

MARKETING AUTOMATION RESOURCES

FROM
FreshPath MARKETING

Automation Intelligence

- By 2026, the marketing automation software market is projected to top **\$19.66 billion**.
- **61%** of marketers use marketing automation to generate more leads.
- Nearly **80%** of marketers acknowledge marketing automation as the **#1 contributor** to their success.
- Businesses that use marketing automation are **20%** more productive.



EMAIL

Top Automated Email Campaigns:

- Welcome Email Series
- Cart Abandonment
- Customer Win Back
- Post Purchase Review
- Birthday Email

TOP TOOLS

FREE

- HubSpot
- Constant Contact
- MailChimp
- Omnisend
- MailerLite

PAID

- MailChimp
- Contact Contact
- Klaviyo
- Sendinblue



SOCIAL

Top Social Media Automations:

- Post Scheduling
- Social Monitoring
- Analytics
- Social Advertising
- Campaign Management

TOP TOOLS

FREE

- Buffer
- Squarelovin
- Zapier

PAID

- Sendible
- Social Pilot
- CoSchedule
- Sprout Social
- HootSuite

FREE Bonus Tools



IFTTT
Automate Anything



Canva
Graphic Design



HubSpot
CRM



Ubersuggest
SEO

3 Automations To Try

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Want to Learn More? Let's Connect!

MARKETING CAMPAIGN PLANNER

CAMPAIGN NAME:

Goal:

Target Audience :

Marketing Channel:

Campaign Timing:

ACTION ITEM	DATE	OWNER

Results

**FREE
Planning Tools**

- ✓ Trello
Project Management
- ✓ ClickUp
Project Management
- ✓ Canva
Graphic Design
- ✓ HubSpot
Content Calendar

Notes:

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