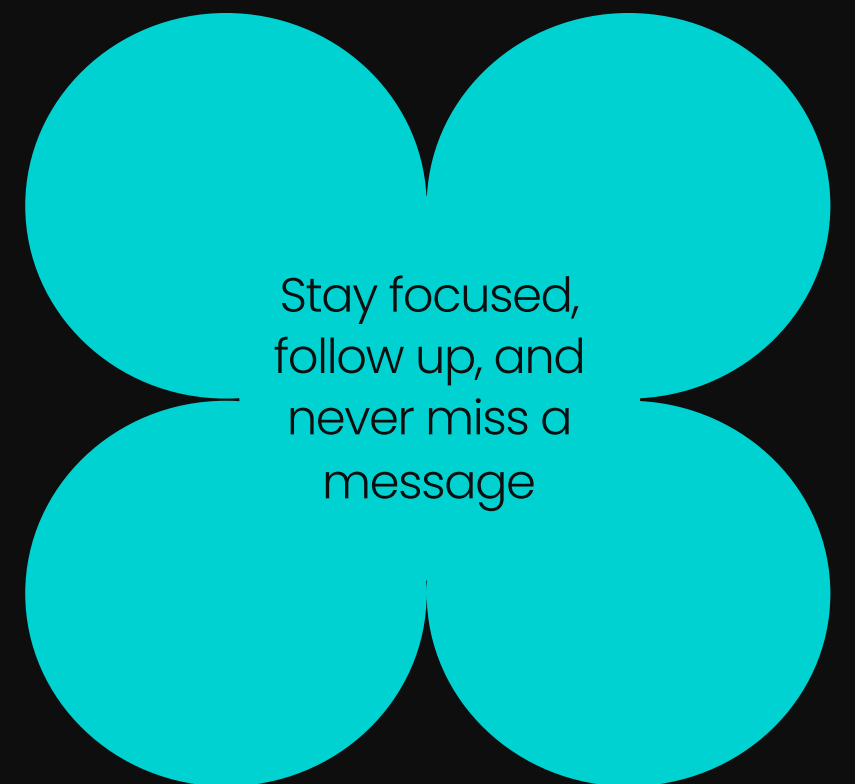


# Client communication in monday CRM Cheatsheet



## Core communication pain points

### Need to remember what was said — and when?

Use the **Emails & Activities** tab to keep every email, call, and meeting note in one place — so you always have the full context and your team stays aligned.

### Email groups, without losing the personal touch

Use **Mass emails** to send personalized messages to filtered contacts, and get help from monday's **AI assistant** to write and refine them faster.

### Struggling to stay consistent with follow-ups?

Use **Sequences** to automate outreach over time — so no warm lead is forgotten, even when your to-do list is full.

### Not sure if your emails are working?

Check **email tracking** to see who opened and clicked — so you know where to focus your next follow-up.

✓ Want to keep communication clear, personal, and effective?

Follow these monday CRM best practices:

- Filter contacts before sending — only email who needs to hear it
- Personalize with name or company for a more tailored feel
- Keep emails short and focused
- Space out messages to avoid over-sending
- Log every interaction to keep your team aligned