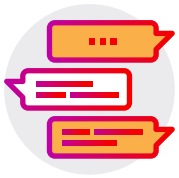


10 Ways to **Automate** Your Marketing

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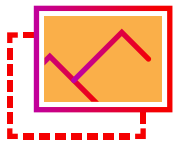


Every small business needs marketing, yet finding time to devote to marketing can be a challenge. That's where marketing automation comes in. Its "set it and forget it" characteristics make it a great tool for store owners and operators who are wearing multiple hats. Whether you're just dipping your toes in an automated marketing tool or looking for new ideas to add to your marketing mix, try some of these tactics today to make the most of your time and money.



1. Automated Messaging Software

Use chatbots on your social pages and website to answer questions, improve the user experience, and streamline your customer service process.



2. Content Creation Tools

Maximize your time and benefit from high-quality, brand-curated content by using tools that offer automated content creation capabilities.



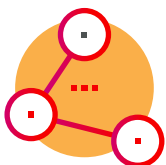
3. Content Scheduling Platforms

Posting consistently is the key to staying relevant. Use a content scheduling platform to plan and schedule your content.



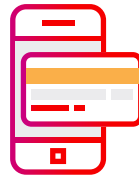
4. Mobile Advertising Features

If your customers primarily use mobile devices, use automated mobile marketing tools such as SMS notifications and mobile ads to send out exclusive discounts and messages.



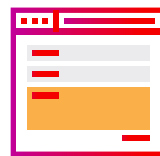
5. Share Buttons

Make it easy for visitors to share your products on their accounts by including share buttons on your product pages.



6. Near-Field Communication

Enhance in-person shopping experiences and increase customer loyalty with near-field communication technology – a capability that enables customers to interact with your store's technology using their phones.



7. Website Forms

Gather relevant data from your website visitors with custom form fields.



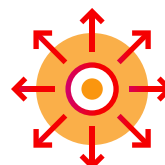
8. Email Marketing Campaigns

Boost sales and keep your business top of mind by sending emails to your current customers or email lists automatically.



9. Personalized Content

Send customers email content that's unique to them. Address them by their first name and use insights such as site interactions, past purchases, survey results, and more to customize your content further.



10. Social Media Automation

Leverage the benefits of brand-curated content, social scheduling, product promotion, fan growth, and social exposure with a comprehensive automation tool like ThumbStopper®.