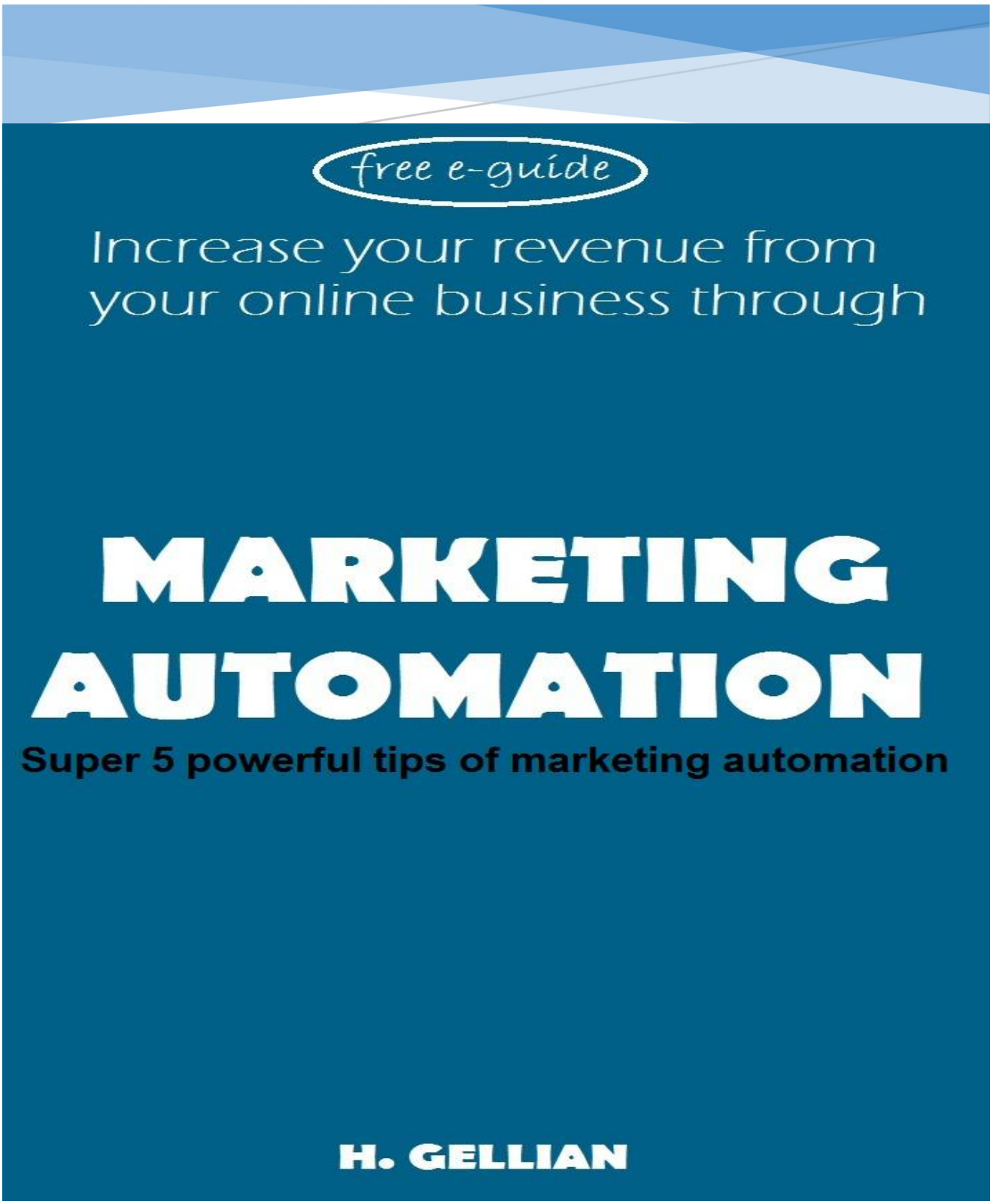
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Increase your revenue from your online business through
MARKETING AUTOMATION
Super 5 powerful tips of marketing automation
H. GELLIAN

APPRECIATION

Thank you very much for downloading this free pdf e-guide. The e-guide is meant to enable you or anyone who runs an online marketing to successfully increase conversion of site traffic (visitors) into loyal repeat customers. This can only be achieved through good customer engagement and that is what this guide is about.

This e-book is a free gift to you from INONLINEBIZ team. Thanks to all who participated in its production either directly or indirectly. You can freely share it out to others provided you do not alter or edit any information contained herein in whatever manner.

Just in case you have not yet set up an online business; this is perhaps the best time for you to create one. Do you know why? Covid-19 changed our way of lives and it has caused many people all over the world to turn to working online and from home. So putting up your business online at this point in time will be a plus. Visit https://inonlinebiz.com to choose a business and start building it. There are many options you can choose from e.g. drop-shipping, e-commerce, blogging, and many more. Get your business online that is where your potential customers are.

INTRODUCTION

Online businesses have existed since the onset of the internet, they take many different forms and sizes ranging from large e-commerce sites like Amazon, Search engines like Google, Gamming sites, to smallest blogging site that is only one or two days old and managed by either one person or a team of just few persons.

Regardless of the business size or age, there is one key thing that makes any online business alive. That is traffic. Not just any traffic, but traffic that can complete certain actions that brings money into the business account e.g. for an ecommerce, the business will earn profit only when a visitor completes an order. For search engines and social sites, revenue is earned when a site user click an ad or purchases products that are sold by such sites while small sites and blogs may earn from selling products of others for commissions or that of their own. It is therefore important that you as an online business owner or marketer put up strategies that brings you targeted traffic that will complete the desired actions so as to bring in money to your bank account at the end of the day.

The competition is stiff for such traffic making the cost of traffic acquisition to be very high. Big or well established businesses and companies have no issue paying for those high cost per click because they have the ad budget that runs into hundreds of millions of dollars each year. What about you? Would you be happy and continue running ads when their advertising cost is far much more than what you earn from the results they generate?

It will be impractical to keep running ads without getting a positive return on investment. That is a challenge that most small or mid-sized online business owner faces: competition from already established and existing competitors. Yeah, they are here to stay and not likely to close anytime soon so as to give you some space to flourish a bit.

The solution to this challenge is one. That is you should give better service to your customer than your competitor. It does not matter how many years has your competitor been in market, if a customer finds better service in your business, he/she is more likely to buy from you and keep coming back again and again and the money that such real customers give to your business will make your business grow.

This is where marketing automation comes in. It helps you create a personalized seller-customer relationship that is important in offering good service and increases the conversion rate of every visitor who lands on your product landing page. Marketing Automation will help you engage your visitors and keep the connection alive. Such relationship when built and done correctly will create trust and help the seller to offer more personalized offers that match customer's needs hence more sales which means more profits.

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WHAT IS ONLINE MARKETING AUTOMATION?

Marketing automation is where a product marketer uses a software to put in place a given set of rules that automatically sends out engaging messages to a potential buyer based on his/her behavioral interaction with an ad, product page or a campaign message. Usually, SMS and email marketing are most common channels used in this marketing automation process but other channels like chart bots together with push notifications may also be creatively used.

It begins with setting of rules for showing ads e.g. in ad retargeting where ads are only shown to those who had earlier interacted with them or clicked and visited a landing page or completed a certain action on the landing page.

Using automation, things like subscribe forms or special offers are set but only show up to a site visitor after certain rules are met e.g. an offer shows up when certain call to action button is clicked, or when a viewer stay on the page for certain length of time or most common, when a user is just about to leave the page without completing a desired action.

If a visitor signs up for email or SMS messages, the messages are sent out based on set rules like: On sign up the system sends a personalized welcome message automatically. After some duration say 1 day, send first offer to the subscriber. If the purchase is not made, a second offer is sent together with a more in-depth product details that assist the user make a purchase decision. If in two or three days' time the message was never opened at all, the same offer is resent automatically with a slightly changed subject line or slightly

changed message content. This repeats from time to time until the prospect is ready to make a purchase. It doesn't end there, it is more of making a connection between a buyer and a seller through consistent engagement. All this actions are automatically done in a series such that the recipient receives timely and relevant information all geared to helping him/her not only convert but also become a regular repeat customer.

WHY IS MARKETING AUTOMATION IMPORTANT?

The importance of automation of any process is plenty obvious, it saves you time, money and improves your efficiency. Imagine you were to manually send a promo offer to **10000+** people while giving them personalized response to each and every one of them. You would probably lose track along the way besides taking a lot of time to complete the task. Maybe if you were to choose to get help, then how many personnel would you employ to do this work exactly as you expect? Therefore getting a single system that manages all these promotional campaigns starting from ad creation, placement, managing subscribe forms, campaign messages and feedbacks is the best thing that would ever happen to any marketer.

Look at how banks operate nowadays, and let's assume there were no automated systems like ATMs, customer data management systems. How would they be operating? What would be the average customer wait time and experience? Of course long queues, slow service delivery and plenty lot of complains due to errors here and there. It is the same thing in your online business. Automated marketing systems enables you to easily manage your offers and personalize every campaign message you send out to your clients further, the system ensures timely receipt of such messages by the prospect.

The following repetitive tasks are better handled by automated systems

- ✓ Email and SMS verification and confirmation

- ✓ Sending out scheduled and timely marketing offers and promotions to your prospects based on user interaction with previous promotions
- ✓ Ad creation and performance reporting
- ✓ Ad retargeting
- ✓ Lead nurturing, management and tracking

WHO SHOULD USE MARKETING AUTOMATION?

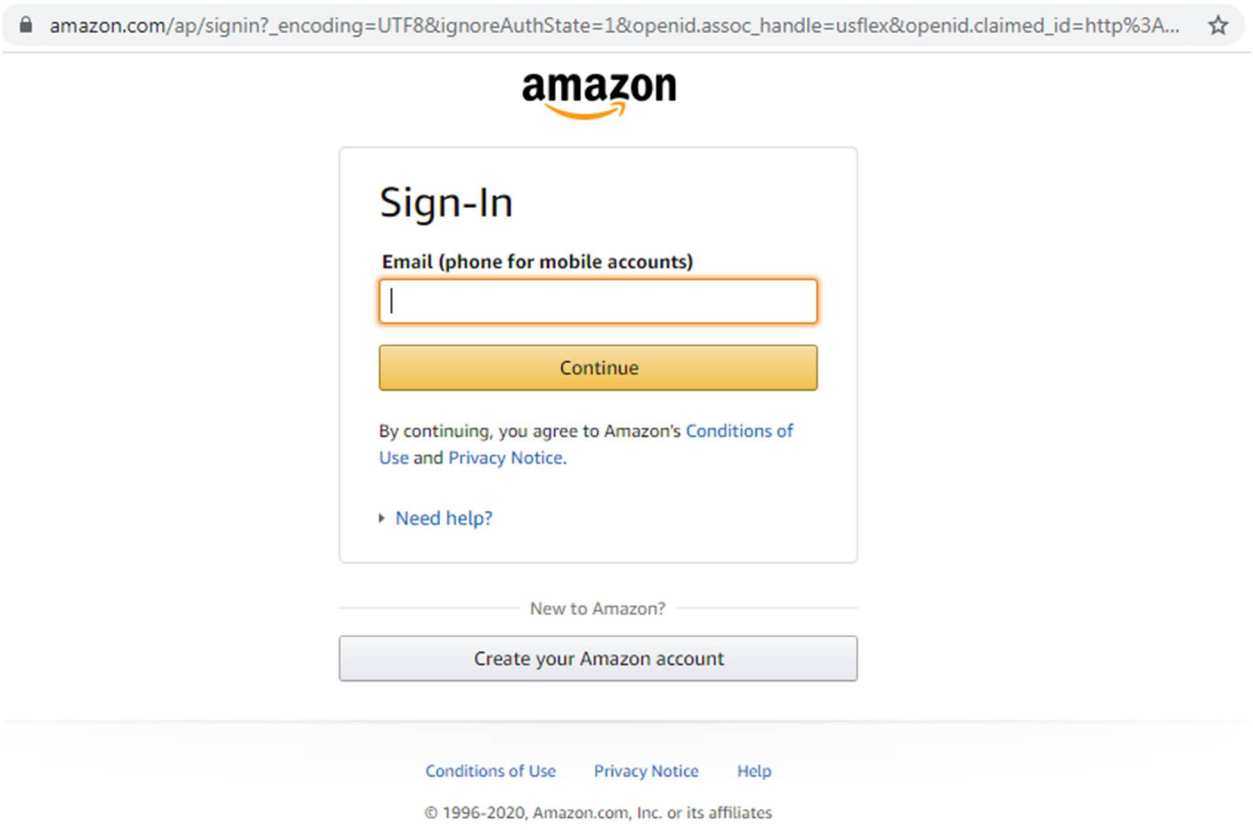
Online marketing automation tools are for any online marketer who want better results i.e. reduced ad spend and increased conversion rate. Do you really need more new and returning customers to your products page? Exactly, that is what every marketer wants. When that is the case, the solution is simple. As a marketer, consistently promote your product page by advertising it. This helps you drive new site visitors to your landing page. Then after they land on your page and are interested with your product, create a connection and keep your customers engaged. This is exactly where marketing automation tools comes in, they enables you to easily achieve the seller -buyer connection and engagements more effortlessly.

Big brands understands the power of marketing automation and they will try as much as possible to at least capture your email when you land on their product page. Do you know why? So that they can follow up on you with more personalized offers that you will just find hard to let go hence converting you to be there customer.

Let us look at some examples of how big companies collect visitor's email or SMS so that they can use their automation marketing to follow up their visitors later with better and more personalized offers.

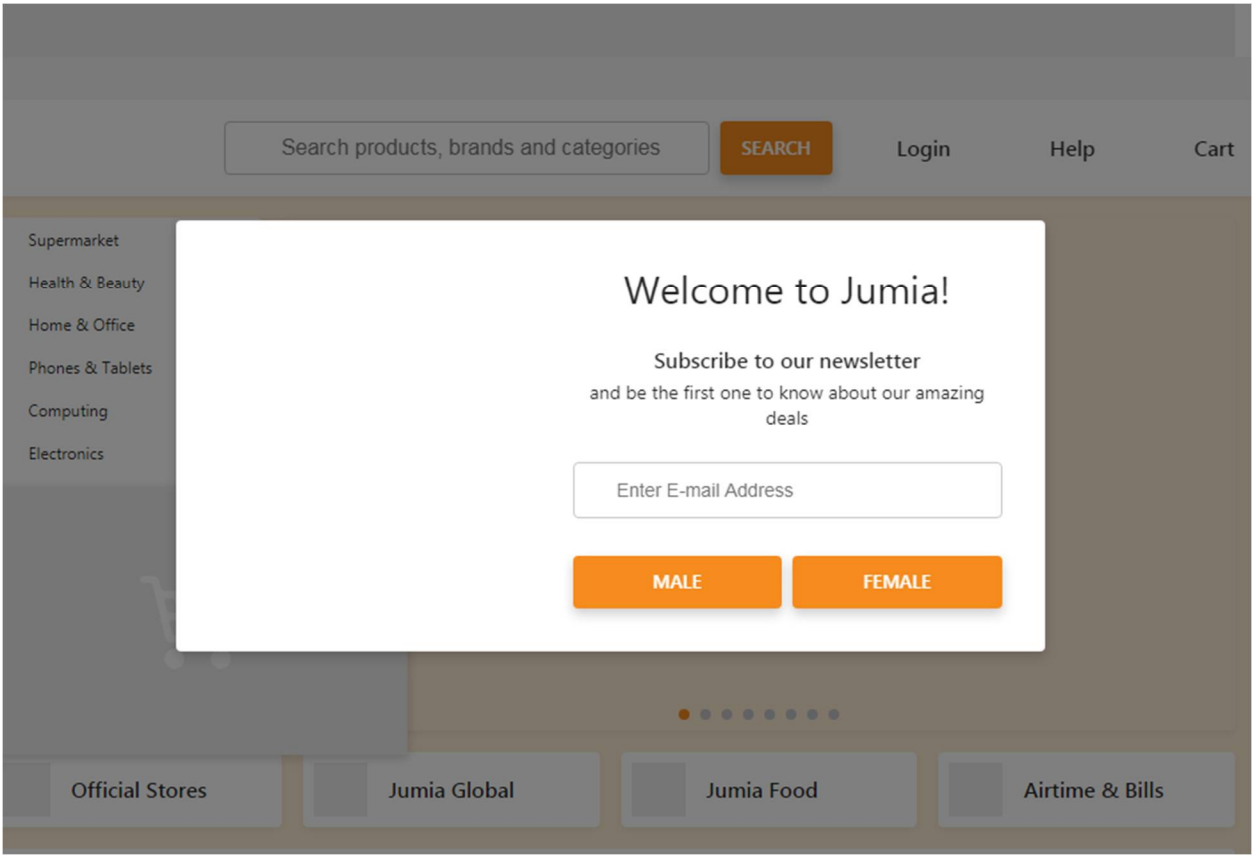
1. Amazon

Amazon is one of the largest e-commerce site globally. When you visit there site, somewhere in there pages you will get this form



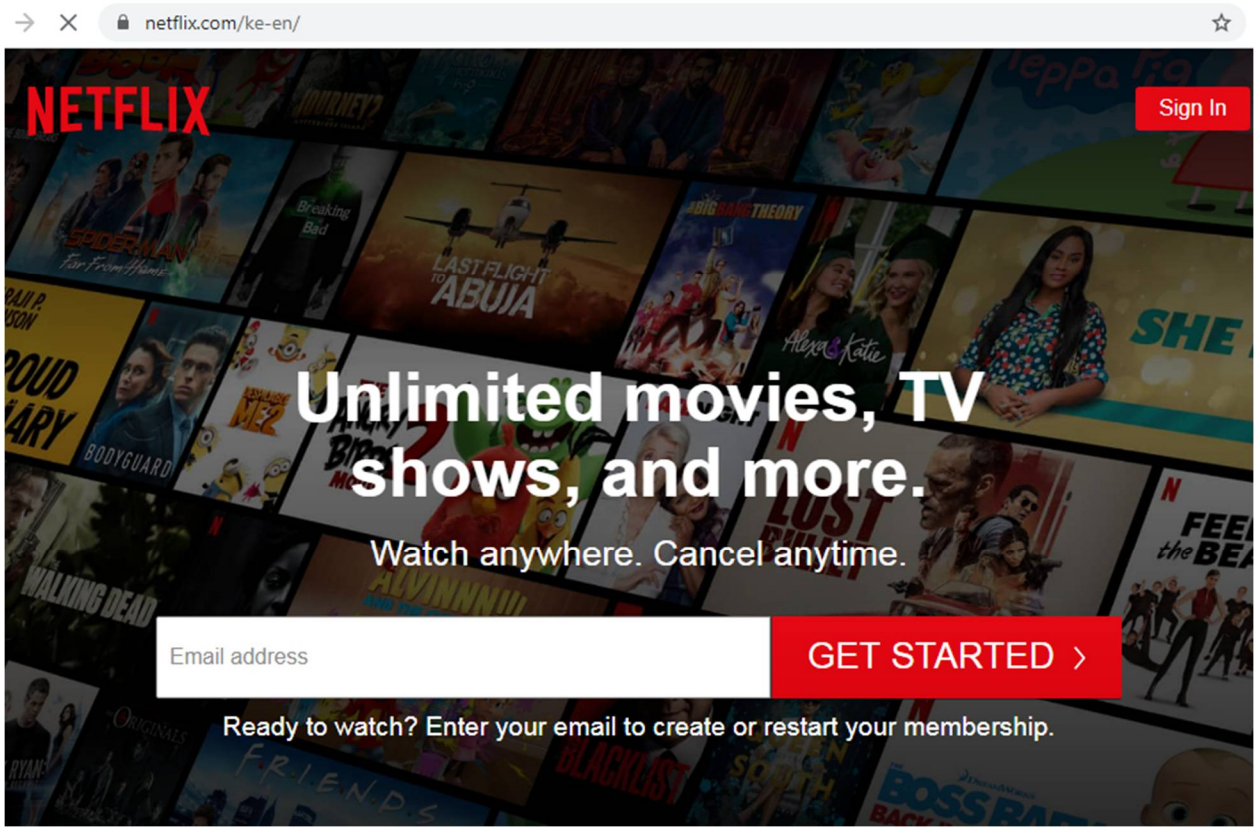
2. Jumia

Jumia the largest ecommerce site in Africa. Somewhere on their site pages, you will get this subscription form.



3. Netflix

Netflix the largest online movie and TV store. As you land on their home page, you will find this subscription form



Why do big brands collect email contact from their site visitors? It is because they understand the value of following up site visitors with personalized offers. This is one thing that keeps them in touch with their existing and potential future customers hence by designing an offer suited for each individual, they easily

make sales without need to continue further advertising hence saving on ad spend which is the biggest cost in marketing process.

When a subscriber provides a contact, the vendor designs offers for that specific customer over a long period of time say a whole year or even several years. This increases the chances of customer buy even at a much later date. Further, after you buy from one of the campaign offers, they will still provide you complementary products which the vendor knows that customer also buy when they buy certain products e.g. a customer who buys a TV will most likely also buy an aerial or TV stand. Such product may not have been advertised but they will show up in an email campaign. When such complementary products are placed in the campaign with an irresistible offer, the chances that the target client will increase his/her budget spend come back for those complementary stuffs are increased hence the seller sells more to the same customer without further spend on ad budget.

Over time this becomes the cheapest, most effective and proven method of increasing sales without corresponding increases of ad costs. ROI from email marketing is high staggering anywhere close to 40% conversion rate when done correctly. You just need to copy this simple yet powerful tactic of marketing automation and simply employ it in your online business environment to also increase sales.

Depending on your product type, you can collect emails or SMS phone numbers. Email marketing is the most economical method because sending an email is literally free hence most common and most preferred by most sites. SMS marketing is a bit costly because you will be paying for every SMS you send out

hence usually preferred by highly profitable products like in gamming products, banking products and insurance products usually by large companies. SMS are commonly used for reasons like account verification and two step logins. We recommend you start off with email marketing.

Most companies that offer SMS/email marketing and automation services offer their packages either based on number of subscribes or number of campaign messages sent per month. Though most of them offer free plans to enable you try their services, you will not get full automation features in free plans until you upgrade to their higher paid plans. We recommend that you go for a low priced email marketing tools rather than wasting time free plans. Here are some of the best low priced email marketing software companies that offer automaton services check on this link https://inonlinebiz.com/marketing-automation

SETTING UP AN ONLINE BUSINESS PROPERTY

Before you would use an online marketing automation, you must have set up an online business property. This can be a website, mobile applications, email list, product listing or just a landing page. Your online property is the exact place where you will be sending people to from your Ad.

At this point, we assume you have your online business property ready and that you are set to start utilizing the power of automation tools to acquire new and retain more customers. If you have not yet created your online business, then go to https://inonlinebiz.com to choose a business that meets your passion and create it. Once your business is ready online, you can then consider using the online marketing automation tools to engage your existing or potential customers when you start receiving visitors on your business property.

Now, let's look at some simple facts that most marketers may not be aware of. When you run a product ad, several qualified persons get attracted to it and actually visit your landing page but:

- **2.5%** or less will actually follow your ad and complete the purchase on first sight but majority **(over 97%)** will visit your page then leave and may never even visit your page again.

- **50%** or less of generated leads are actually qualified to make a purchase but are only not ready yet
- **25-50%** of those qualified to buy from you do compare your product with that of other vendors and make an actual purchase from the vendor who responds fast and timely.
- Ad Retargeting helps to bring back those visitors who at one point had shown interest e.g. by visiting your site product page. These group is three times more likely to complete a purchase as compared to those first time visitors.
- Email/SMS lead nurturing will increase product purchase in **4X - 10X** times

Going by this statistics that are from marketing research findings, it is very clear that you will likely lose out to your competition or even run on loss making advertising campaigns if you run ads and product promotions without:

- Retargeting
- Capturing and nurturing leads
- Giving your prospects fast and timely responses to their queries

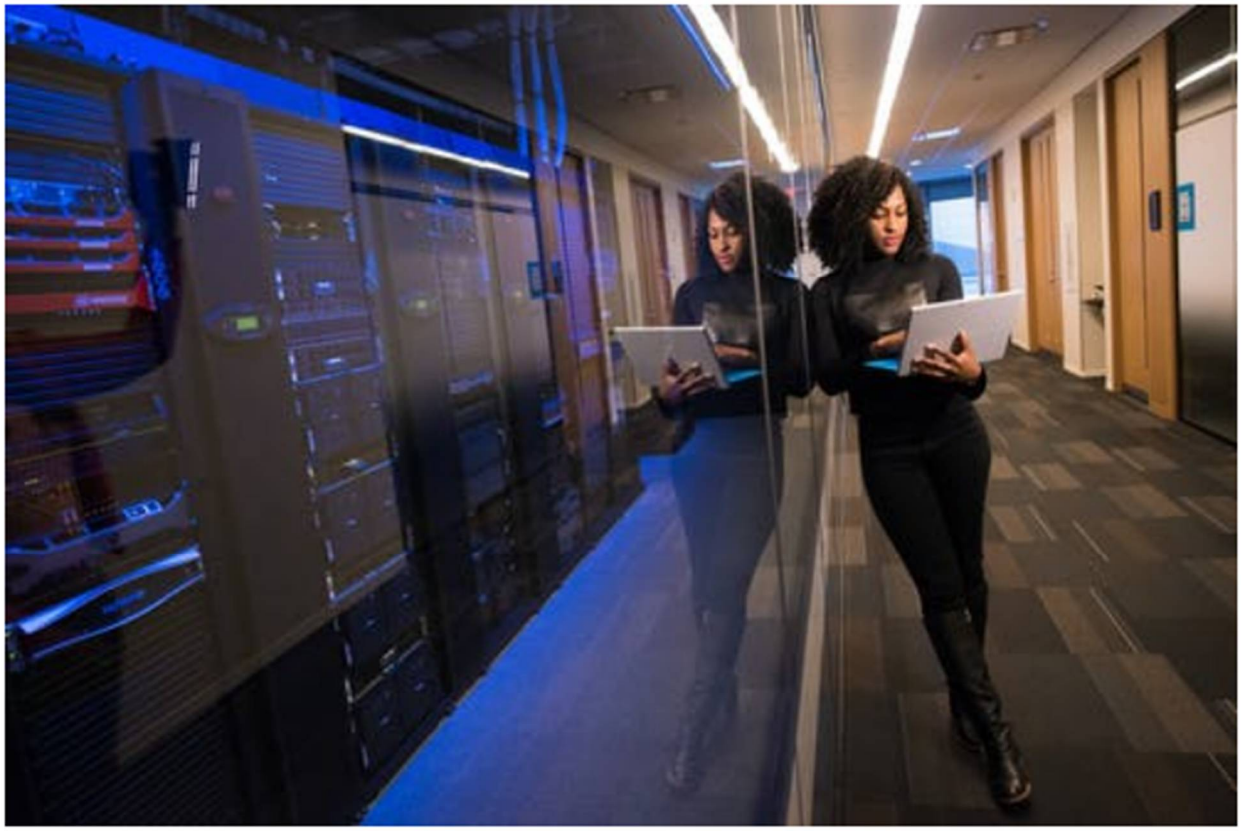
To succeed in online marketing, it is not enough to keep spending $$$$ in advertisement without following up on your prospects. If you just run ads and ads alone, you will be earning a conversion rate of close to 2.5% or less while leaving behind more than 97.5% of your traffic to go away and most of them

may never visit your product page again. This would easily turn your advertising campaigns to be expensive and of little return on investment (ROI),

If you capture and nature leads from your visitors, you can easily increase this conversion rate up to **10X** with very little additional expense on your side. When this is combined with ad retargeting that helps bring back those who had shown interest, you will receive traffic that is more targeted and more likely to complete purchase actions. Let us, see how to do exactly this in a right way in six steps.

1. **Step one: Your product page must be online.** Yeah! It sounds very simple but this is a very technical part. Imagine the amount of loss that occurs when a visitor clicks your pay per click (**PPC)** ad and finds that your landing page can't load, or in some instance, your landing page takes forever to load that the visitor has to wait for it to load! It occurs often than you think. An indicator to this is that you will find too many clicks on your ad yet very few visitors on your page traffic analytics. If you run an ad campaign and you realize this discrepancy, most likely your site is slow, fail to load a times or do not load at all. To deal with this, start with your hosting. Shared hosting is not the best option to go for if you are into serious business because, most often, the other sites that your site shares the server with a times may be the problem and this problem spills over to yours. For instance, if one of the site that your site shares the server with receives massive spike of traffic; It may use all the server resources like bandwidth at the expense of other sites like yours causing

your site to suffer slow loading speed or site not reachable at all. This will just drain your ad budget without you even knowing and there are no real results you would expect from such a thing. Several marketers suffer from this problem without them knowing because every time you test your links you will find your site online. As a marketer, check the statistics in your ad and compare them with those in your site traffic analytics. If they don't match i.e. they are more on the ad but very less on your site, then this would be one of the issues. We recommend you to get a cloud virtual private server (VPS) hosting for your online business. Cloud hosting can be costly especially for those starting out with a shoe string budget but can save you a lot more money when you start running ads as compared to what you would lose using shared hosting. Check here for our top list of recommended webhosts for your online business: https://inonlinebiz.com/top-5-best-low-cost-web-host-provider-for-small-online-businesses/



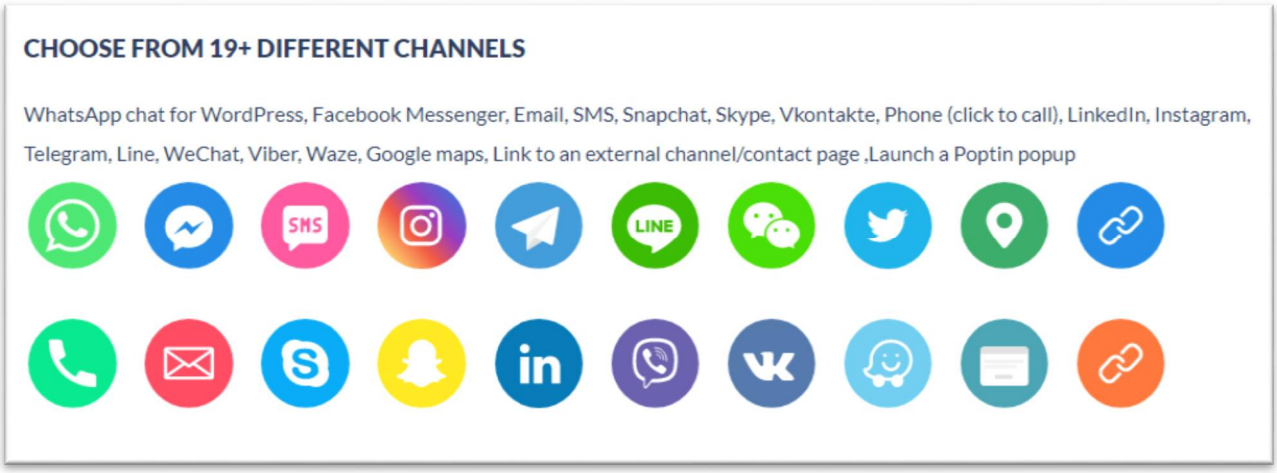
2. **Step two: Ensure your site or landing page has highly engaging content:** Content is King. Best content is that which is clear, precise and straight to the point. But content is all over the internet why should someone waste his precious time on your page? Content that actually solve the visitors' pain or problem will keep your visitor on your site or landing page. Remember, your site visitors have a very short span of time to look around and see if there is anything for them. If they can't see it in 3 seconds or less, chances are they will leave and never to come back. If the content appears to be heading towards solving the visitors'

problem, then the visitor can stay on page and focus more on how to get that solution making him or her more likely to take an action on your page. Unclear or cluttered page content will send the visitor away almost immediately. There is no standard way of making your landing page appear good but ensure your page has good navigation buttons that are working. Clear product information and easy call to action button. Always test the functionality of your buttons and any links that are on your landing pages. It would be so disappointing to learn that one or more of you links wasn't working properly after spending several dollars in ads. Always there are indicators to this problem. For example if you are running an e-commerce store, you will find so many add to cart but zero sales. In such a case, there is high likelihood that your customers are experiencing navigational problem while completing their orders or something like checkout link not working properly. It happens more often than you could imagine so ensure you double check all your links and navigational buttons.

3. Step three: Install and enable live chart channels which have auto-responder feature.

Enabling chart and instant messaging channels in your site enables your site visitors to easily get in touch with you and most likely get instant response. If you are missing these chart channels, then you most likely will be losing out up to 50% of your qualified leads and sales. Remember.

Some site visitors just like dealing with real persons. So they will either call or launch a live chart just to check if there is someone behind the product page. Besides that, **25% – 50%** of your site visitors will buy from those merchants who respond fast to their queries. Don't leave these group of visitors out of your sales funnel, implement chart and instant messaging channels on your landing page to allow your customers get instant feedback from you regarding their query. Some of the most common channels that shouldn't miss include; Whatsapp Business, Facebook Messenger and Telegram. They are very popular and there is very high chances, actually, close to 99% of your site visitors do already use them. Having them on your product page is a plus. If you run your site on WordPress, then check out this primo premium plugin that easily allow you implement these chart channels. You can install up to 19 charts instant messaging apps as floating buttons on your landing pages and other site pages.

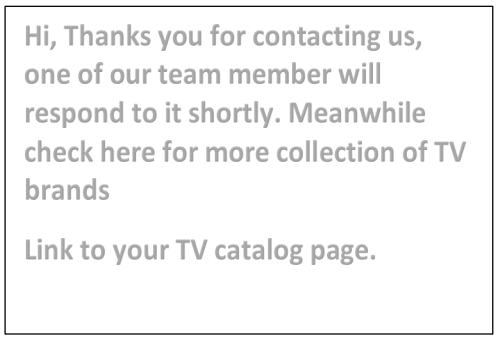


You can enable up to two channels for free then upgrade to enable more channels and for more customization. Check the plugin here: https://inonlinebiz.com/z-chart-channels-for-wordpress/

When these chart or instant messaging apps are implemented on a site with an auto respond feature, they become even more effective, For instance a landing page that has a product on promotion like a 55" Smart TV can have a chart channel like whatsapp or telegram. These chart channels can contain an auto respond message such that when a site visitor sends you a message, it automatically sends out the message of acknowledgement with a link to more related TVs.

Most likely, your visitor landed on your page because he/she saw your advert about TVs on sale. He is interested. On reaching your landing page he couldn't immediately see the kind of TV that he/she wants hence quickly contacts you via

instant messenger like whatsapp. As he/she waits for a reply from you, the auto message will show up with something like this:



Over 90% of customers will click on that link and visit your product catalog because the message will arrive when the customers is actually waiting for it. Some will most likely take action or even place an order even before you respond though it is always good manners to respond immediately. This is because the auto responder message act as an immediate response and the link allows your visitor to visit more products that may not have been included in the landing page. You will later realize that most queries are almost the same. They will be related to brands, sizes, delivery modes and timelines, prices/payment modes and warrantee issues if applicable. Such information are then best answered in your catalog page or link included in your landing page footer menu or somewhere where they can be easily found like in frequently asked questions (Faq) page.

4. Step four: collect customer emails and nurture those leads automatically.

Email marketing is the cheapest and most effective marketing automation tool. According to online marketing researchers, email marketing has a higher ROI of up to 35%. This however, is only true if it is done correctly. Let us see how to do it correctly and how not to use email marketing

CORRECT WAY OF BUILDING A MAILING LIST

It all begins by correctly building a mailing list. The best way to build an email list is by use of subscription forms to collect emails of site visitors. Here is an example of a subscription form and how you can increase sign ups.

- ✓ **Collect emails through a subscriber form on your site pages**. You will get more email subscribes when you give your site visitor a reason why he/she must subscribe for example, look at the two forms below

A

B

Between form **A** and form **B** which one would you likely sign up? If you look at form **A**, you are just told to sign up; you are not told exactly what you will get by signing up. Now look at form **B,** you are told to sign up and further to that, you are told that you will get coupon codes instantly into your inbox. Who doesn't like coupon codes especially while shopping? So form **B** will receive more email sign ups that form A. Always give your visitor an incentive to encourage him/her to give you

his/her email. Free stuffs like: free downloads, free video trainings, Special discount coupon codes, or access to free trials are some of the great incentives to offer to your site visitors in exchange with their email.

- ✓ **Deliver exactly what you promised at sign up**: Customers sign up to your mailing list so that they can get something of value which otherwise they would not have got by skipping that sign up form. Now once someone has trusted you with his or her email, create a good relationship with him/her. Start by creating trust. Remember, in most cases this are people you may not be knowing each other personally and you have nothing in common except for that form that has created a contact bridge. It is therefore good thing to create that trust by delivering exactly what you promised at sign up. If you promised a free download, then provide a download link immediately when the attention is still on your product, if you promised a special offer, then deliver it instantly. This is where email auto responders become very helpful and is one the important tool in marketing automation. Supposing you fail to deliver what you promised, what do you think will happen? Customers are very clever. They will wait and when you try promoting them other stuff other than what they subscribed for, they will just hit that 'unsubscribe link' at the bottom of the email and that is all. You lose out. Worse still, they can mark your messages as spam and when many people receive your message and mark it as spam, you will be banned from sending mass emails. Yes even Gmail or Yahoo will ban you!!

- ✓ **Regulate the number of email promotions you send out**. How would you feel if you woke up one morning and found that you have **999+** unread emails from one promoters promoting same or different products asking you to place order quickly? As much as you may be tempted to release new promotional email every hour in bid to raise sales, it is bad manners sending too many emails to your subscribers within a short time. They will just make your business image dirty, and you will most likely get so many subscribers unsubscribing in no time. The best way of making use of these email leads is by giving follow up messages and reminders, giving special offers and delivering what you promised. Sending 2 -3 emails per week is ok but not daily or on hourly basis. It is why we recommend you send fewer emails to a larger group consistently than sending many emails to a small group within a short time. Remember, to benefit the most, you need to build your relationship to last longer.
- ✓ **Always use automated workflows and email resend to non-openers.** After doing a lot of work collecting email contacts, you may just be surprised at how many people actually open your email and click through to your product page. Automated workflows manages non opened emails for you. For example, when you send your first campaign to your subscribers, the open rate will in most cases go decreasing from above 60% to even less than 3%. Usually, a welcome email is the one with highest open and click through rate because the user's interest to hear from you is maximum immediately after sign up. But after that, the interest keeps dropping with time. A campaign work flow allows you to

automatically re-send un-opened campaigns either with slight change in subject line or content while at the same time sending next in line campaigns to those who clicked your previous email campaigns. This helps in increasing open rate of your email and not only open rates but also click through rates to your product page. When the process is automated rules are set for example if an email campaign is not opened within 36 hours, it is resent with slight change in subject line or message header.

TOP THREE WORST AND COMMON MISTAKES IN EMAIL MARKETING

a. **Never buy an email list with ready contacts-** In automation marketing, emails or SMS are sent out automatically depending on the recipients actions or set triggers. This is totally different from mass messaging or emailing where a marketing campaign is sent indiscriminately to a lot of people like one million people at once with hopes that some will actually click through to the product page and possibly complete a purchase. Whichever the case, it can be tempting to spend some money and try to quickly acquire that readymade mailing list but **Neve**r buy such list due to :

   i. It is **illegal** to send an electronic marketing campaign to a person without his or her consent. When you buy a list from a vendor, the contact owners have not given you the consent to send them your stuffs and for that reason, you may be sued under the ICAN Spam protection laws and hence you may incur more harm than good.

   ii. You will most likely be warned or at worst be **blacklisted** and your account suspended by your mailing service provider if too many of your recipient complain by marking your email as spam or hit the unsubscribe button after they receive your message.

   iii. When too many messages from you are marked by recipients as spam, **your future emails may never reach the recipient's inbox** even if they actually subscribed from your website form. This is

because common email service providers like Gmail and Yahoo have intelligent filters that automatically identify the source of emails that are marked as spam by most recipients and will automatically filter that IP address of the server and every other message from that same server IP or email address will henceforth be regarded as spam.

b. **Never engage in spam marketing messages** - Spamming is simply sending a message to a person who is not interested with your messages and has never requested for such message from you. For example, you went to a conference and after the conference, you remain behind and ask for the registration book where all attendees left their contacts, email or phone numbers. Yes you may have got the contact details but one thing is missing. Permission! Getting someone's email or phone numbers is not a permission for you to start sending him/her marketing campaigns. It is simply unethical to spam messages to even the people you know.

c. **Always provide a way out**. Every email campaign you send out must have an unsubscribe link. It is illegal to send marketing campaigns to other people without providing way out. Imagine it were you. How would you feel if you kept receiving emails or SMS from some marketer promoting a product to you when you are no longer interested with it? Definitely, it irritates and if there is no way provided of unsubscribing from such list, the best option would either be to report such emails as

spam. This will greatly affect deliverability of your future emails to others. If too many emails of your email are marked as spam, Gmail, yahoo and many other popular email providers will automatically filter and block or send to spam all your future emails which is a great lose to you.

Now having learnt the email automation best practices, how can you utilize this automation service to boost sales and grow your profit? Here are five tips

HOW TO GET THE MOST OUT OF MARKETING AUTOMATION

1. **Always ensure you stay relevant to your target audience-** This means you focus in delivering what your target audience expect and you must be offering a solution. Remember, your audience are not interested with your emails, they are just interested with what is in there for them and nothing more. Understanding your audience will help you craft a better email/SMS for them with a call to action that helps solve their problem. For example, if you are promoting a product and then you realize that your visitor started to purchase but left the cart abandoned. Giving such a person a time limited discount could easily help him/her complete the purchase. The solution in this case is reduced price. After all, who doesn't love buying same stuffs at a reduced price?

2. **Increase the open rate of your emails by using 'killer' subject lines.** A subject line could mean the difference between your email being opened and being ignored forever. Best subject lines are those that promises a solution. The reader will feel that he/she would miss out if he/she does not open the email right away. The real solution should then be delivered by the call to action. For this to work best, the subject should promise a solution, the body message should clearly bring out the problem and finally the call to action should be the real solution for a limited time. This way you will find not only increased open rates but also increased click through rates.

3. **Use personalized messages**. Human mind reacts differently when the message is personalized than when it is not. Think of it this way, you are in a totally new city and everyone is busy with his business then someone calls you by your exact names, would you not be curios to listen to that person more attentively than if the same person would have called using general terms like hello there? That is psychological. It is proven that messages with personalized offers get better results than just too general offers.

4. **Know your goals and always drive towards them.** Not every email is to be geared towards promoting buy! buy! buy! Focus on building connection with your audience. Sometimes offer some smart and helpful

guides or tips that are geared to create a better connection. Remember some clients may not buy anything from you until much later stage. So you need to keep the connection alive by not too boring with buy! Buy! Buy! Campaigns.

5. **Don't stop testing, keep testing to find the most engaging messages and campaign format.** Trying out simple tricks such as changing images, running A/B testing, text lengths, button colors and auto-resending unopened emails. Use your analytics to identify the most effective messages and maximize their use in future campaigns.

6. **Lastly, focus on selling what works.** You do not have to sell everything in this world to be successful in life. Focus on what works and be best at just that. This means you closely monitor your email campaign performance with keen interest in click through rates and successful purchases. Optimize and maximize the best converting campaigns. This include things like campaign subject, campaign creative like images and color, text sizing and body message. Most important, call to action button and landing page. All this aspects comes into play to cause successful conversion. That is how you will increase your earnings from your marketing efforts and campaigns.

IN SUMMARY

Lead nurturing is the best and greatest marketing technique that any marketer can employ in his/her marketing efforts. Tools that help you do stuffs like automatic ad retargeting, email/SMS collection and verification, Campaign sending and monitoring should be at the fingertips of any marketer. In fact email marketing alone is proven to have the greatest return on investment (ROI) than social media and search engine combined with a possible conversion rate of up to 40%. For this success rate to be realized, it has to be done correctly and consistently. When the process is automated, you will benefit more from same customers over a long time hence minimizing ad spends. Most sites, small or big knows this and you will in most cases find a subscribe form on their site pages.

If you have been promoting your products without retargeting, capturing leads and nurturing them, you just may not be aware of how much you are losing in sales. It is time you start doing exactly that. Start with ad retargeting, set up an automatic lead capture & nurturing system and you will see increase in your sales. Check this page to select the best low cost automation tools available in the market. https://inonlinebiz.com/best-marketing-automation-tools/

In case you still do not have any online business, then this is the best time for you to start one such business. That is because most people are struggling to stay at home due to Covid-19 pandemic that has affected the whole world. As everyone stay or work from home the internet has formed a useful platform for

transacting daily activities therefore putting your business online is no doubt a plus. Some of the businesses you can do include: ecommerce, drop-shipping, blogging, domain merchandising, etc. Visit https://inonlinebiz.com to learn more about them.