[2:12 pm, 27/08/2021] Rock Star: EMAIL AUTOMATION
REPORT

1. INTRODUCTION

1.1 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. Through this project, we can create a system that will automatically sends the certificates to candidates through email with a particular subject line and body of email. 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.

1.2 Purpose

Email automation is a way to create emails that reach the right people with the right message at the right moment without doing the work every time, sending automated messages leveraging a marketing automation tool.

2. LITERATURE SURVEY

2.1 Existing problems

Decreasing engagement rates & deliverability issues
Lack of human touch
Automation still need to be regularly maintained.
The fear of sending too many emails
Lack of customer feedback
It takes longer than you think
Emails are so predictable
It's a one-way communication channel
The fear of going beyond emails

2.2 Proposed solution

Email marketing continues to deliver results. But email marketing has evolved. It's no longer as simple as sending the same email to all.It's time to update your email marketing strategy.Now, you need to send targeted messages. Messages that are personalized, and optimized for multiple devices.You also need test new elements.

Trends change quickly, and what worked 12 months ago may not be successful today. Be open to testing. And when you understand what works, find ways to automate it through triggered emails.If you implement these new changes into your email marketing strategy your customers will be more responsive, your campaign performance will improve and your business will continue grow.

3. THEORITICAL ANALYSIS
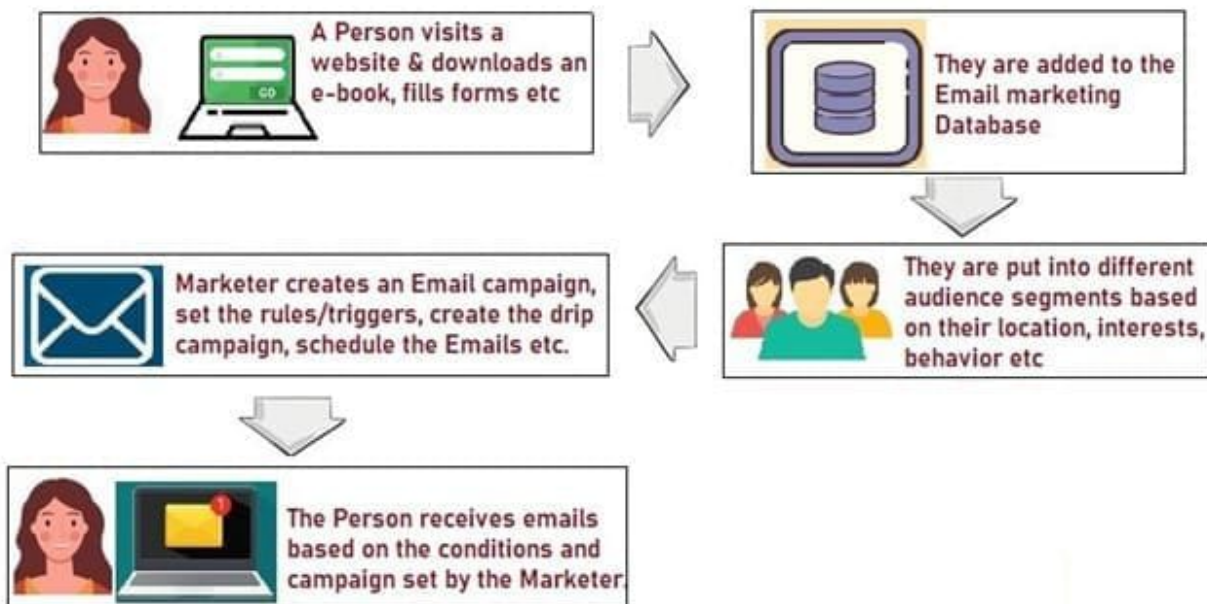
Project Flow:
● Creating a Blue prism Process Model and binding it with a MS Excel VBO and Email VBO.
● Importing Blue Prism MS Excel VBO (Visual Basic for Applications)
● Importing Email VBO (Visual Basic for Applications)
● Binding Process Model with MS Excel VBO
● Binding Process Model with Email 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.

3.2 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

4. Experimental Investigations
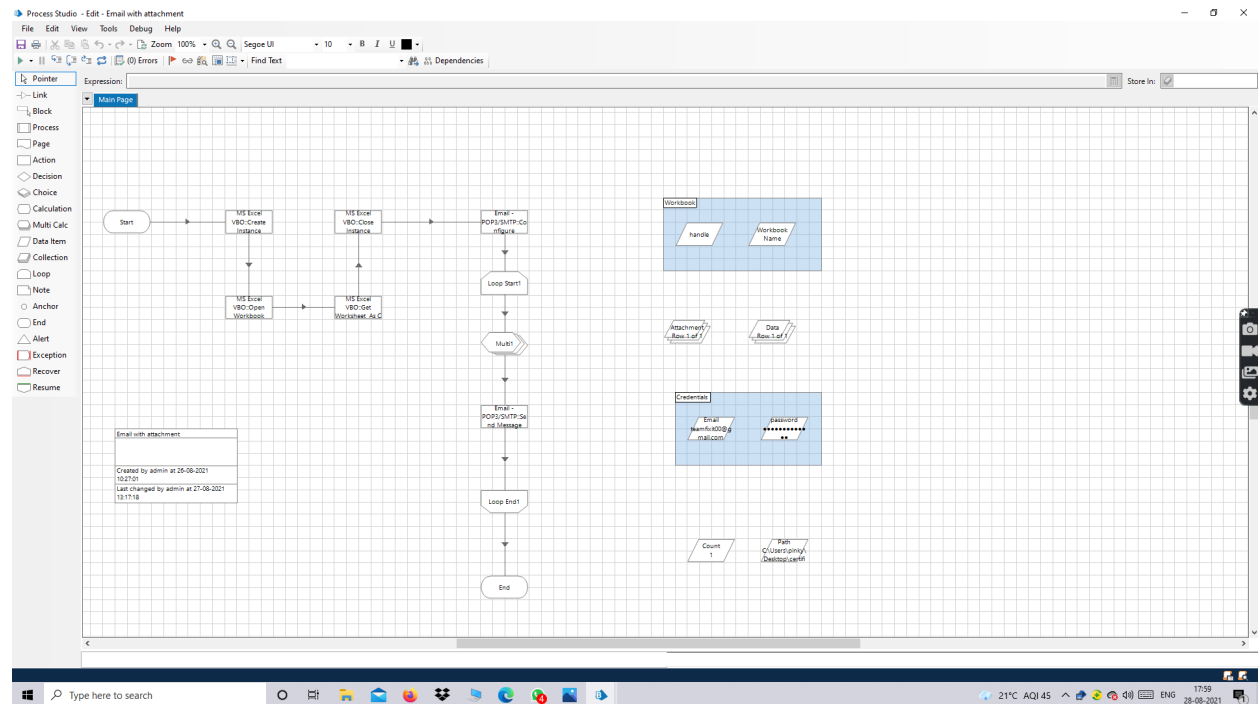
What is email automation?

Why should we use email marketing automation?
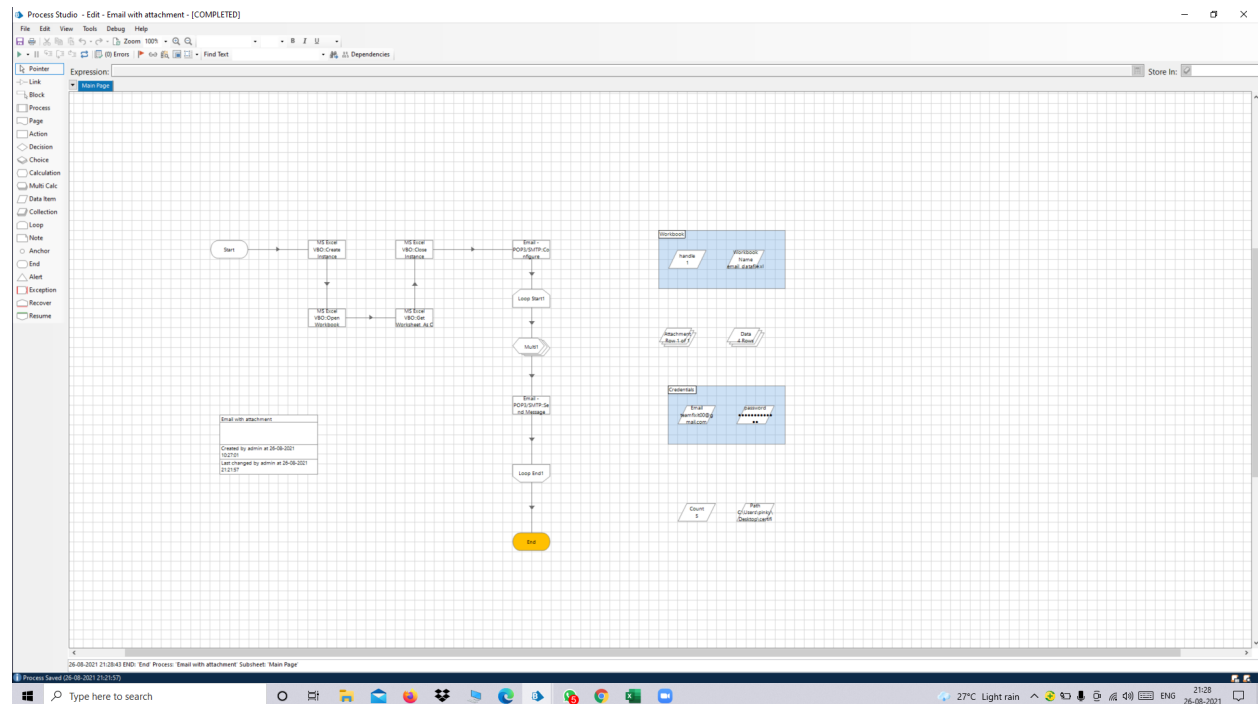
What are the benefits of email automation?

How to set up email automation?

What are the best practices of email automation?

5.Flow Chart

6.Result

7. Advantages and Disadvantages

Advantages of Email Automation

Cost Effective – Main use of Email Automation is Email Marketing Automation. Online promotions are cheaper than any other source; some of them are free of cost.

Another stream of income – Internet Marketing Automation opens up tons of new opportunities and prepares you to compete on a global scale.

Time Saving – Automated Emails can be sent 24/7/365. They require no time once they're created.

Ability to multi task – One of the core benefit of automated email is its ability to handle millions of customers at the same time.

Scalability – It makes marketing campaigns scalable.

Personalization is easy – Some automated emails may feel robotic, still using it is one of the best ways to make your communication more personalized and engaging.

Measurability – Calculating your Automation investment is relatively simple. Other marketing campaigns needs 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.

It works well with other marketing channels – You can easily connect your automated campaigns with other marketing channels and tools for a more complete picture.

Disadvantages of Email Automation

While automated emails undeniably bring a lot to the table, they have their drawbacks, as well. The disadvantages include:

Only a limited degree of personalization is possible. Even the best-written triggered emails are going to fall short of the kind of personalization.

Spam messages- Unsolicited Email can overwhelm your Email system unless you install a firewall and anti-spam software.

8. Applications

The applications include:
It is widely used for marketing campaigns.
It is very helpful in Lead Management.

9. Conclusion

Email Automation has grown a lot in recent years. It is senseless to spend hours painstakingly drafting individual emails for every one of your customers/vendors or clients. Fortunately, it's possible through Email Automation.
Productive marketing, every business should consider adding automated emails that respond to customer actions. There are various types of automated emails that marketers can use to engage with target customers.
Some of them are: Welcome Emails, Thank-you Emails, Abandoned Cart Emails, Order Confirmation Emails, Customer Feedback Request Emails.
All signs indicate that this simple medium is still a heavy-hitter in the world of marketing, and automation has turned the classic email campaign into a lead-generating powerhouse.

10. Future Scope
There is no stopping when it comes to updates. We humans always tend to think a step forward as soon as we have taken a step. And it has always given us a better result. Updates and changes are good. It is a sign of growth. Email automation has grown a lot. It has evolved from boring to eye-catching.
Well, maybe yes! We still have that 49% of companies that do not use email automation. Because it is tricky to understand this great solution. Eventually, they will. And all the companies over the world would be using this tool when the competition would be too high. And then, this has to include some more and extraordinary features. But what else could be?
Analyzing is a difficult process, it can be made easy so that in no time, we can have great results. There is no end in creativity. Graphics are the key to grabbing attention. More phenomenal and 3D graphics could be included. It's all about the updates that make this tool more effective. But the key is to utilize it in the right way by understanding it.

Email automation is still going to stay as an essential tool as email marketing can never be replaced. The more people understand its value and usage, the more revenue their business is going to receive.

11. Bibilography

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