

# 10 Automations Every Marketing Team Needs

Stop doing manually what a machine does better.

## WHAT'S INSIDE:

10 proven marketing automations | Tools for each | Time saved | ROI benchmarks | Setup complexity

10

Automations

40hrs

Saved/month avg

3.2x

Pipeline increase

6 weeks

To full ROI

## THE 10 AUTOMATIONS:

- 01 Lead Response & Qualification Engine
- 02 AI-Powered Email Nurture Sequences
- 03 Social Media Content Distribution Machine
- 04 Competitor Intelligence Monitoring System
- 05 Review & Reputation Management Automation
- 06 Content Brief & Publishing Workflow
- 07 Lead Scoring & CRM Enrichment Pipeline
- 08 Paid Ad Performance Alert & Optimisation
- 09 Client Onboarding & Reporting Automation
- 10 Re-Engagement Campaign for Cold Leads

## WHY THIS MATTERS MORE THAN EVER:

Marketing teams using automation generate 451% more qualified leads (Annuitas Group).  
Yet 74% of SMEs have zero automation in their sales and marketing stack (Salesforce 2024).  
The gap between automated and manual teams is now a competitive extinction-level difference.

## AUTOMATIONS 01–04

Foundation tier — deploy these first for fastest ROI

01

### Lead Response & Qualification Engine

**WHAT IT DOES:** Every inbound lead is automatically contacted via email + WhatsApp within 60 seconds. A qualification chatbot scores intent, budget and timeline before any human involvement.

**TOOLS:** Make.com, Twilio, GPT-4 API, HubSpot/Zoho

78% of deals go to first responder. Clients typically see +35–60% lead conversion within 30 days.

**TIME SAVED:**

12–16 hrs/month saved on manual follow-ups

**ROI / BUSINESS IMPACT:**

78% of deals go to first responder. Clients typically see +35–60% lead conversion

02

### AI-Powered Email Nurture Sequences

**WHAT IT DOES:** Leads are automatically enrolled into personalised nurture sequences based on their source, industry, and engagement behaviour. AI dynamically adjusts send frequency and content angle.

**TOOLS:** ActiveCampaign, Klaviyo, GPT-4 API, Zapier

Personalised nurture delivers 6x higher revenue per email vs. batch campaigns. Average 3.8x pipeline from cold leads.

**TIME SAVED:**

8–10 hrs/month saved on email writing

**ROI / BUSINESS IMPACT:**

Personalised nurture delivers 6x higher revenue per email vs. batch campaigns. A

03

### Social Media Content Distribution Machine

**WHAT IT DOES:** Write content once. An automation pipeline repurposes it into LinkedIn posts, Instagram captions, Twitter threads, Facebook copy and WhatsApp broadcast — all formatted per platform, all scheduled.

**TOOLS:** Notion, Make.com, Buffer, GPT-4 API, Canva API

Teams using content repurposing automation publish 4x more content with 60% less effort. Organic reach multiplies.

**TIME SAVED:**

15–20 hrs/month saved on social scheduling

**ROI / BUSINESS IMPACT:**

Teams using content repurposing automation publish 4x more content with 60% less

04

### Competitor Intelligence Monitoring System

**WHAT IT DOES:** Every Monday morning, your team receives an AI-generated brief covering: competitor new content, keyword ranking shifts, ad copy changes, new backlinks, G2/Trustpilot review changes, pricing updates.

**TOOLS:** Make.com, Perplexity API, Claude API, Slack, Notion

Brands with systematic CI cadence make strategic pivots 3–6 months faster. Prevents blind-side positioning attacks.

**TIME SAVED:**

6–8 hrs/month saved on manual research

**ROI / BUSINESS IMPACT:**

Brands with systematic CI cadence make strategic pivots 3–6 months faster. Preve

## AUTOMATIONS 05–08

Growth tier — deploy after foundation is stable

05

### Review & Reputation Management Automation

**WHAT IT DOES:** Post-purchase or post-service, customers receive a personalised review request at the optimal time. Negative sentiment is intercepted and routed to support before going public.

**TOOLS:** Make.com, Twilio, GMB API, GPT-4 API, HubSpot  
Brands with 4.5+ star ratings convert 34% better. One-click negative interception prevents public damage.

**TIME SAVED:**  
5–7 hrs/month saved on manual review

**ROI / BUSINESS IMPACT:**  
Brands with 4.5+ star ratings convert 34% better. One-click negative interception

06

### AI Content Brief & Publishing Workflow

**WHAT IT DOES:** Brief → research → outline → draft → SEO check → publish — fully automated with human approval checkpoints. Each piece is briefed using live SERP data and competitor content gaps.

**TOOLS:** Semrush API, Claude API, Airtable, WordPress, Make.com  
Content teams using AI-assisted briefing produce 3x more content at 80% of the quality cost. Consistency compounds.

**TIME SAVED:**  
10–14 hrs/month per content piece saved

**ROI / BUSINESS IMPACT:**  
Content teams using AI-assisted briefing produce 3x more content at 80% of the q

07

### Lead Scoring & CRM Enrichment Pipeline

**WHAT IT DOES:** Every lead is automatically enriched with LinkedIn data, company size, tech stack, funding stage, and a GPT-4 generated deal likelihood score before it reaches the sales team.

**TOOLS:** Apollo.io, Clearbit, GPT-4 API, HubSpot, Make.com  
Sales teams with lead scoring close 50% more deals in 33% less time. Zero time wasted on low-intent leads.

**TIME SAVED:**  
8–10 hrs/month on lead research

**ROI / BUSINESS IMPACT:**  
Sales teams with lead scoring close 50% more deals in 33% less time. Zero time w

08

### Paid Ad Performance Alert & Optimisation

**WHAT IT DOES:** If ROAS drops below threshold, CPC spikes, or CTR falls — your team is alerted in Slack within minutes with AI-generated diagnosis and recommended action. No more daily manual checking.

**TOOLS:** Google Ads API, Meta API, GPT-4 API, Slack, Make.com  
Teams using automated ad alerts reduce wasted spend by 23% on average. Critical issues caught in minutes not days.

**TIME SAVED:**  
6–8 hrs/month on ad monitoring

**ROI / BUSINESS IMPACT:**  
Teams using automated ad alerts reduce wasted spend by 23% on average. Critical

# AUTOMATIONS 09–10 + IMPLEMENTATION GUIDE

Advanced tier — maximum leverage automations

09

## Client Onboarding & Reporting Automation

**WHAT IT DOES:**

New client signs → contract sent for e-sign → onboarding questionnaire triggered → project board created in ClickUp → welcome email sequence starts → monthly report generated automatically.

**TOOLS:**

DocuSign, ClickUp API, Looker Studio, Make.com, GPT-4

Agencies using automated onboarding retain 90%+ of clients vs. 65% industry average. Reports take 0 minutes instead of 4 hours.

**TIME SAVED:**

12–18 hrs/month on onboarding and reporting

**ROI / BUSINESS IMPACT:**

Agencies using automated onboarding retain 90%+ of clients vs. 65% industry average

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## Re-Engagement Campaign for Cold Leads

**WHAT IT DOES:**

Leads dormant for 60+ days are automatically re-engaged with hyper-personalised content based on their original intent signal, industry, and what has changed in their market since they went cold.

**TOOLS:**

Claude API, Apollo.io, ActiveCampaign, LinkedIn API, HubSpot

Re-engagement campaigns on cold leads yield 15–25% reactivation at near-zero cost. Pure recovered pipeline.

**TIME SAVED:**

6–8 hrs/month on manual re-engagement

**ROI / BUSINESS IMPACT:**

Re-engagement campaigns on cold leads yield 15–25% reactivation at near-zero cost

## IMPLEMENTATION PRIORITY MATRIX

AUTOMATION	TIMELINE	ROI IMPACT	PHASE	
01 Lead Response	1 WEEK	★★★★★	FIRST	FIRST
02 Email Nurture	2 WEEKS	★★★★★	FIRST	FIRST
06 Content Workflow	3 WEEKS	★★★★■	SECOND	SECOND
07 Lead Scoring	3 WEEKS	★★★★■	SECOND	SECOND
10 Re-Engagement	4 WEEKS	★★★★★	THIRD	THIRD

## WANT THESE BUILT FOR YOU IN 6 WEEKS?

We design, build, test and deploy your automation stack. You keep it forever.

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