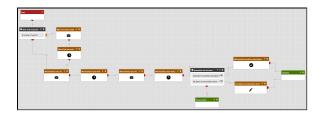This chapter provides a step-by-step example that you can follow to create a new marketing automation process from start to end. You can quickly get acquainted with marketing automation using this walkthrough.

The walkthrough consists of four pages. Follow the pages in sequential order:

1. Preparing the prerequisites
2. Creating the process
3. Designing the process
4. Managing the process

This is the finished marketing automation process.