

ZOHO MARKETING AUTOMATION - A PRODUCT SUMMARY

PRODUCT OVERVIEW :

Zoho Marketing Automation is a tool that helps automate marketing without any manual effort. You just need to integrate it into your website, and it takes care of the rest. It manages tasks like lead generation, email campaigns, and customer engagement automatically. There are also several other features that further simplify and enhance your marketing process.

INSTAGRAM MARKETING STRATEGIES 2025 - ZOHO BLOG SUMMARY :

Instagram marketing strategies for 2025

Posted On February 11, 2025 | By [Vidhya V](#)

7 Mins Read



Firstly, it spoke about what are all the ways to do marketing on Instagram, what are the 3 C's of marketing on Instagram - community, content, consistency. It also explained creating and executing Instagram marketing in 9 steps, common Instagram marketing mistakes, and how to do Instagram marketing with Zoho automation.

MOCK SCENARIO:

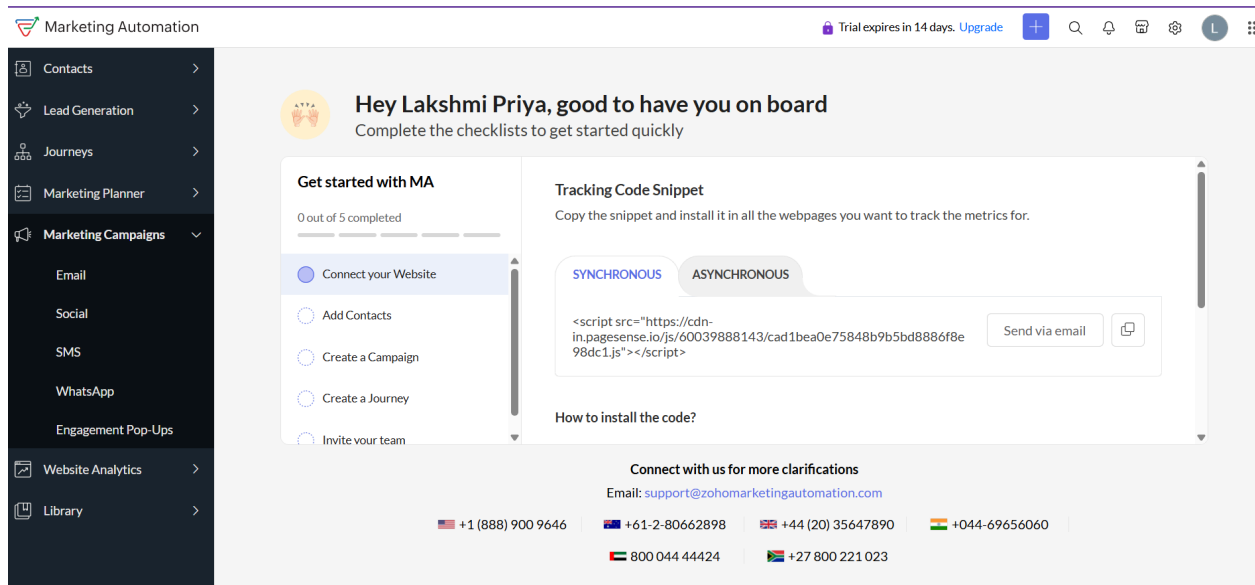
You're the marketing head of a startup called EcoNest, which sells eco-friendly home products online. The team has been manually sending emails and tracking leads in spreadsheets, but it's getting overwhelming as the customer base grows.

Your CEO asks you to explore and implement Zoho Marketing Automation to improve efficiency and reach?!!

If a user logs in to our website, Zoho Marketing Automation can automatically trigger a welcome email as part of an onboarding workflow. We can also set up automated SMS and email campaigns to send promotional offers or updates based on user actions.

Using the tool, we can track who visited the website, what pages they viewed, and their entire interaction history, all from Zoho's dashboard. This helps us understand customer behavior and send personalized and timely messages without any manual effort.


ZOHO MARKETING AUTOMATION - USER EXPERIENCE :



In the Home dashboard of Zoho Marketing Automation, the left panel gives me access to essential modules like Contacts, Lead Generation, Journals, Marketing Planners, Campaigns, Library, and Website Analytics.

There's also an option to integrate the tool directly into the Home website and collaborate with the team by adding members and assigning roles.

Marketing Planner
← CREATE A PLANNER



General Details

Create a plan for your marketing activities, set your goals, track your budget, and schedule your campaigns.

General Details Set a primary planner goal Summary

Name

Aim

Plan type

Budget


Start date

End date

Next →

In the Marketing Planner, there's a feature called "Creating a Planner" where I can create a planner. It asks for general details, primary goals, and a summary.

Email Campaigns
← CREATE A CAMPAIGN



General Details

General information about your campaign gives an overview of the campaign and its purpose. Give an appropriate name and associate your campaign with a suitable topic to proceed.

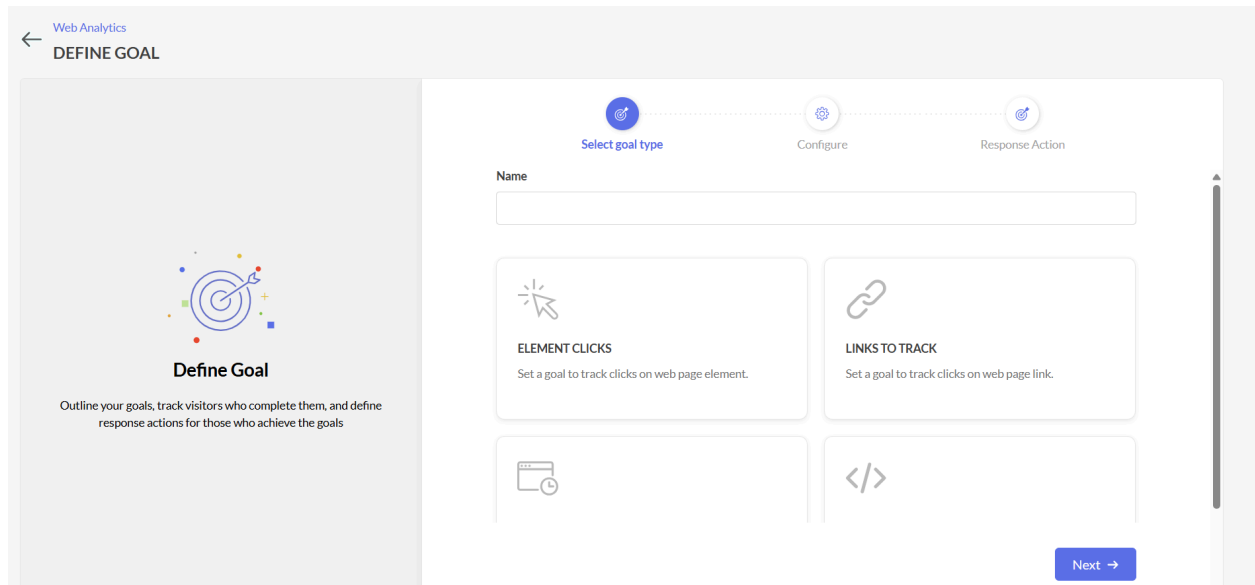
General Details Type

Campaign name

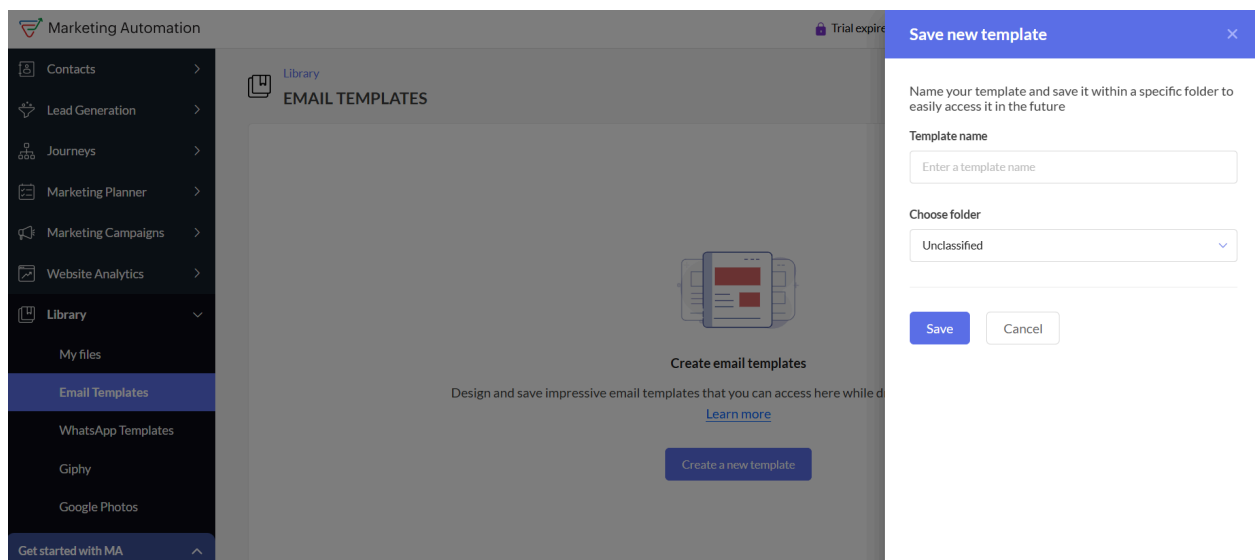
Topic ⓘ

Next →

We can also create a campaign for mails and SMS.



In Web Analytics, we can define a goal, configure and respond to action.



In the Library Section, we can make Email Templates , Files, Whatsapp Templates,Giphy and access Google photos as well. We can also integrate whatsapp.

Overall , This Platform is user-friendly and robust.