

Fake It Till You Make It

How to automate the web without a line of code

The course starts soon!

And we wanted to give you something to hold you over until then

This PDF will teach you how to use Zapier to automate tons of things you might be doing manually, which will save you time, energy, and seriously impress your peers

Let's get started!

Intro

Getting Set Up
With Zapier

1. Go to www.zapier.com and click “Sign up”
2. Once you’re signed up, select “Marketer” and any other professions that fit the recommendations you want
3. They’ll provide you with some popular use cases to get you started, but we’ll go more in depth here

Zapier lets you create “Zaps”: automated relationships between different web services

So you could automatically add signups from a WuFoo form to your CRM, or send your logged hours straight from Toggle to Freshbooks

We'll cover 16 Zaps that will get you up and running automating your marketing work with no programming

If you see a picture like this:



Click on it to go to Zapier and create the Zap.

We'll be here when you get back :)

Part One

Automating Your Social Media

Automatically Share New Blog Posts



These two Zaps will take any RSS feed, or any WordPress post, and automatically schedule it for you in Buffer based on parameters you choose.

Not a Buffer user? You can also send the info straight to Twitter, Facebook, and LinkedIn

Automatically Share New Videos



This Zap will take any new YouTube video you publish and automatically schedule it for you in Buffer based on parameters you choose.

Not a buffer user? You can also send the video straight to Twitter, Facebook, and LinkedIn

Chat Notifications for Twitter Mentions



Instead of keeping Twitter open all day, these Zaps will automatically send new mentions to your chat client of choice.

This also lets you divide and conquer replies among your team members.

Welcome Your New Twitter Followers



If you connect Twitter to Zapier, you can send tweets welcoming your new users or sharing a call to action with them.

Zapier doesn't entirely encourage this though, so they don't provide a direct link to the Zap.

Part Two

**Automating Your
Email List**

Send Form Signups to Your Email List



There are tons of form apps and email apps, but these are two examples of ones for sending your form signups straight to your email list

You can even send them to multiple lists to create simple email cohorts!

Send New Signups a Personal Welcome



Instead of a generic Aweber or Mailchimp welcome email, send a welcome from your personal Gmail address without all of the nasty “unsubscribe” text at the bottom.

Your signups will appreciate the friendliness.

Add New Sales to Your Email List



These integrations, which can be done with any email manager, let you automatically add new sales to your drip campaigns and keep in touch with them to send out future deals.

Just make sure they opt-in!

Follow Up with Survey Completes



This integration lets you automatically follow up with people who complete your survey to thank them, or to send them a gift for completing it, or anything else you might want!

Add Event Attendees to Your List



As soon as someone signs up for your next event, add them to your email list (or a new one!) so you can keep them up to date as the event approaches and follow up with them afterwards.

Add Webinar Attendees to Your List



As soon as your next webinar is over, or as people are signing up for it, add them to your mailing list so you can remind them about it and follow up with them afterwards!

Part Three

Automating Your CRM & Networking

Add New Leads to Your CRM



If you're using a WuFoo form or something similar to collect sales leads, these Zaps will automatically add their information to your CRM of choice!

Automatically Add LinkedIn Connections



This nifty Zap will take any business card you scan with FullContact and hunt them down on LinkedIn for you. No more spending hours trying to find everyone on LinkedIn that you met at your last conference.

Add Business Cards to Your CRM



Somewhat similar to the last Zap, this one will take your new business cards that you've scanned with FullContact and add them as Relationships in RelateIQ

Part Four

Miscellaneous Fun

Store New Signups in a Google Doc



These Zaps conveniently store all of your form signups in a Google Spreadsheet, so you can manipulate them and use them however you want.

Send Automated Emails from a Spreadsheet



Instead of sending a mass email formatted with MailChimp or Aweber, this Zap lets you send what look like personal emails through Gmail, but that are based on rows in a Google Docs Spreadsheet!

Receive Important Emails from Pushbullet



In the interest of productivity you might only check your email a few times a day, but you don't want to miss emails from your most important clients or partners.

This Zap will let you know when they email you so you don't check email unnecessarily!

Go Forth and Conquer!

The first email of the course will be coming to you soon, until then, try out these Zaps and some of the code snippets we sent you!

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