

5 Ways to Automate a Business in Kenya

1. Automate Customer Follow-ups

Use WhatsApp Business with automation tools like Make.com to follow up with leads after they submit a form. Saves time and boosts conversions.

2. Booking & Confirmations via Forms

Use Google Forms connected to WhatsApp or email to send confirmations. No manual messaging. Instant response = happier customers.

3. Track Leads with CRM Tools

CRMs like Brevo or HubSpot help manage your customer list, pipeline, and follow-ups - all from your phone or PC, for free.

4. Build a Smart Website That Works

A good site should generate leads, send automated messages, and integrate with WhatsApp - not just look pretty. Start with a one-page site.

5. Automate Review & Referral Requests

After a service, send automated WhatsApp messages asking for Google Reviews or referrals. Reward them using Airtable or email flows.