

INSIGHT MARKETING TECH

10 Marketing Automation Workflows Every Team Needs

The core workflows that run in the background so your team doesn't have to.

Lead Nurture

Welcome sequence for new subscribers

Re-engagement sequence for cold leads

Sales Support

Abandoned cart/form recovery

Lead scoring based on engagement

Retention

Post-purchase follow-up sequence

Win-back sequence for lapsed customers

Operational

Internal alert when a high-value lead engages

Automatic tagging based on behavior

Want these built for your stack? Insight Marketing Tech's Marketing Stack Audit is the starting point.