



*shipping
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**Automated
Lifecycle
Campaigns**



Today's lesson: Automate the essentials.

[Automated lifecycle campaigns](#) target customers at different phases in their buyer lifecycle and provide specific messaging that is personal, valuable, and relevant.

For example, a first-time buyer should receive a welcome email, which introduces them to your brand and other featured products. A loyal customer should receive an automated offer thanking them for a recent purchase and offering a discount on their next order.

Our recommended lifecycle campaigns are the First Time Buyer Welcome Email, Request Feedback, Automated Offer, Buy It Again Reminder, and Lapsed Customer Win-back campaigns.

Typical length of time to wait before sending each campaign:

- First Time Buyer Welcome Email: 1 hour after order download
- Request Feedback: 7 days after order shipped (may vary by product)
- Automated Offer: 1 week to 1 month after order purchase (can vary depending on offer)
- Buy It Again Reminder: 60-90 days after order shipped (dependent on product)
- Lapsed Customer Win-back: 60 days after last order

When you put Lifecycle Campaigns in place, your efforts to create repeat business run on autopilot. Even better, though these emails are automated, they feel personal and timely every time, which your customers will appreciate!

Tomorrow's topic: Branding, design, and how to look like a pro.

