

As you can see, each subscriber will get different e-mails, and it takes a different time to complete the sequence.

Automations

Let's say you have put together an excellent sequence from Laravel tips and other helpful content. It contains ten e-mails, and you send one e-mail every week. At the moment, you have 1000 subscribers, and you start your sequence. People love it, and you gain some more subscribers. Now, you have 1500 people on your list. But what happens with the new 500 subscribers? They all missed your content because they were not your subscribers when you started your sequence. Wouldn't it be great if we could come up with some solution?

ConvertKit solves this problem by using automation. Automation is a "flow" of events and actions, something like this:

*"When an **event** happens, then do this **action**."*

To give you an example:

"When a person subscribes to my e-mail list, add them to my awesome e-mail sequence."

This automation makes it possible that every new subscriber will get your important and valuable e-mails. As you can see from the examples, there are two essential parts of automation:

- Event. An event will happen, and it triggers an action.
- Action. This is what the app will execute as a consequence of the event.

In the demo app, we will handle the following events and actions:

- Event: when a subscriber subscribes to a form.
- Action: then add them to a sequence.
- Action: tag them.

We'll build them in an easy-to-extend way, so adding new events or actions will be straightforward. It's an exciting feature with a lot of fun stuff!