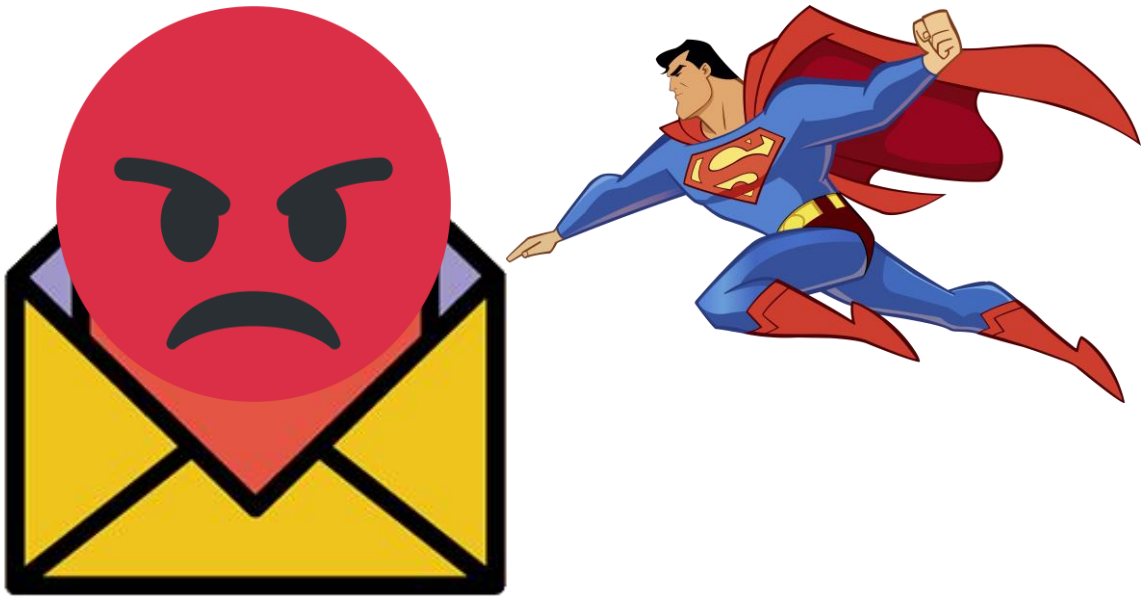


WHAT DO THE SERVERS DO?

Email servers are **computer programs** that manage email messages, including sending, receiving, storing, and forwarding messages over the internet. They are the backbone of email communication, enabling users to send and receive emails from their email clients.

The primary function of an email server is to receive incoming emails and store them until they are requested by the recipient. When a user sends an email, the email client sends the message to the email server, which then routes the message to the recipient's email server. The recipient's email **server stores** the message until it is retrieved by the recipient.

In addition to sending and receiving emails, email servers also perform other functions, such as spam filtering, virus scanning, and message forwarding. They also store user account information, such as usernames, passwords, and email addresses, to **authenticate and authorize** access to email accounts.



EMAIL SECURITY

To ensure that email messages are not intercepted and read by unauthorized parties, encryption technologies such as Transport Layer Security (**TLS**) are used to encrypt the email message and protect it from prying eyes.

Another important technology used in email is Domain Keys Identified Mail (DKIM). **DKIM** provides a way to verify that an email message is actually from the sender it claims to be from and that it hasn't been altered in transit. This is achieved by using digital signatures that are added to the email message's header.

We will not be talking about “Email spoofing” a technique used by malicious actors to send emails with a forged or fake email address.

EMAIL DELIVERABILITY

Email deliverability refers to the ability of your email messages to reach the intended recipient's inbox, without being filtered into **spam** or **junk folders**. Email deliverability is critical if your emails don't reach your customers in boxes, they won't be read and acted upon.

Here are some tips to help improve your email deliverability:

BEGINNER

1. Keep your email list up-to-date and free from invalid or inactive email addresses. Remove hard bounces (emails that cannot be delivered) and inactive.
2. Use a reputable email service provider (ESP): Use a reputable ESP that follows email industry standards and has good email deliverability rates.
3. Avoid spam trigger words and phrases: Avoid using spam trigger words and phrases in your subject lines and email content, as these can trigger spam filters and hurt email deliverability.

ADVANCE

Authenticate your emails: Use email authentication protocols such as Sender Policy Framework (SPF), Domain Keys Identified Mail (DKIM), and Domain-based Message Authentication, Reporting, and Conformance (DMARC) to verify your identity and improve email deliverability.

To Check if your emails land on spam folder with these websites for free.
(Don't rely on one tool test few)

<https://www.mail-tester.com/>

<https://www.mailgenius.com/>

<https://www.experte.com/spam-checker>

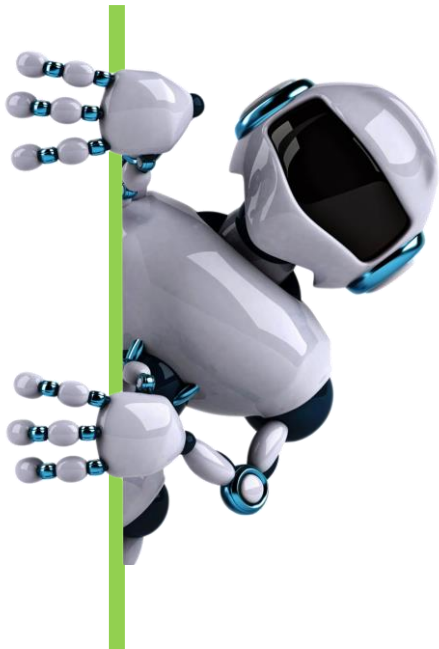
<https://kickbox.com/email-spam-tester/>

Detect and remove spam words from emails for free. (**NOT 100%** accurate but does the job)

<https://mailmeteor.com/spam-checker>

I hope that by now you have gained an understanding of how email functions, as well as the best practices to follow and avoid, in order to **enhance your email deliverability**. Overall, the process of sending and receiving emails may seem simple on the surface, but there are many underlying technologies and protocols that make it possible. By understanding how emails work, we can better appreciate the convenience and importance of this abundant form of communication.

POWER OF EMAIL AUTOMATION



Email automation is the use of technology to automatically send targeted and personalized email messages to a group of subscribers based on predefined triggers and conditions. Email automation enables businesses and organizations to engage with their customers and prospects in a more efficient and effective way by delivering timely, relevant, and personalized content.

Email automation can be used for a variety of purposes, such as lead nurturing, customer onboarding, promotional campaigns, and transactional messages. For example, a business might set up an email automation workflow to send a series of welcome emails to new subscribers, providing them with helpful information about the company's products and services. Another example is an online retailer sending an abandoned cart email to a customer who left items in their shopping cart but did not complete the purchase.

Email automation can save time and resources for businesses, as well as improve the customer experience by delivering relevant content at the right time. By automating certain email campaigns, businesses can also improve their ROI by increasing conversions and customer engagement.

EMAIL SETUP (warming up you email)

Email warm-up is the process of gradually increasing the volume and frequency of your email campaigns to establish a positive sender reputation and improve email deliverability. Email service providers (ESPs) use sophisticated algorithms to evaluate the sender reputation of email marketers, and senders with poor reputations are more likely to have their emails flagged as spam or blocked entirely.

In essence, it is important to ensure that the emails you send are directed to active email accounts and that the recipient opens them.

Here are some general steps to follow:

Clean up your email list: Before starting your email campaign warm-up, make sure your email list is clean and up-to-date. Remove inactive subscribers, invalid email addresses, and duplicates to improve your email deliverability.

Start with a low volume of emails: When starting your email campaign warm-up, start with a low volume of emails and gradually increase over time. This helps to establish a positive sender reputation with email providers and avoid being flagged as spam.

Use engaging subject lines: Use subject lines that are engaging and relevant to your audience to increase your email open rates. Avoid using spammy words or phrases that may trigger spam filters.

Personalize your emails: Use personalization techniques to make your emails more relevant and engaging to your subscribers. Include their name, location, or other information to create a more personalized experience.

Include a clear call-to-action: Make sure your emails include a clear call-to-action (CTA) that encourages subscribers to take action, such as making a purchase, signing up for a free trial, or downloading a resource.

Use a reputable email service provider: Use a reputable email service provider that follows best practices for email deliverability and has a good reputation with email providers.

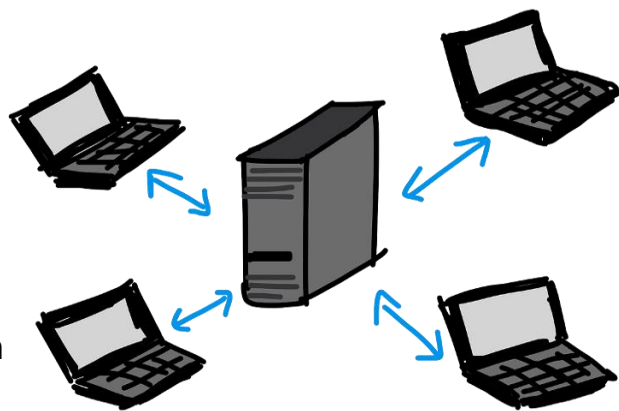


Congratulations on making it this far! By now, you have gained a technical understanding of how emails work and learned about the standard email etiquette needed to ensure your emails land in the inbox. We have also explored how this knowledge can be applied in email automation.

While this may seem like a boring and theoretical part of the process, it is crucial to ensure the success of your email campaigns. After all, what is the point of sending an email if it never reaches the intended recipient? It is important not to skip this step and jump straight into sending promotional materials, as this could result in your email IP address getting permanently blacklisted.

AUTOMATION CLIENT SETUP

Email automation clients typically provide a user-friendly interface for designing email templates, managing email lists, creating workflows, and analyzing campaign performance metrics. They may also offer features such as **A/B testing**, segmentation, dynamic content, and integrations with other marketing tools.



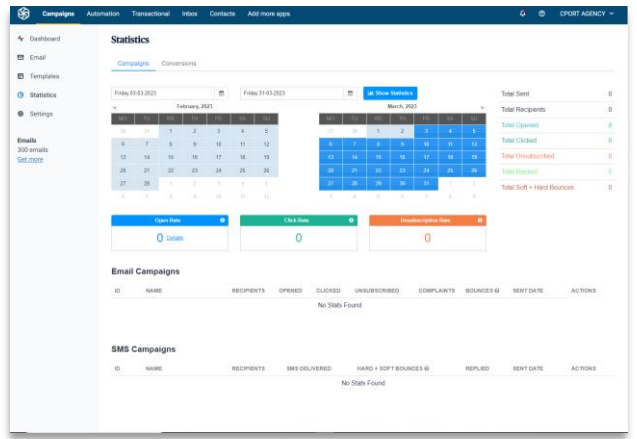
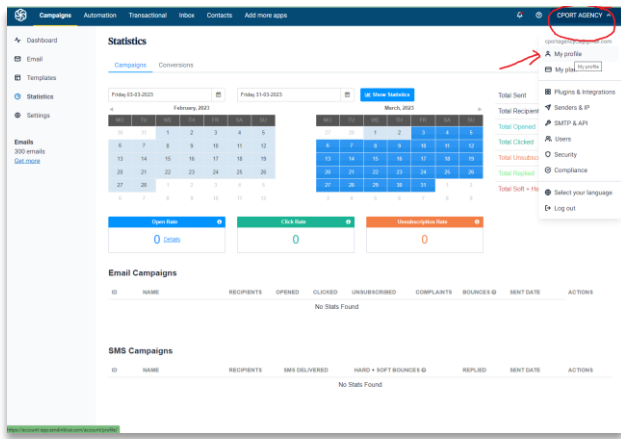
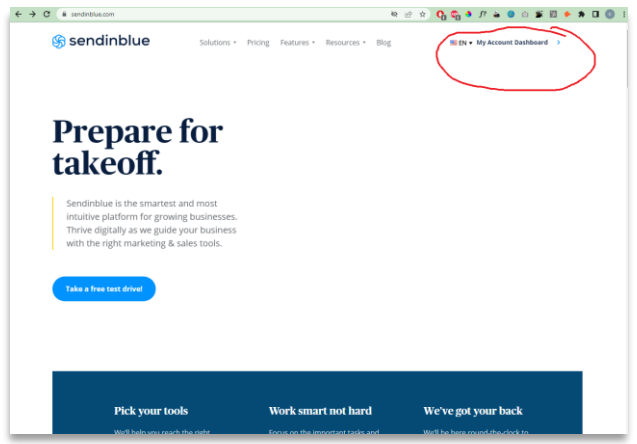
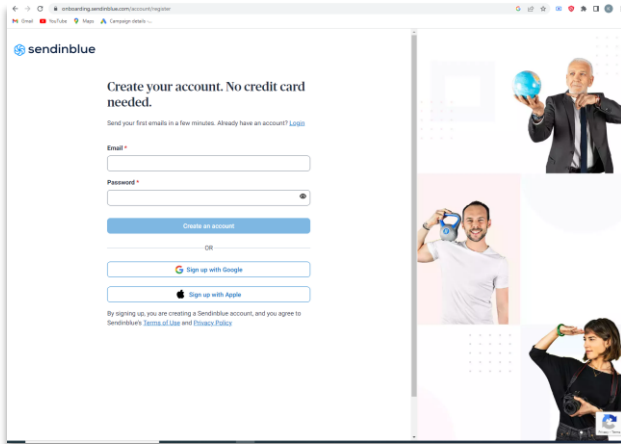
Examples of popular email automation clients include **Mailchimp**, Campaign Monitor, **Hubspot**, and Active Campaign. These tools are widely used by businesses of all sizes to improve their email marketing efficiency and effectiveness, and to build better relationships with their subscribers.

If you have selected the appropriate email **automation tool** for your business, the process is essentially the same as long as you understand the fundamentals. To help you decide, here are some crucial aspects to consider:

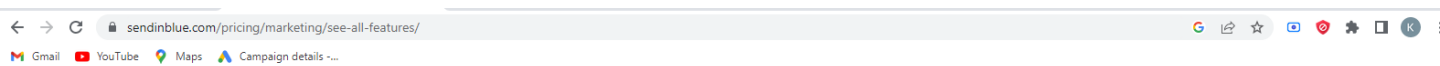
In this instance, we will be using Sendinblue as the email automation client and Gmail, both of which are free with some limitations.

1. Create an account with Sendinblue: **Sign up for a free** or paid account with Sendinblue, and verify your email address to gain access to the platform.
2. Import your email list: **Upload your email list** to Sendinblue, and ensure that your subscribers have opted-in to receive your emails. You can also segment your list based on various criteria, such as location, behavior, or interests. (If you don't have this I will give you some tips to make your own email list at the end of the book: in EXTRAS)
3. Design your **email templates**: Use Sendinblue's drag-and-drop editor to create visually appealing and mobile-responsive email templates, or use pre-designed templates that suit your brand and campaign.
4. Ensure that your Sendinblue profile is complete and up-to-date. This includes adding relevant information such as your website URL if you are using it as an opt-in page. By including your website URL in your Sendinblue profile, it helps spam filters recognize that your **URL is legitimate**, making it easier to avoid your emails getting flagged as spam when you include your website URL in your email content.

Automation client setup & Pricing – Screen shots



Sendinblue Pricing



Marketing Platform

	Free 0\$/month	Starter from 25\$/month	Business from 65\$/month	Enterprise from 1000\$/month
	Sign Up	Sign Up	Sign Up	Talk to sales

Campaigns

Email Campaigns	✓	✓	✓	✓
Drag & Drop Editor	✓	✓	✓	✓
Email Template Gallery	✓	✓	✓	✓
SMS Marketing	✓	✓	✓	✓
Email & SMS Personalization	✓	✓	✓	✓
Advanced templating language	✓	✓	✓	✓
WhatsApp Campaigns	✓	✓	✓	✓
Shared Inbox	1 inbox	1 inbox	1 inbox	Customized
No daily sending limit	300 emails/day	✓	✓	✓
Remove Sendinblue branding	✗	Add-on for 9€ per month	✓	✓

Please note that the Sendinblue link provided is an affiliate link. However, I want to assure you that my content is not influenced by this partnership, and Sendinblue is not sponsoring my content in any way. If you find the Sendinblue automation tool useful for your purposes, feel free to use my link. This will also help me continue to provide **unbiased testing** and **reviews** of internet tools, and produce more content for you.

Unfortunately, the topic at hand pertains to general email automation rather than the specifics of "Sendinblue," otherwise, I would have been able to provide a more detailed explanation of the tool. However, I can still mention a few key features of email automation that may be of interest, many of which are **available for free**.

Here are some of the **key features** of Sendinblue: 

Email Marketing: Sendinblue provides businesses with a comprehensive email marketing solution that includes a drag-and-drop email builder, pre-designed templates, and a variety of automation workflows. This allows businesses to create and send personalized email campaigns to their target audience.

SMS Marketing: In addition to email marketing, Sendinblue also provides businesses with an SMS marketing solution. Businesses can send personalized SMS campaigns to their subscribers, and can also set up automated SMS workflows.

Marketing Automation: Sendinblue provides businesses with a range of automation workflows, allowing them to create targeted campaigns that are triggered by specific user actions or behaviors. This includes welcome series, abandoned cart reminders, and win-back campaigns.

CRM: Sendinblue includes a built-in CRM system that allows businesses to manage their contacts and track customer interactions. This includes contact segmentation, lead scoring, and contact activity tracking.

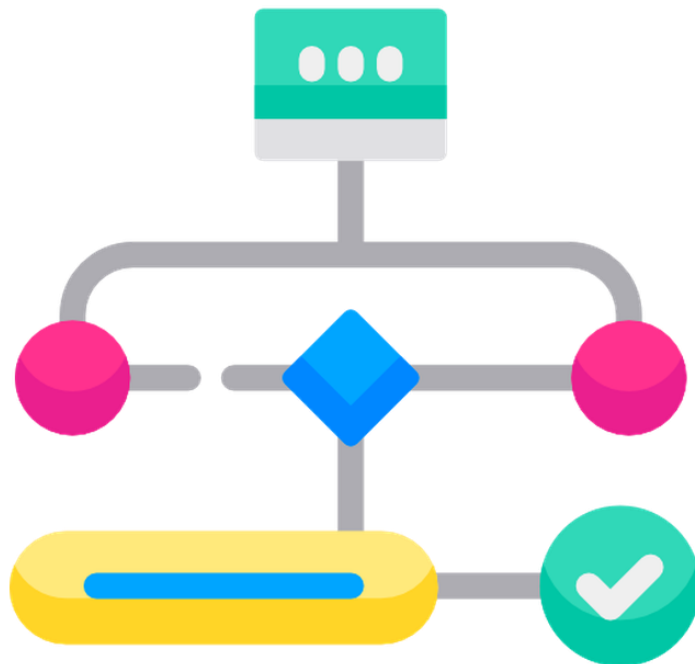
Landing Pages: Sendinblue provides businesses with a landing page builder, allowing them to create custom landing pages that are optimized for conversion. This includes pre-designed templates and a drag-and-drop builder.

Chat: Sendinblue also offers a live chat feature, allowing businesses to provide real-time support to their customers. This includes chatbots and automated responses.

Social Media: Sendinblue provides businesses with social media management tools, allowing them to schedule and publish posts on multiple social media platforms.

Analytics and Reporting: Sendinblue provides businesses with analytics and reporting features, allowing them to track the success of their campaigns and make data-driven decisions. This includes email and SMS performance metrics, as well as customer engagement and behavior tracking.

Overall, Sendinblue is a comprehensive marketing platform that offers a range of features to help businesses manage their marketing campaigns across multiple channels. Whether you're looking to create personalized email and SMS campaigns, build landing pages, or manage your customer relationships



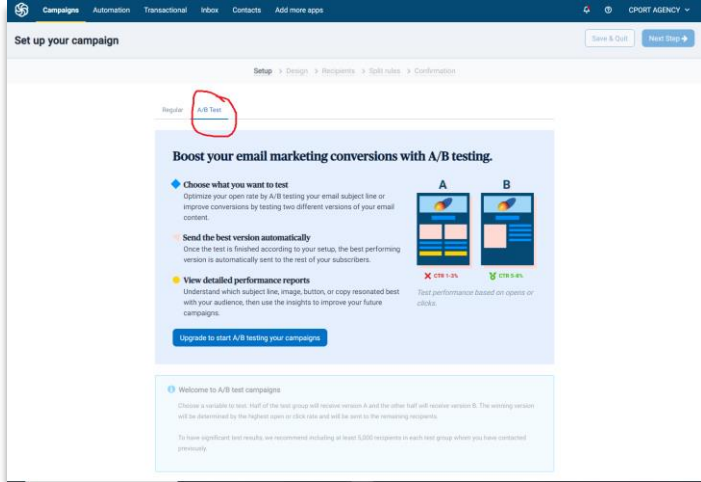
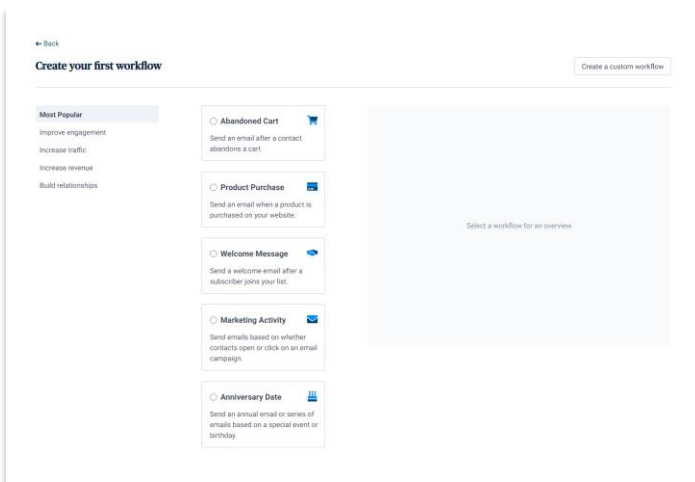
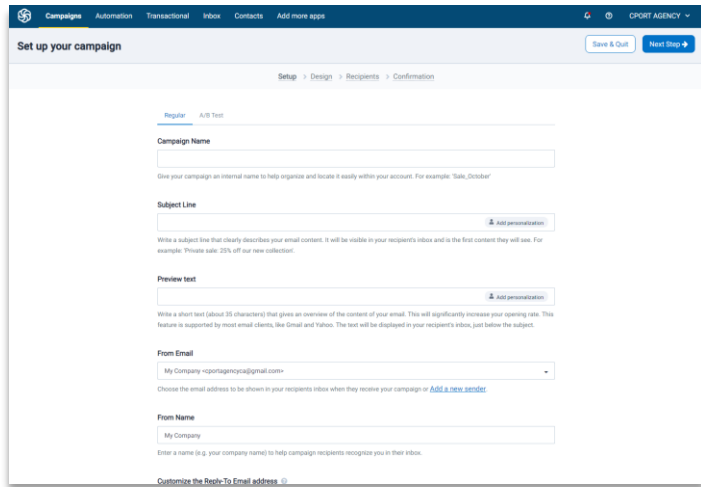
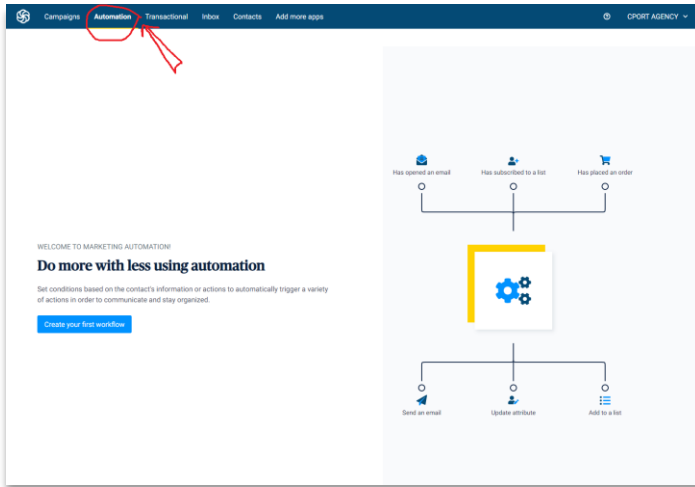
WORKFLOW AUTOMATION

Email automation workflow is a process that enables businesses to automatically send targeted, relevant, and personalized email messages to their customers or subscribers based on specific triggers or events. The workflow typically involves a series of pre-designed and pre-written emails that are sent to subscribers in a specific order or sequence.

The workflow begins with a trigger, which could be a new subscriber sign-up, a purchase made by a customer, or an abandoned cart on an e-commerce site. Once the trigger is activated, the automation software automatically sends a pre-designed email to the subscriber or customer, and the workflow continues until a specific goal or action is achieved, such as a sale or a customer feedback survey.

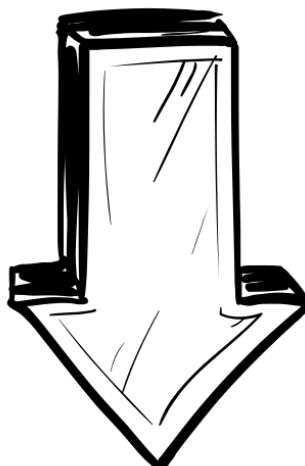
The benefits of email automation workflow include increased customer engagement, improved customer loyalty, and increased sales revenue. It also saves time and effort by eliminating the need for manual email campaigns and allows businesses to deliver personalized messages to their customers at scale.

Workflow Automation – Screen shots



Don't forget to make a campaign first then only you will be given the option to setup A workflow

Follow instructions **HERE**





Here's how email automation workflow works in Sendinblue:

- 1. Choose a trigger:** In Sendinblue, you can select a trigger that will initiate your email automation workflow. Triggers can be based on a variety of events such as a new subscriber joining your mailing list, a customer making a purchase, or a subscriber abandoning their cart.
- 2. Set up your automation workflow:** Once you have selected your trigger, you can create a series of automated emails that will be sent to your subscribers. You can use Sendinblue's drag-and-drop editor to design your emails, add dynamic content, and personalize your messages. (Remember you need to create a campaign)
- 3. Segment your audience:** Sendinblue allows you to segment your audience based on various criteria, such as their location, behavior, or interests. This enables you to send targeted and relevant messages to your subscribers, which can improve engagement and conversions.
- 4. Test and optimize:** Sendinblue also provides tools for testing and optimizing your email automation workflow. You can track the performance of your emails, analyze the data, and make adjustments to improve the effectiveness of your campaign.



You can find the official tutorial on setting up a workflow here

<https://help.sendinblue.com/hc/en-us/articles/209505325-Creating-a-custom-Marketing-Automation-scenario>

Overall, Sendinblue's email automation workflow helps businesses to create personalized, timely, and relevant messages that can engage their subscribers and drive more sales.

In conclusion, we have discussed how to set up email automation in detail. However, creating valuable content for your audience is crucial for the success of your campaign. If you plan to do cold email outreach, ensure that your email template is exceptional, with a captivating subject line, engaging body text, and clear call-to-action (CTA).

There are **numerous tutorials** available to help you create killer email content, and I have also included some quick tips in my article on creating effective emails. Remember, in the world of email marketing, content is king, and providing value to your audience should always be your top priority.

1. Creating an attention-grabbing email subject with (monster insight)
2. Coming up with a valuable offer and the email body structure
3. Creating Bonus content (freebies) as a giveaway
4. Creating landing pages on sendinblue and private domains (Your own website)
5. Integrating sendinblue or other email automation tool to auto pilot.

In general, Sendinblue's email automation workflow enables **businesses** to **craft customized**, well-timed, and pertinent messages that can captivate their subscribers and enhance sales. However, it's not a guarantee for **achieving 100% success**, but it provides an excellent framework to follow in this field. Like any other area of life, email marketing can be challenging when you're new to it, and there's no magical way to achieve overnight success. It requires **effort, commitment, and persistence**.

As you close this book, I hope you feel equipped to take your email campaigns to new heights with the insights and strategies shared here. Remember, email marketing is an ongoing **journey of growth** and optimization, and I encourage you to continue experimenting, learning, and evolving to achieve the best possible results. Wishing you all the best in your email marketing endeavors!" and thank you for reading.

