Email Automation

INTRODUCTION

Overview :

In industries while conducting workshops, competitions etc. it is necessary to send bulk certificates to candidates that to with specific certificates for a specific candidate.
For this first we should store all the certificates of candidates in the same order as stored in the excel. All these certificates(Attachments) should have a common path except the last value. We will be using Email SMTP-POP3 VOB and Excel VBO.

Purpose :

Building a bot to automatically send mails with attachments to a list of people.Through this project, we can create a system that will automatically send the certificate to candidates through email with a particular subject line and body of email

LITERATURE SURVEY

Existing problem :

It takes longer than you think：

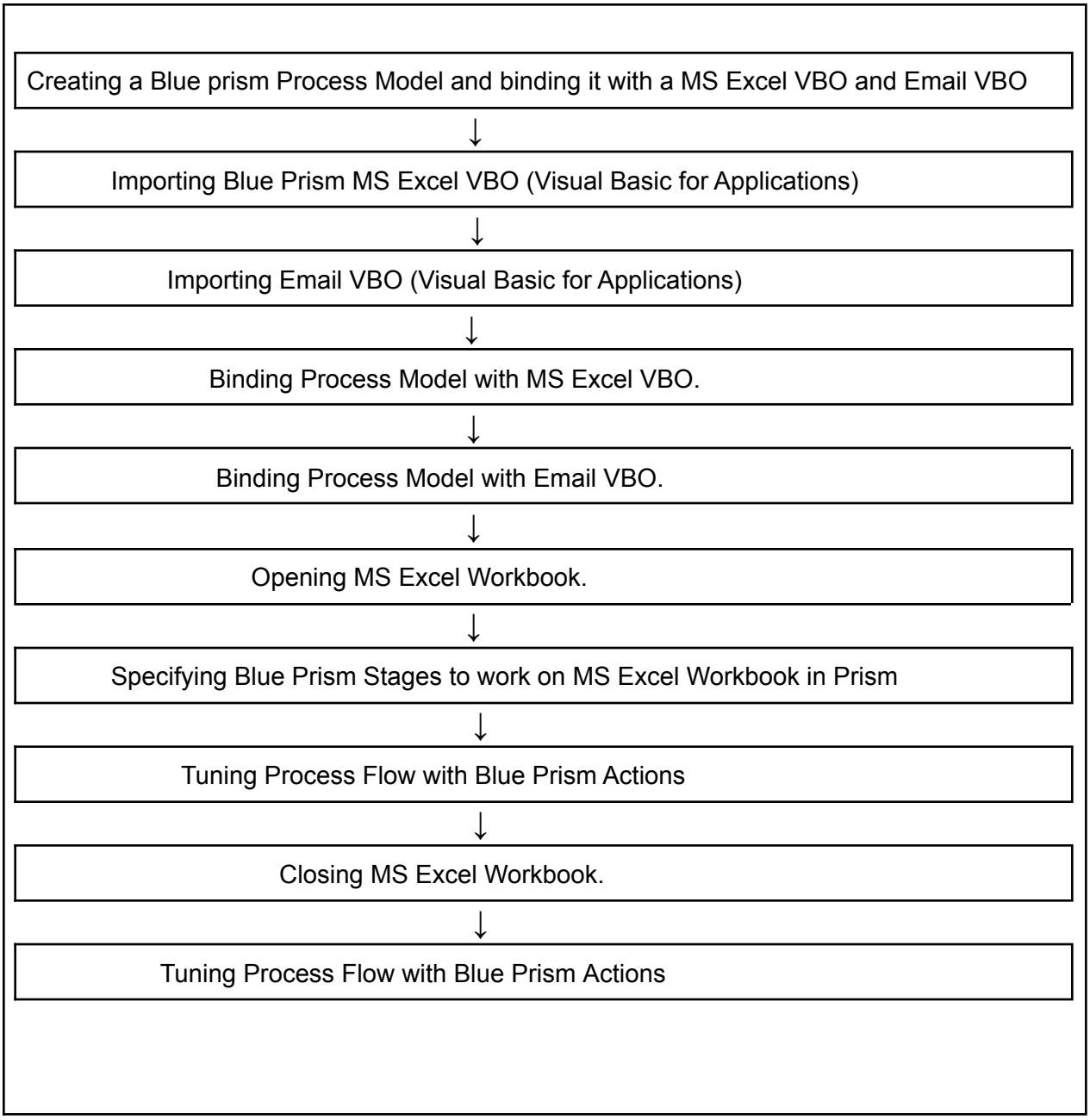
Either you do it yourself or your digital marketing agency, building an entire email automation strategy involves patience and quite some skills. You have to go through the research phase, plan accordingly, test to get an idea of what works best and iterate as you go. Our experts put a lot of time and effort into making sure the strategy is optimized for success and that’s exactly how you should think about it for long-term success.

Proposed solution :

It can take anywhere between two days and a week to develop an email automation following best practices. Don't waste time developing the perfect email, you can always optimize later. Get your automated emails up and running as soon as possible so you don’t miss out on creating crucial engagement and revenue.

THEORETICAL ANALYSIS

Block diagram :



Hardware / Software designing :

Software:

Installation and Setup Guide for Blue Prism:

https://www.youtube.com/watch?v=SKMXYqmvAZI

Installation and Setup Guide for MS Excel:

https://microsoft_excel.en.downloadastro.com

Hardware Required:

The following is the Hardware required to complete this project:

● Internet connection to download and activate

● Administration access to install and run Blue Prism

● Minimum 10GB free disk space

● Windows 8.1 or 10 (64-bit version only) OR Cloud: Get started free, *Cloud account required. Minimum System Requirements To run Office Excel 2013, your computer needs to meet the following minimum hardware requirements:

● 500 megahertz (MHz)

● 256 megabytes (MB) RAM

● 1.5 gigabytes (GB) available space

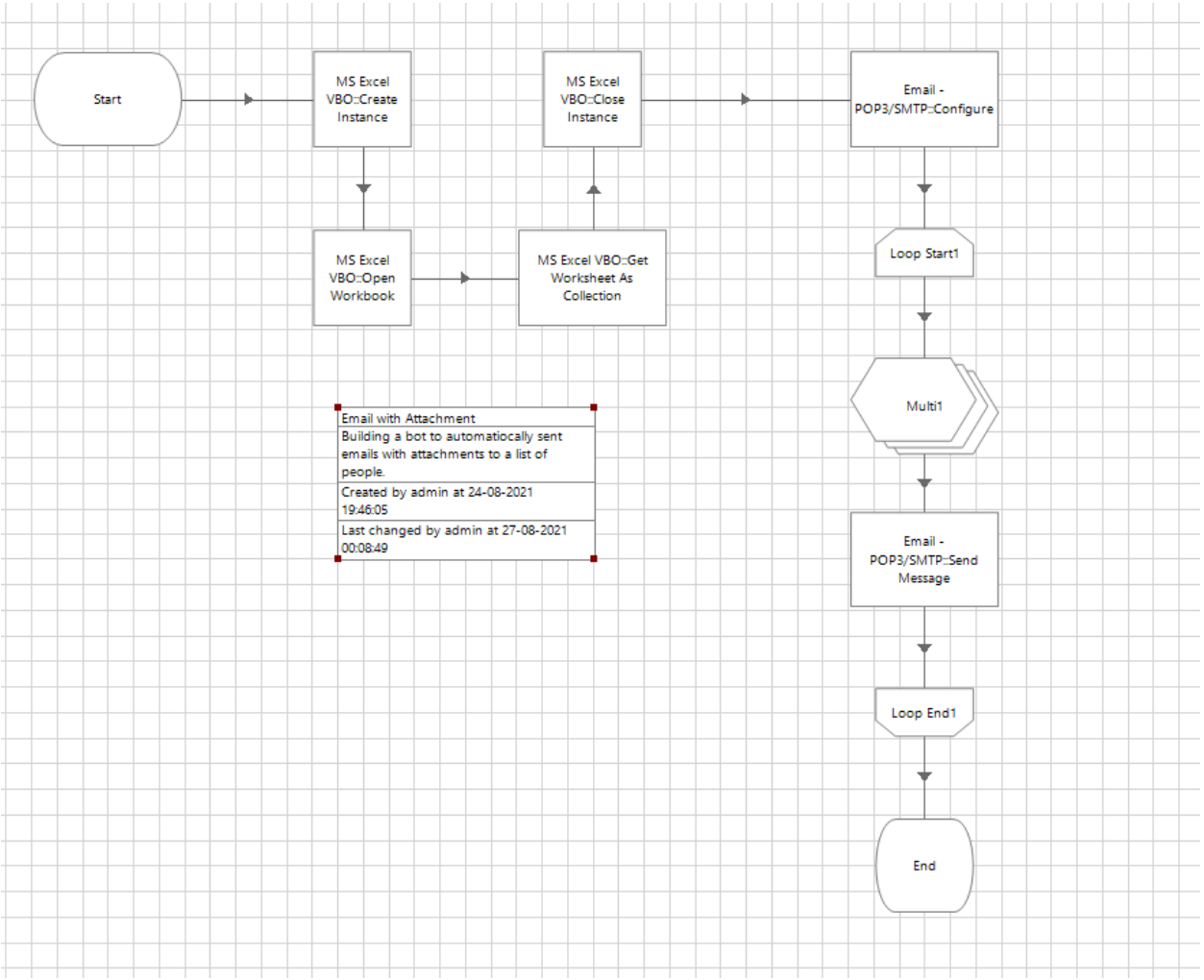
● 1024x768 or higher resolution monitor

EXPERIMENTAL INVESTIGATIONS

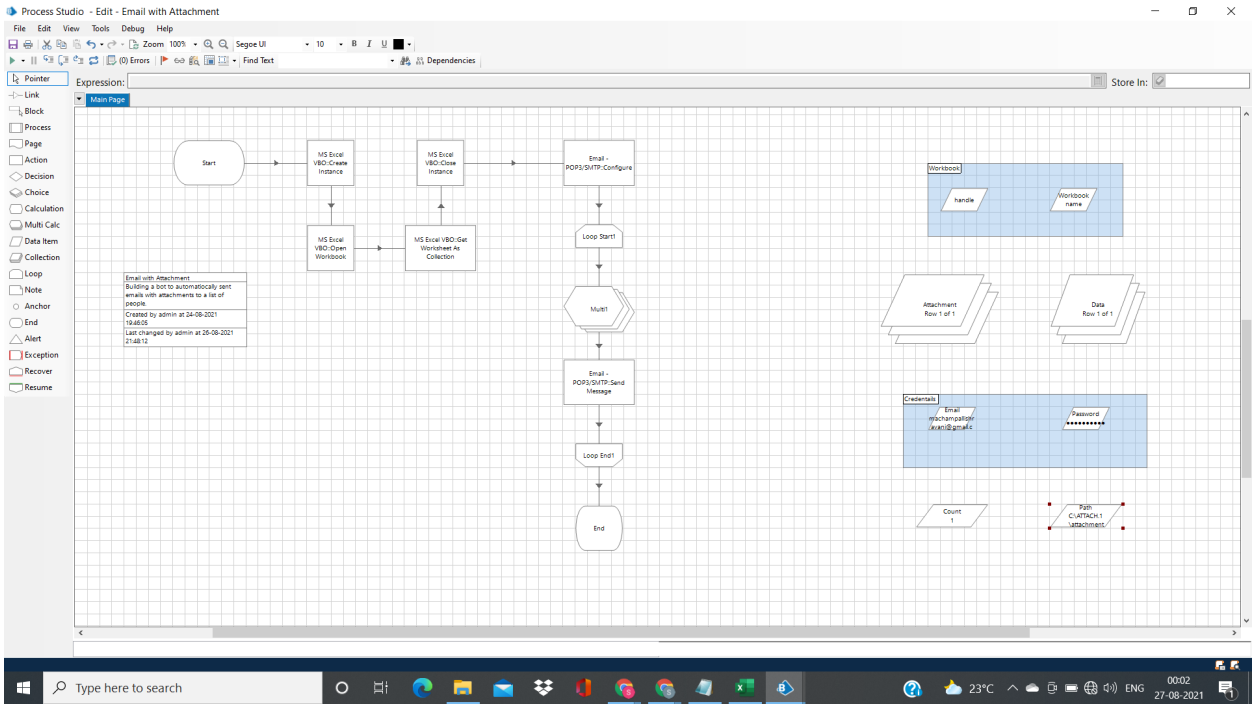
While working on the solution we analyzed that the subject and the body of the mail can be changed according to the requirement of the mail. We also analyzed that the format of the attachments (files) can be of any type(.png , .jpg , .docx) , all we have to do is change the expression in the Multi calculator accordingly.

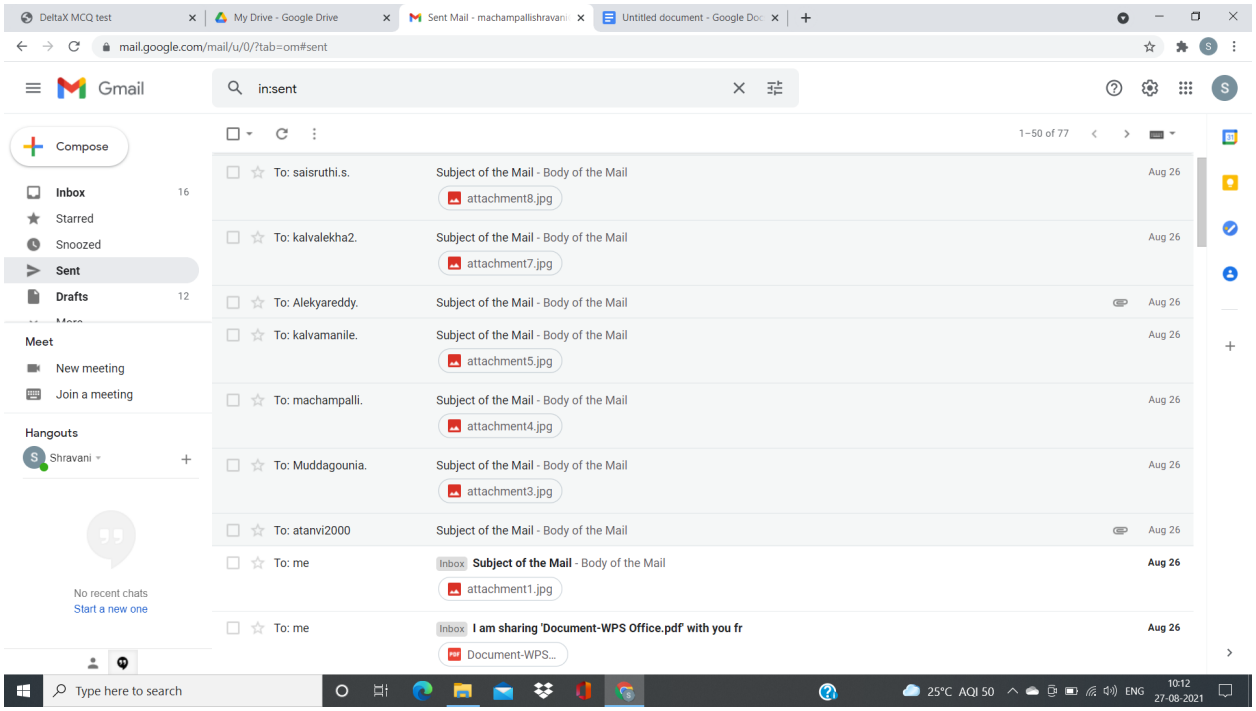
Lastly we also analyzed that though the path of the spreadsheet are correct we cannot run the bot unless and until you change the google account setting (security) less secure app access and turn it ON .

FLOWCHART


Start
MS Excel VBO::Create Instance
MS Excel VBO::Close Instance
Email - POP3/SMTP::Configure
MS Excel VBO::Open Workbook
MS Excel VBO::Get Worksheet As Collection
Loop Start1
Multi1
Email with Attachment
Building a bot to automatiocally sent emails with attachments to a list of people.
Created by admin at 24-08-2021 19:46:05
Last changed by admin at 27-08-2021 00:08:49
Email - POP3/SMTP::Send Message
Loop End1
End

RESULT





ADVANTAGES & DISADVANTAGES

Advantages :

1. It saves the time :

The most impactful benefit of email automation is its ability to save you time.

Imagine that you have to manually send a welcome email every time a new person signs up to your list. By putting this kind of communication on autopilot, you're saving a tremendous amount of time that you can allocate to other areas of your business.

2. It makes your marketing campaigns scalable

Thanks to email automation, you're able to scale your marketing campaigns more effectively.The amount of time you save increases with how many automated campaigns you deploy, and how many people enter your workflows.Equally, no matter how many people receive your automated email responses, it doesn't change how much time you have to spend to set them up.

3. It lets you personalize your customers' experiences

Although some automated emails may feel robotic, using email automation is one of the best ways to make your communication more personalized and engaging.That's one of the main reasons why automated (or triggered) emails get much higher engagement rates than what you would see for standard email campaigns.

4. It's measurable

Calculating your email automation ROI is relatively simple. Like with other marketing campaigns, you'll need to know things such as your cost to acquire a single customer, the average customer lifetime value, and how much it costs you to set up your email automation.What makes things easier is that once you set up your automated campaigns, you're usually only left with a monthly fee for your marketing automation platform.Then, at the end of each month, you need just a brief moment to see how much profit you're making through your automated emails.

5. It works well with other marketing channels

While email automation only works with emails, you can easily connect your automated campaigns with other marketing channels and tools for a more complete picture.Marketing automation platforms, like GetResponse, often come with an array of built-in tools and integrations. Thanks to that, you can quickly connect your campaigns with Facebook and Instagram, or your favorite ecommerce platforms.Using popular connectors like Zapier, you're able to link almost any kind of online marketing tool available on the market, without having any technical know-how.

Disadvantages :

Spam - commercial email or 'spam' irritates consumers. If your messages aren't targeted to the right people, the recipient may delete your email or unsubscribe. You need to make sure that your email automation complies with privacy and data protection rules, and that it is properly targeted at people who want to receive it.

Undelivered emails - poorly designed emails may not get delivered. Emails that use certain spam keywords or characters in the subject heading or content of the email.

Design problems - your email must be designed so that it appears as it should across multiple devices and email providers. You may encounter a trade-off between design and functionality. Some people opt to receive text-only emails, consider how your message will look if this is the case.

Size issues - files need to be small enough to download quickly. Emails containing many images may take too long to load, frustrating your audience and losing their interest.

Resources and skills - for a successful email campaign you must ensure that you have the right copy, design and marketing list. If you don't have the time or skills in-house, consider outsourcing some of these elements.

APPLICATIONS

Offer customers a birthday surprise.

Birthday emails are one of the most common types of automated emails you can send, and they can be extremely effective when done right.

This email from Omaha Steaks shows how it should be done. Not only does the email wish the reader a happy birthday and show they care about their customers, but it provides them with a highly -relevant birthday offer that encourages them to make a purchase.The beautiful imagery and excellent call to action help to drive conversions too.This kind of email is super easy to set up if you have your customer's date of birth. You simply set up a recurring email based on a date, and the email will automatically be sent each time that date rolls around.

Send appointment reminders to customers.

Repeat business is a critical driver of growth for many organizations. In fact, according to research , it costs five times more to acquire new customers than it does to keep your existing ones.

One of the best ways to get repeat business from your existing customers is to send them regular reminder emails. This works particularly well for businesses that provide a service people use on a recurring basis, like mechanics who offer regular tune-ups or dentists who do routine check-ups and cleans

Promote your event.

If your business invests time and money into running events, meetups, or webinars, then getting people to attend is critical to driving a positive return on investment.

A great way to increase this is to send people reminder emails in the lead up to the event, and then a series of follow-up emails after the event.

CONCLUSION

● Creating a Blue prism Process Model and binding it with a MS Excel VBO and Email VBO.

● Importing Blue Prism MS Excel VBO (Visual Basic for Applications)

● Importing Email VBO (Visual Basic for Applications)

● Binding Process Model with MS Excel VBO.

● Binding Process Model with Email VBO.

● Opening MS Excel Workbook.

● Specifying Blue Prism Stages to work on MS Excel Workbook in Prism.

● Tuning Process Flow with Blue Prism Actions.

● Closing MS Excel Workbook.

● Tuning Process Flow with Blue Prism Actions.

● Adding Process Stages : Create Instance ,Open Excel file , Getting email IDs , Closing Excel file, Configuring Email ,Fetching attachments ,Sending mails

● Test the Model : Test Process Model.

FUTURE SCOPE

- AUTOMATION **:**

  Email campaign services have enabled more efficient tracking of leads and customers to

increase retention rates. This trend will continue and be built into the UI of ESPs.

- DEEP LINKS :

  Email automation has started to include deep links. Those links take readers into the relevant apps installed on their devices, a better user experience as the user spends more time on mobile devices.Deep links create a web experience on mobile devices and better connect email content between the web and mobile.

- PREDICTIVE ANALYTICS :

  Businesses will be able to estimate metrics beforehand of email , such as open, bounce, and conversion rates. This will enable them to optimize content to produce the highest levels of engagement.

- CONTEXTUALIZED CONTENT :

  Email automation will show the right content to the right user. Such as integration with real-time audience data with data management platforms and ad exchanges. In addition, users can be shown personalized content based on apps they have installed on their mobile devices as more apps enable deep links.

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