

GETTING STARTED WITH MARKETING AUTOMATION

Inside

9 reasons why automation matters to your marketing

How to approach automation in your marketing strategy

A deep dive into email automation with 14 examples

7 opportunities for social media automation

What DailyStory can do for you

Additional resources



OVERVIEW

By definition, automation is something that software does exceptionally well, taking a task and performing it repeatedly following a set of rules.

Automation itself refers to any activity that you don't have to do in real-time (and perhaps don't have to do yourself at all).

Marketing automation, by nature then, refers to any outbound marketing (like email and text messages) that automatically happens in response to a user's actions that were made or not made. For example, when a lead joins your email newsletter subscription list, a welcome email is automatically sent to that new subscriber.

Even more exciting is you can build out more complex automations that not only send outbound marketing but perform steps in your platform. You can have the automation send a piece of marketing and then evaluate responses and behaviors to your marketing to determine the next set of actions to take.

For example, you can check if an email was opened and then move that contact record into an entirely new campaign.

About 79 percent of companies use automation for marketing, so if you aren't one of those, it's time to take the plunge!

Because automated tasks can include so many possibilities, the strategies and tips in this guide will help ensure you maintain your focus and use marketing automation to improve your digital marketing results and ultimately grow your business.



OVERVIEW (CONTINUED)

We've divided this guide into five main sections:

- 9 reasons why automation matters to your marketing
- How to approach automation in your marketing strategy
- A deep dive into email automation with 14 examples to inspire you
- 7 opportunities for social media automation you might not have thought of
- What DailyStory does to help your business

Even if you aren't a DailyStory customer, we want to help you be a great digital marketer who's comfortable using marketing automation to reach your goals.

At DailyStory, we're focused on providing a marketing platform that doesn't require a degree in marketing! We'll give you the tools and guidance to incorporate process, consistency and measurement around your marketing campaigns.

Doing so enables you to make decisions based on performance versus what you think might be working. If you would like to learn more about DailyStory and how we've helped other marketers like you, please contact us at hello@dailystory.com or visit us at dailystory.com.



9 REASONS WHY AUTOMATION MATTERS TO YOUR MARKETING

Any smart business has already discovered the power of marketing automation. But it's not too late to dive in and level up your marketing as well.

Automated marketing bridges the gap between transactional messages (like receipts or password resets) and traditional digital marketing (like promotions and email newsletters). They enable you to automatically follow up with users individually with the bonus of customized content.

If that's not enough to consider including automation in your digital marketing, here are nine reasons why you should.



#1 SAVE TIME

Marketing automation is based on the idea of setting up a trigger-based workflow only once, and then letting your marketing automation platform, such as [DailyStory](#), do the rest.

For example, it's not practical to manually create and send a welcome email for every new customer or subscriber you get, so your automation flow allows you to both look like you're on top of things in real-time while not having to be. Who doesn't want to be more effective while saving time?



#2 BECOME MORE RELEVANT

Because an automated message (email, SMS text or push alert, to name a few) is triggered by an action taken by the user, that message becomes super relevant to him or her.

This means that recipients are more likely to open that message and take action.

Businesses that use email automation specifically have seen at least a 7 percent increase in sales.

#3 INCREASE ENGAGEMENT

The purpose of marketing automation is to hit recipients at the right time with the right message. We mentioned earlier that an automated message can be triggered by what someone does or does not do.

Whether it's a lapsed customer for a determined period of time whom you want to entice back or a follow-up email with tips on getting the most out of your app after being downloaded, you're meeting your users where they are, which naturally drives engagement.



#4 BUILD UP YOUR BRAND

Automation is an obvious extension of your brand.

Because of the increased engagement, you have the opportunity to build trust with recipients and elevate their perception of your brand.

[Click here for 9 expert tips to build your brand from scratch](#)



#5 BOOST CUSTOMER RETENTION, LOYALTY

A challenge for all businesses is to live, breathe and think through the user experience of our customers.

Consider your own experience with marketing automation used by other brands you've interacted with. Perhaps there was a "Thank You" and/or "Welcome" email after you signed up for a newsletter or a "We Miss You" text when you haven't visited a particular business in a few months.

Did any of those make you feel special or cared about? It's that experience that helps not only retain customers but creates brand loyalty as well. The sky is the limit on what you can do with automation flows.

[Click here for 6 tips to create brand loyalty for your business](#)

#6 IMPROVE YOUR RESPONSIVENESS

About 69 percent of consumers in the U.S. feel customer service is “very important.”

And this is no surprise to businesses who strive to be more responsive to the needs, questions, concerns and actions of customers.

Marketing automation is a clear helping hand when it comes to being more responsive. Depending on the workflow you create, you can easily address questions before the customer feels the need to reach out to ask.

For example, a Welcome 101 email thanking the new online customer for creating an account with you but also guiding him or her on how to use your website.



#7 SCALE UP YOUR CAMPAIGNS

Another advantage to automation is the ability to scale up your marketing campaigns with only the initial up-front effort.

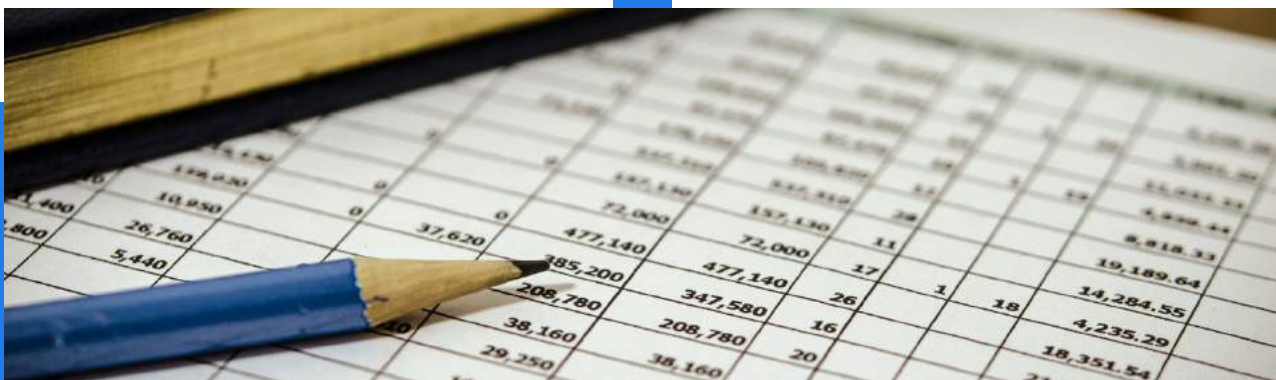
This relates to the time-saving factor.

When workflows and campaigns can be automated on a number of different fronts, your time is freed up to optimize and build on top of that.

#8 HELP YOUR BOTTOM LINE

With any marketing channel, a business has to evaluate its ROI (return on investment).

The good news is that automation can help boost revenue. This could be a prompt to update billing information, a request for a referral after so many visits, or an invitation to return as a customer. There are, of course, a number of direct examples that go beyond the likely action that could be taken.



#9 IT'S A MEASURABLE TACTIC

Related to ROI (your return on investment), the effectiveness of your automation can be measured just like any other marketing campaign.

Factors to consider:

- Your cost in acquiring a single customer
- The average lifetime value of a customer

- How much it costs to set up (and maintain) your email automation. Maintenance could involve an automated platform subscription and/or any time spent updating automated content over time.

Then, you can review monthly and/or quarterly (depending on the goal of each automated campaign) how much profit you're making.



LEVERAGE YOUR MARKETING AUTOMATION PLATFORM

Not only do you want to ensure that you're getting the most out of your marketing automation platform features, but you also want to make sure that you're using the right platform for you.

DailyStory offers the ability to easily design and build sales and marketing automations (such as drip campaigns, happy birthday offers, or more complex automations that integrate with Slack and point of sale systems), all in an easy-to-use drag-and-drop designer.

Think of your marketing automation platform as a data sponge. The more data it has, the more automations it can accurately run on your behalf. Therefore, data collection is huge. This can happen within your platform of choice in a number of ways, including native integration, manual imports of data and custom API integrations.

The key is to get as much data as you can from your main systems into your marketing automation platform.



THOUGHTFULLY APPROACH YOUR AUTOMATION CAMPAIGNS

There are so many ways and options for automation within your digital marketing that it can feel overwhelming to not only think of your first automation but to also ensure that you're automating everything that can help you serve your customers and grow your business.

First, keep it simple. Think about the life cycle of your leads.

Then, as you're considering that journey, look for opportunities where you can use data and context together to increase your conversion rate of those leads.

Then, it's time to dive a little deeper by focusing on campaign-specific automation flows, pre-sales automation flows, sales automation flows and opportunistic-campaign automation flows.

CAMPAIGN-SPECIFIC FLOWS

This automation flow contains one to three emails that relate specifically to the point of your intended conversion.

For example, you're offering a free eBook that leads can download by entering their email address. Your emails in this campaign would then reference the topic of your eBook and show how your business can help them in this regard.

Once the lead completes this series (but hasn't yet signaled that they want to purchase from you), he or she moves into the pre-sales automation flow.

PRE-SALES FLOWS

This automation flow can be a little more generic and spread out over a longer period of time because you are nurturing leads who have finished their respective campaign-specific flows without signaling that they want to make a purchase.

The goal is to continue to engage with them (and keep your business top of mind) without overwhelming them (and causing them to opt-out).

Therefore, this flow could include about a dozen emails and/or text messages over several months.

Consider ways to educate and engage with these leads so that their interest in your products and/or services can grow, and they become interested in possibly purchasing from you (and enter your sales automation flow).

SALES FLOWS

Once a lead is potentially interested in purchasing, he or she can move into this automation flow. This is a key time to be as strategic as possible to encourage a sale.

Whether this is a targeted discount offer, a personalized message or something else, you want to be appealing.

OPPORTUNISTIC-CAMPAIGN FLOWS

This type of campaign flow is triggered when specific data points become available and can be used with clear context to improve the effectiveness of future communications.

For example, with that same eBook mentioned before, your lead downloads it and then signs up for a free service you're offering where more information about the lead is shared with you.

You can then leverage that data to trigger a hyper-focused email series that shows exactly how your paid service can directly benefit that lead.

The more personalized you can get, the more effective you can be.

Opportunistic flows are about using context to be that much more appealing and drive purchase behavior.

TREAT EVERY EMAIL IN YOUR AUTOMATION LIKE A NEWSLETTER

Once you start creating automation flows, there's a risk of falling into a trap of creating emails just for the sake of it.

But don't fall into this trap.

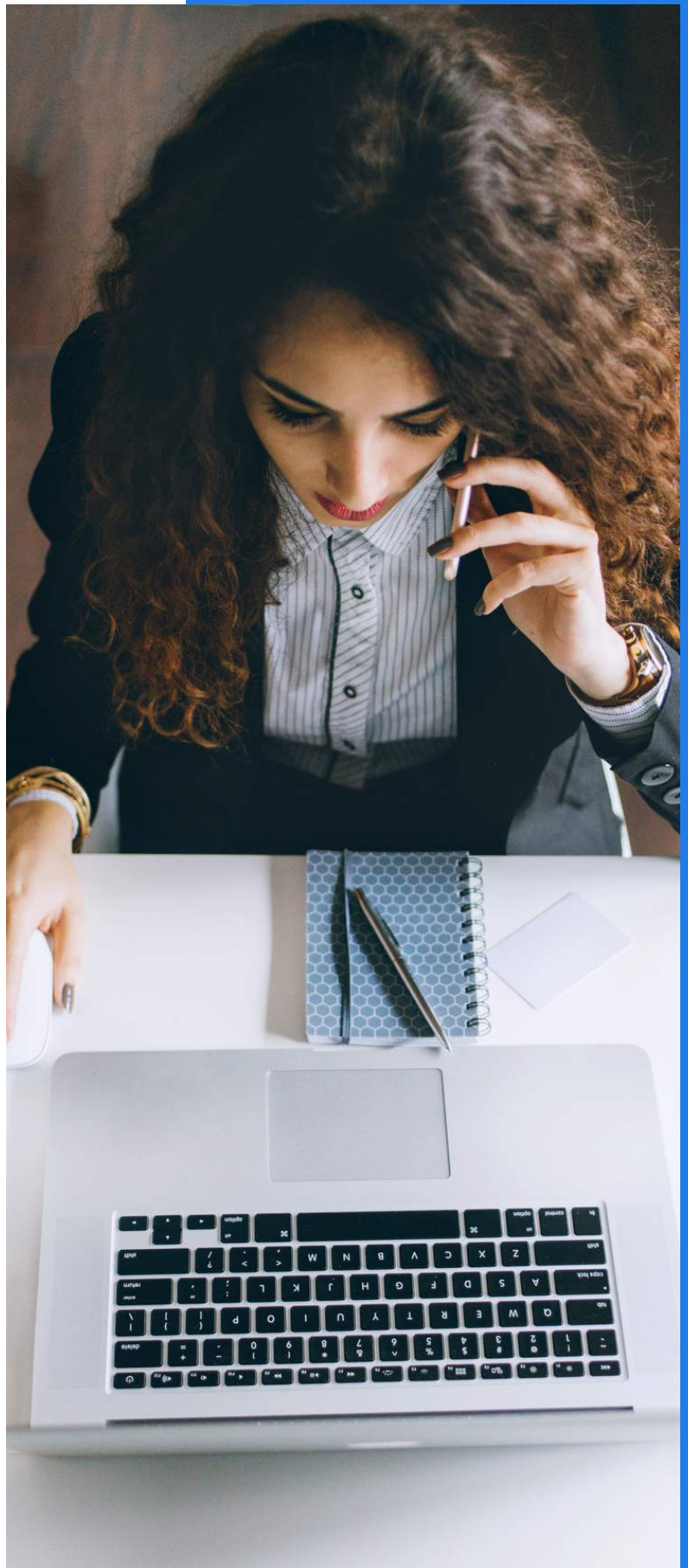
You should treat every email with the same care and attention that you would an email newsletter that would send out to your entire database.

Remember that every message is an opportunity to engage and potentially convert a lead into a new customer.

Your automated emails should have well-written copy, a clear call-to-action and a clean design for both web and mobile consumption.

It always helps to run every email by another member of your team for feedback so that you know everything is up to your brand standard and optimized for your goals.

[Click here to see
the anatomy
of an effective
marketing email](#)



DOUBLE (AND TRIPLE) CHECK YOUR AUTOMATED FLOWS

Because you are setting up automated marketing campaigns, it's imperative to check and test everything possible so that you know everything looks and acts the way you want.

For your automated email, check the:

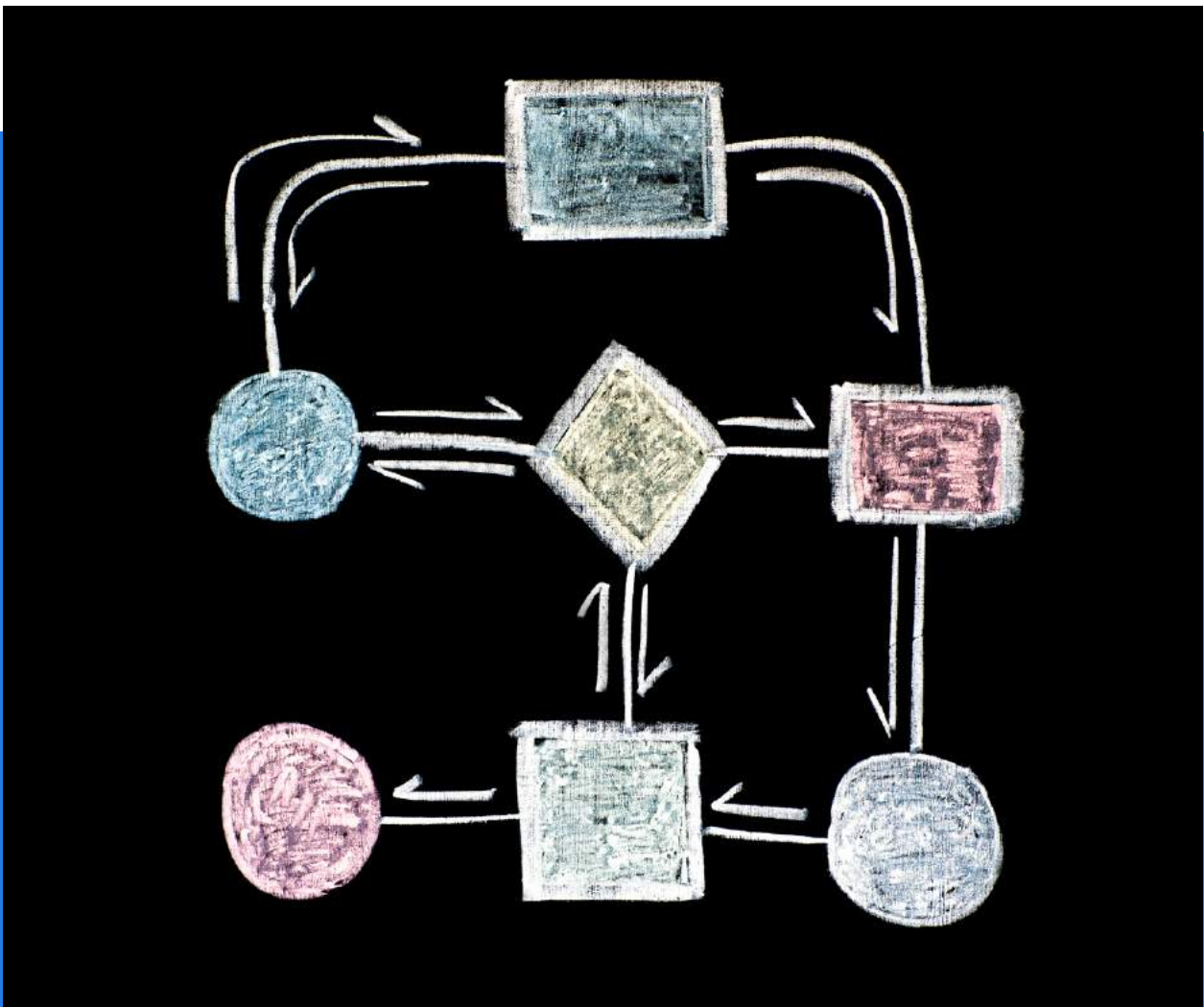
- Subject line
- Copy
- Email has a clear purpose
- Call-to-action
- Buttons and/or links directing to the correct web page(s)
- Links have UTMs for tracking purposes
- Graphics and whether they load properly
- Email itself loads correctly on both Android and iOS mobile devices

For your automation flow, check whether the:

- Correct segment is being targeted
- Logic behind each step and trigger in the flow is correct
- Leads eventually leave the flow and what prompts that
- Relevant contact fields get updated based on the outcomes in your flows

It never hurts to double and triple-check everything tied to your automated marketing.

Otherwise, you risk the wrong message going to the wrong lead at the wrong time, which can lead to confusion and (even worse) an opt-out.



TEST AND MONITOR CONTINUOUSLY

Once you have your automated marketing flows in place, it's easy to move on to other tasks. Truly, one benefit of automation is that you don't have to do anything within a campaign manually, which saves a lot of time, but don't set them and forget them.

It's important to regularly optimize with A/B testing and then monitor the results so that you can improve any aspect of your flows as warranted.

Most marketing automation platforms, including [DailyStory](#), support A/B testing, which is the process of showing two variants of any particular element to different segments of your audience at the same time and comparing which variant is more successful. A/B testing is also known as split testing and can be used in many different ways on websites, emails and so on.

[Click here](#)
[for 9 ways to](#)
[make your A/B](#)
[testing more](#)
[effective](#)



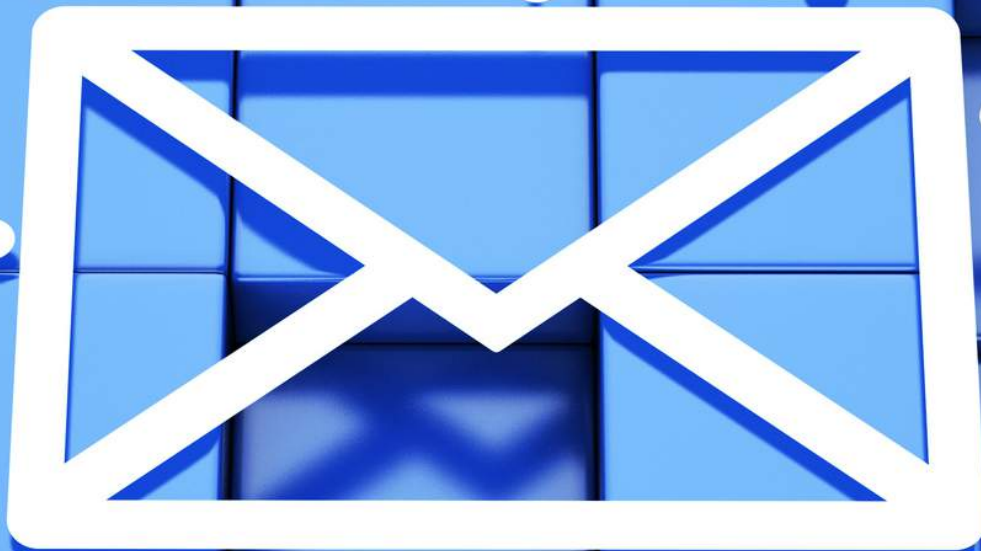
A DEEP DIVE INTO EMAIL AUTOMATION, PLUS 14 EXAMPLES

Email marketing has consistently proven its value, but automation can take your efforts to another level.

In general, email marketing is a type of marketing that shares details about your business, products, services, discounts and other information with your customers and potential customers through emails.

See [these 48 statistics](#) that show every dollar spent on email marketing is well spent.

Let's dive into what email automation actually is, why it matters and 14 examples that provide inspiration as you get started.



WHAT IS EMAIL AUTOMATION?

Email automation is a series of emails you automatically send to your prospects or customers. Using a tool, such as [DailyStory](#), you can schedule emails to send based on your audience's interactions with your business.

Unlike email newsletters and one-off campaigns, email automation allows you to create a campaign one time and then automatically reach individuals when certain triggers are hit. That means emails will continue to send long after

you set up that automated campaign without you lifting another finger.

An example would be signing up for an account (whether it's Twitter, Netflix or anything else) and then immediately receiving a confirmation welcome email. Of course, when done right, that automated email is encouraging you to act or engage in some additional way. In this case, it could be a request to complete your profile.

WHY DOES IT MATTER?

Email automation enables you to both save time and be more effective in the timing and point of your messages.

Just set up a campaign initially with automated triggers included. That's it. Then, your brand is meeting your customers and potential customers wherever they are in their purchasing journey with your business. It's about scalability within your own business as you continue to grow. This leads to a greater return on investment (ROI) for your efforts.

With about [64 percent of businesses using email automation](#), it truly is the most popular form of marketing automation currently.

And while businesses are often focusing their marketing efforts on getting new customers, email automation can do the work of nurturing and engaging with your existing ones.

This is important because it [costs five times more to acquire new customers than it does to keep your existing ones](#).



14 EXAMPLES OF EMAIL AUTOMATION

There are almost limitless ways to engage with your customers and potential customers through automated emails, depending on your goals and the nature of your business.

These 14 examples can help inspire you to get started:

1. Welcome new customers (or subscribers)
2. New customer onboarding
3. Abandoned shopping cart reminder
4. Gather feedback on your products or services
5. Inform customers of upcoming expirations (or renewals)
6. Birthday messages
7. Anniversary messages
8. Appointment reminders
9. Milestone messages, such as the 100th visit for example
10. Nurture your leads (see more about email drip campaigns)
11. Promote new content, such as blogs or videos
12. Offer an email course
13. Event or webinar reminders
14. Replies to customer complaints that explain your complaint process and ensure you're working on fixing the issue

The key to a successful email automation strategy is not only the marketing platform you're using but also the depth and quality of your data.

The triggers that can send off the right email at the right time to the right person are all based on the integration of your systems and the type of data you have on each consumer.

In other words, the better you know a customer or lead, the more uniquely you can design an email automation campaign around that individual to better engage with him or her.



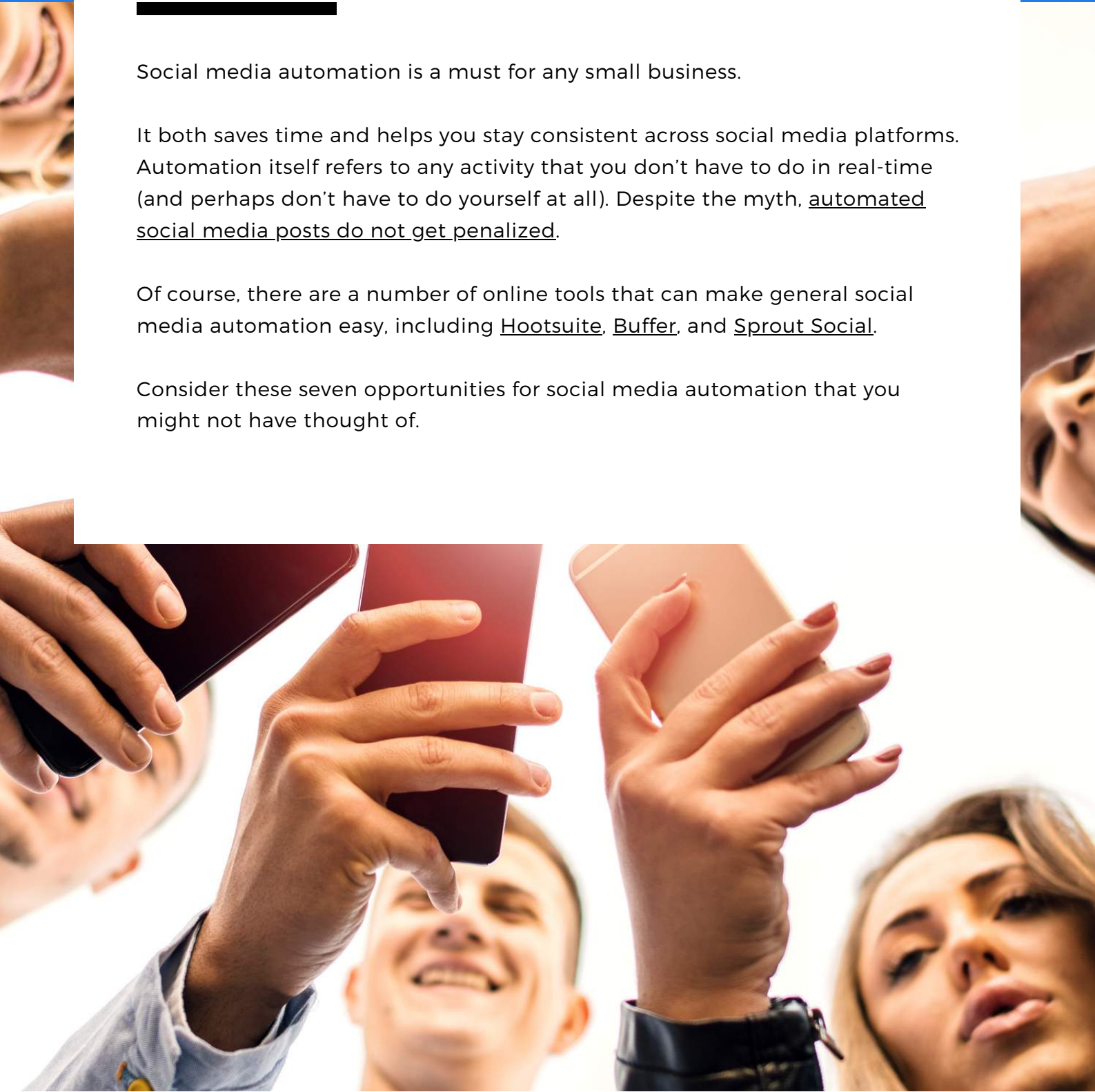
7 OPPORTUNITIES FOR SOCIAL MEDIA AUTOMATION

Social media automation is a must for any small business.

It both saves time and helps you stay consistent across social media platforms. Automation itself refers to any activity that you don't have to do in real-time (and perhaps don't have to do yourself at all). Despite the myth, automated social media posts do not get penalized.

Of course, there are a number of online tools that can make general social media automation easy, including Hootsuite, Buffer, and Sprout Social.

Consider these seven opportunities for social media automation that you might not have thought of.



#1 SYNC YOUR BLOG

If you're using WordPress to publish your blog, there are a number of plugins available that will enable you to automatically share your content on social media whenever you publish a new article.

That option is also available on other platforms, depending on what you're using.



#2 LEVEL UP WITH ADVANCED TOOLS

There are a number of social media automation tools as mentioned above, but you can make your automation even more advanced with such tools as IFTTT and Zapier.

These applications enable apps and websites to talk to each other. Of course, their capabilities go far beyond just social media.

For example, you could sync your Gmail, Dropbox and Slack in such a way that if you receive an email with an attachment, that attachment would be automatically uploaded into your Dropbox and then a notification sent to alert you in Slack.

Both IFTTT and Zapier are either free or free to try with premium upgrade options, so it's wise to create an account and explore your options.



#5 SCHEDULE YOUR SOCIAL MEDIA POSTS

This is a go-to when it comes to social media automation. Scheduling your posts in advance can help maintain consistency while also saving time.

Ideally, you'll want to aim for the best times and days to post, which vary across social media platforms. There are a number of already-mentioned tools that can be used.

Of course, you'll want to pay attention to how your posts perform at different times of the day. Nationwide trends on best times and days won't necessarily apply to every individual brand. Different brands can have unique options, so make sure you pay attention to what works.

[Click here for 7 ways social media impacts your SEO](#)

[Click here for 7 ways social media impacts your SEO](#)



#6 AUTOMATE YOUR ANALYTICS REPORTS

Another opportunity for automation is performance reporting.

Many social media management tools can be set up to send you and/or anyone on your team reports on how your accounts are performing. These can be set up to run on a weekly, monthly

or another frequency.

The important aspect here is that you and your team are informed about your campaign performance automatically without you having to spend time curating these reports on a regular basis. It's more efficient with your time.

#7 CHATBOTS CAN UP YOUR CUSTOMER SERVICE GAME

These days, it's common to think of the Facebook Messenger chatbots that appear when you visit some Facebook pages. However, chatbots also are commonly used on various websites.

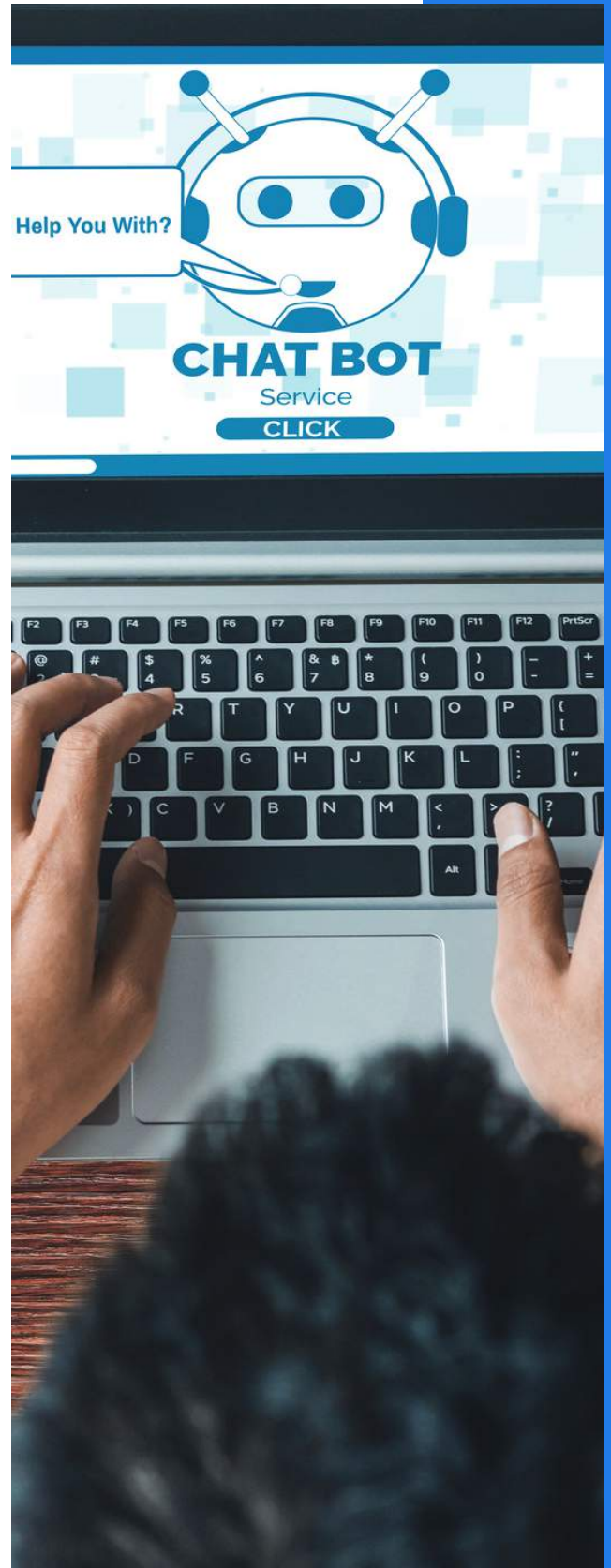
The benefit to either location is the immediacy of customer service at a visitor's fingertips. All that, and you don't have to be available 24/7 to be successful and responsive.

For example, Sephora has a Facebook chatbot that can route customers directly to an agent on top of answering basic questions.

Adobe's Photoshop chatbot enables customers to troubleshoot questions in detail and offers relevant solutions on its full website.

[Click here to view a guide for building chatbots](#)

[Click here for 8 ways to improve your brand's customer responsiveness](#)



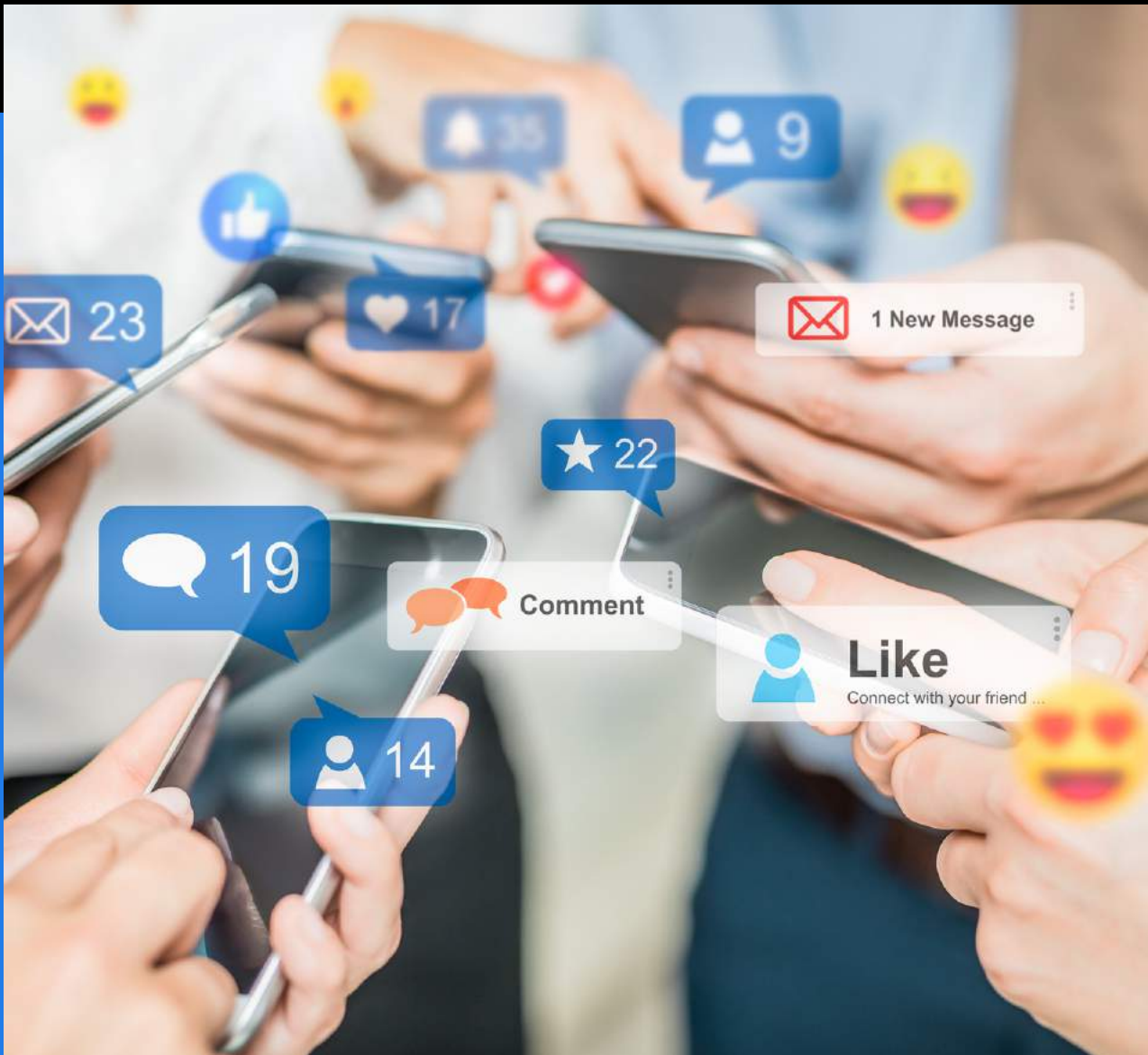
IN CONCLUSION

Remember, you'll want to make sure that all your automation is human and personal. That means conversational, laid-back language and even emojis if appropriate for your brand.

There also is value in filling in your automation with real-time posts and content. Nothing replaces human responses and conversations on any comment threads.

No matter what automation you use (or how you use it), social media is a conversation where people should want to connect with your brand and engage. Automation should never be a "set it and forget it."

[Click here for 17 free online courses to level up your social media skills](#)



MARKETING AUTOMATION: HOW DAILYSTORY CAN HELP YOUR BUSINESS

We built DailyStory to help business owners, like you, easily communicate with your customers. Letting you focus on running your business, not on the challenges of digital marketing. DailyStory does this by getting your content to the right people, at the right time, using the right medium. Our No. 1 priority is helping you!

DailyStory is a full, marketing automation platform. It helps you take your existing and new marketing campaigns and execute them with process, consistency and measurement. It does this with a set of common marketing tools (text message, email, pop-ups, website, landing pages), provides reporting around those, but most importantly enables powerful automation to enable you to run automated campaigns.

The capabilities we share in this section are what we believe DailyStory can uniquely offer to marketers in a highly competitive digital world.

NATIVE INTEGRATIONS WITH WITH POPULAR APPLICATIONS

DailyStory integrates with your favorite applications to simplify your digital marketing and enhance your audience segmentation and targeting efforts.

You can use DailyStory's native integrations with popular applications, such as Shopify, WordPress, Salesforce and more. You also can connect to thousands of other applications using Zapier.

DailyStory's native integrations that are currently supported include:

- **American Shaman**, a business management and online point-of-sale platform.
- **Blood Bank Computer Systems, Inc. (BBCS)**, a dedicated partner to the blood banking industry.
- **BigCommerce**, an e-commerce platform offering software-as-a-service (SaaS) services for building and hosting online stores.
- **Calendly**, an app for scheduling appointments, meetings, and events.
- **Clubspeed**, the world's leading venue management software for Family Entertainment Centers.
- **Flowhub**, the modern cannabis retail management platform for running a compliant dispensary that keeps up with the evolving industry.
- **Google Analytics**, a web analytics service offered by Google that tracks and reports website traffic.
- **Google APIs**, which enable integration with Google services, such as geocoding used in distance-based searches.
- **Google reCAPTCHA**, a free service that protects your website from spam and abuse by adding a simple test.
- **Gorgias**, which enables merchants to manage their customer service channels in a unified platform.
- **Instamojo**, India's simplest online selling platform.
- **Konnektive**, a customer transaction and campaign management platform.
- **Lightspeed**, a point-of-sale and e-commerce software provider.
- **Magento**, a platform with built-in PHP, which helps programmers create eCommerce websites.
- **Mailfloss**, a bulk email verification service built for busy businesses.
- **Mailgun**, an email platform used for sending transactional emails.
- **Mindbody**, a business management and online scheduling platform for health and wellness businesses.
- **NeverBounce**, an email verification and email cleansing service.
- **Plivo**, an enterprise-grade communications platform with premium carrier network connectivity for messaging and voice calls.
- **RhinoFit**, a feature-packed and easy-to-use member management platform.
- **Salesforce**, a sales automation platform.
- **Shopify**, a subscription-based software that allows anyone to set up an online store and sell their products.
- **Slack**, which brings all your communication together in one place. It's real-time messaging, archiving and searching for modern teams.
- **Square Online**, a robust platform that covers your website, the items you sell online, online order fulfillment, and much more.
- **Twilio**, a cloud communications platform for sending SMS messages.
- **Verint Community**, an online community platform.
- **WooCommerce**, an open-source e-commerce plugin for WordPress.
- **WordPress**, a free content management system for building websites.
- **Yotpo**, an eCommerce marketing platform for customer reviews, visual marketing, loyalty, referrals, and SMS marketing.
- **Zapier**, an automation platform that makes it easy to connect your favorite applications.

TRACK AND MEASURE VISITOR EXPERIENCES



DailyStory helps you understand what your website visitors are doing, where they came from and how often they've returned. You can see the full customer journey and tag visitors for remarketing through your third-party ad networks.

Have you ever been to a website and seen an ad from another website you recently visited?

That's remarketing and it's a great way to re-enforce your marketing message.

DailyStory can help you target potential customers without them ever visiting your website, building an audience through other people's content.

When it comes to anonymous visitors on your website, Google Analytics tells part of the story, but wouldn't you like to know more?

With DailyStory's anonymous visitor identification feature, Lead Periscope, you can identify your website visitors by business and organization.

Audience Dashboard



Of course, the power of effective digital marketing, in general, resides in the ability to easily and quickly understand what's working and what's not.

DailyStory's reporting dashboards are both intuitive and straightforward.

In addition to common performance data (such as email opens, email clicks, text replies, so on), we offer heat maps and additional insights to help inform you.

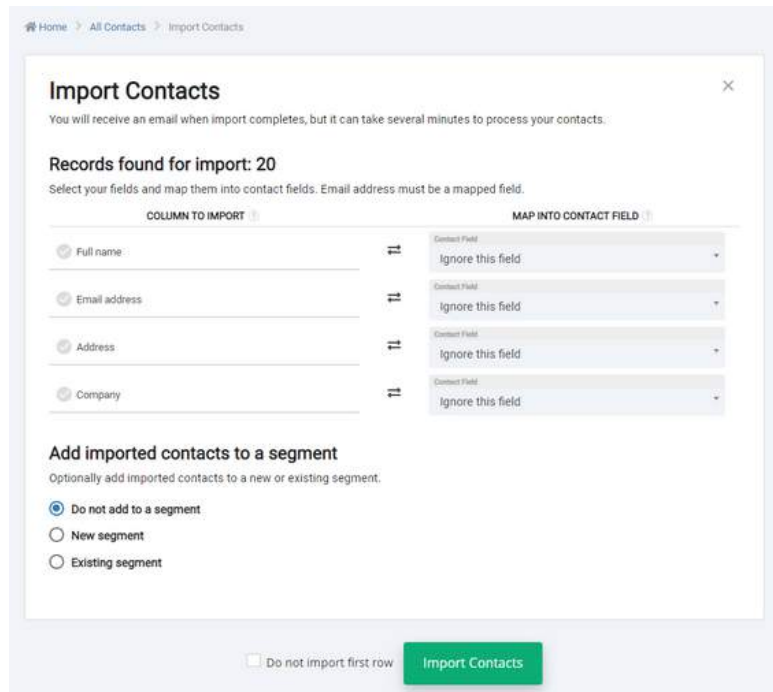
Easily understand how your campaign is doing.

CAPTURE AND CONVERT NEW CUSTOMERS

When your website visitors are ready to act on your offers or need more information about your products or services, DailyStory makes it easy to capture their information and convert them into leads.

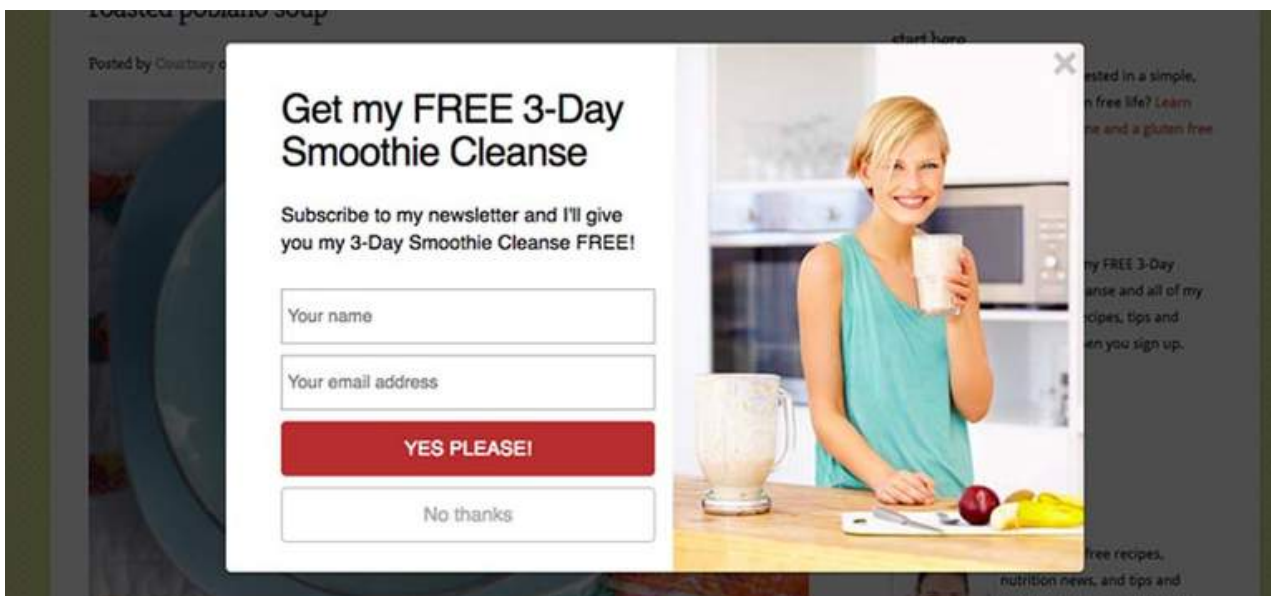
If you already have a list of contacts, you can import them easily to DailyStory for better management and potential conversions along your sales funnel.

You also can promote your welcome and exit offers on your website using DailyStory, whether it's a newsletter sign-up, a discount offer or something else, that can capture your visitor's information and add them into your system.



Lead-capture forms also are available for use on pre-built landing pages, custom landing pages, squeeze pages and more. These forms automatically upload lead information into DailyStory.

One of the most important aspects of converting leads into customers is personal follow-up. DailyStory allows you to create lead visit alerts that automatically sends email alerts to team members when a prospective customer visits specific pages within your website. This is in addition to general email notifications you can have automatically triggered for your team members.



AUTOMATE AND NURTURE YOUR CUSTOMERS

In DailyStory, you can organize all your account activity into easy-to-manage campaigns that can coordinate all customer touch points.

And the messaging goes beyond just emails. Text messages and app push notifications also are available to use.

Campaigns within DailyStory house all of these assets so that you can stay organized and run multiple campaigns at the same time if you choose to do so.

To make your messaging even more powerful, personalization is a feature where you can use contact information to make your message more unique and targeted (such as first names).

AUDIENCE SEGMENTS

Add to that the audience segments (or groupings) you can create to better target your campaigns as well.

Personalization and segmentation work together to increase the success of any given campaign.

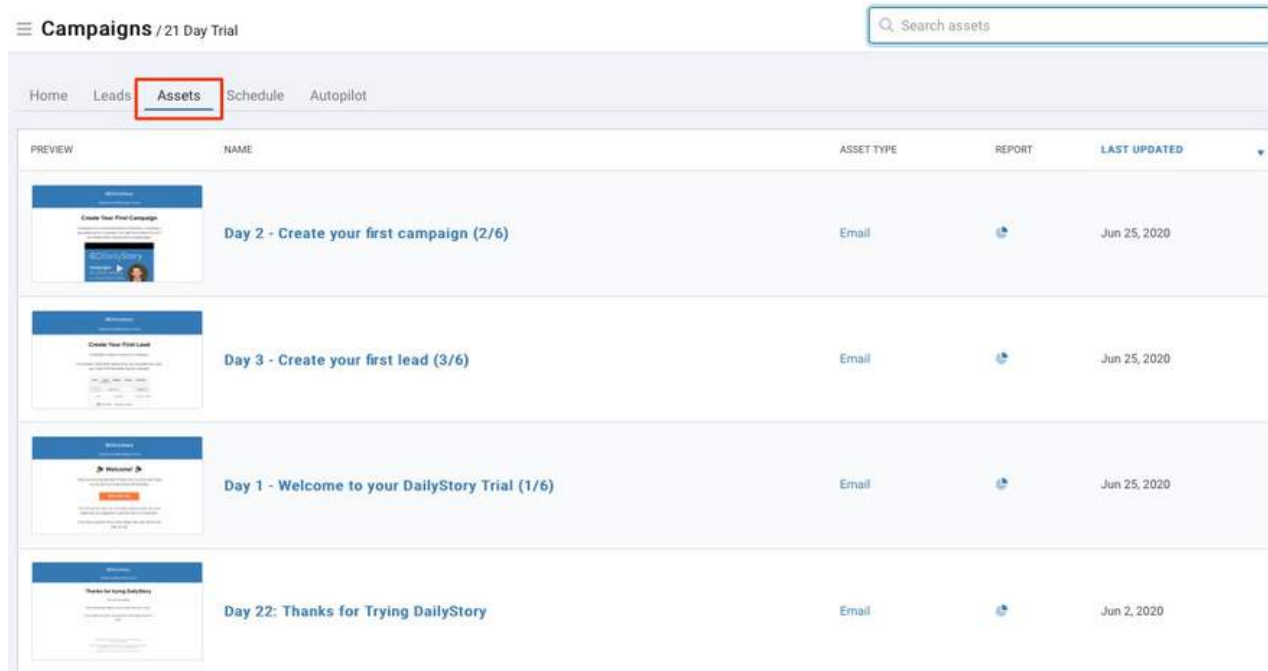
Beyond that, who doesn't appreciate an "easy button" amidst their digital marketing efforts?

DRAG-AND-DROP CAPABILITIES

DailyStory features a few, including drag-and-drop capabilities in both our email designer and Autopilot, which manages and designs endless combinations of automation capabilities.

The email designer's drag-and-drop features make it especially easy to convey both your branding and message in record time to your target audiences.

However, there also is the ability to edit the HTML and CSS of your email to take your design even further if you prefer.



POWER OF AUTOMATION

But the power of taking your digital marketing to the next level is tied to our Autopilot tool, where the limits of what you can automate are almost only limited by your imagination.

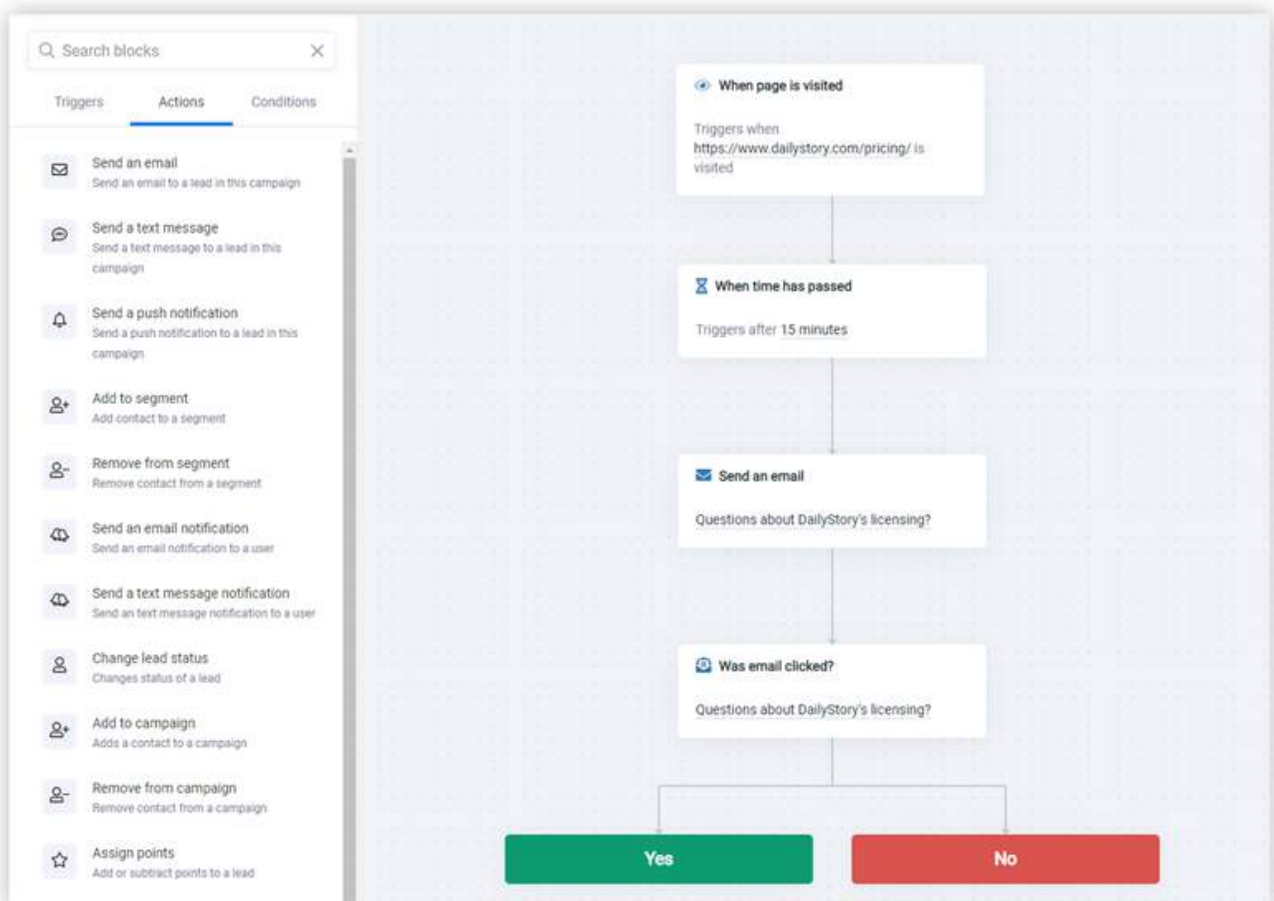
For example, you could create a pop-up ad for your website through DailyStory. Then, when it captures a lead, Autopilot can be set up to immediately send an email. Perhaps the recipient hasn't opened that email within so many days. Then, a resending of that email with a different subject line can deploy. Maybe that second email still wasn't opened, and a follow-up text message is automatically sent. Of course, an email notification to one of your team members to follow up personally could also be sent.

Another example could include a series of emails being sent out to a targeted group of your contacts, nurturing them to purchase a new service or product you're offering.

Either way, the Autopilot tool helps prevent customer leads from falling through the cracks. This enables you to more automatically "be everywhere" along each customer's journey with your business.

And you can score your customers based on the activities and actions they take. This includes pages viewed, email opens or pages visited.

Again, this is all to better inform your overall strategy and increase those conversions.



IN CONCLUSION

We hope this guide helps you manage successful marketing automation efforts and provides some good tips. Whatever business you are marketing, it's important to find partners that understand this competitive digital marketing environment and help you maximize your marketing investments.

The most important thing to remember when you're starting out with best automation practices is simply to think about your target audience and their customer journey with your business. Think about the user. Put them and their experience first. When and where can automation best meet their needs?

At DailyStory, we help business owners, like you, easily communicate with your customers. We're focused on helping marketers put process, consistency and measurement around your marketing campaigns. Doing so enables you to make decisions based on performance versus what you think may be working.

Our automation features make marketing easy. Our reporting focuses on your business outcomes. We offer powerful email marketing that gets emails to the intended inboxes, with reliable SMS marketing that delivers.

If you would like to learn more about DailyStory and how we've helped other marketers, please contact us at hello@dailystory.com or visit us at dailystory.com.

ADDITIONAL RESOURCES

The following is a compiled list of resources shared throughout this guide (in order of appearance):

- [9 expert tips to build your brand from scratch](#)
- [6 tips to create brand loyalty for your business](#)
- [8 ways to improve customer responsiveness](#)
- [Anatomy of an effective marketing email, with 10 parts you should consider](#)
- [9 tips to make your A/B testing more effective](#)
- [14 best practices for email drip campaigns](#)
- [4 ways to discover new curated content](#)
- [11 free \(or almost free\) social media management tools](#)
- [7 reasons why your business should consider using a social media management tool](#)
- [Complete guide for building chatbots](#)
- [17 free online courses to level up your social media skills](#)

