

With the testing users and roles prepared, you can start creating the new automation process.

## Creating the automation process

Add the process itself and set its recurrence settings:


1. Log in to Kentico as **Travis**.
  - Go to `http://<yourdomain>/Admin` and enter *Travis* as the user name.
2. Open the **Marketing automation** application.
3. Click **New process** and type *Coffee Merchandise Lead Nurturing* as the **Display name**.
4. Click **Save**.
  - The system creates the process and opens the **General** tab of the process editing interface.
5. Under **Start the process**, choose **If it hasn't been run before**.
6. Click **Save**.

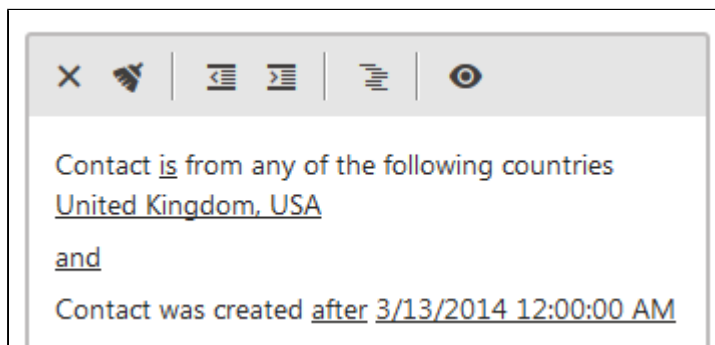
By setting the recurrence setting to **If it hasn't been run before**, you make sure that the process cannot run more than once for the same contact. This ensures that contacts will not receive the same marketing information twice.

**See also:** [Working with marketing automation processes](#)

## Creating a trigger

Create a trigger that runs the automation process whenever a new contact is created:

1. Open the **Triggers** tab of the process's editing interface.
2. Click **New trigger** and set the details as follows:
  - **Display name:** UK and US Contacts
  - **Type:** Contact created
3. Click **Edit** next to the **Condition** field.
  - The **Edit macro condition** dialog opens.
4. In the **Available rules** list, select *Contact is from country* and click **Add rule** (↩).
  - You can now see the rule in the designer on the left side of the dialog.
5. Click the select countries parameter.
  - The **Set parameter value** dialog opens.
6. Click **Select**, choose **USA** and **United Kingdom** (you can use the filter at the top of the dialog) and confirm by clicking **OK** twice.
7. Select *Contact was created on a specific date* in the **Available rules** list and click **Add rule** (↩) again.
8. Click the select date parameter.
9. Click  and **OK**.



10. Close the **Edit macro condition** dialog by clicking **Save & Close** again.

The trigger runs the process for contacts from the UK and USA created from now onwards.

**See also:** [Setting triggers for automation processes](#)

**Next page:** [Designing the process](#)