

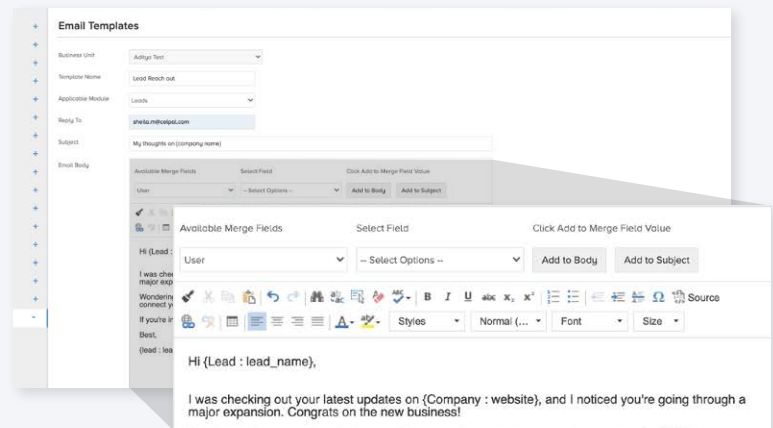
Automatic Email Workflows

Automate your client & lead outreach so you can consistently engage high-quality talent and generate high-quality leads. With CEIPAL's Automatic Email Workflows, you can create campaigns that trigger automatically based on client & lead responses.

How does it work?

Create strategic email templates.

Build effective emails to attract your audience. With CEIPAL, you have your choice of email templates and merge fields.



Set up your campaigns.

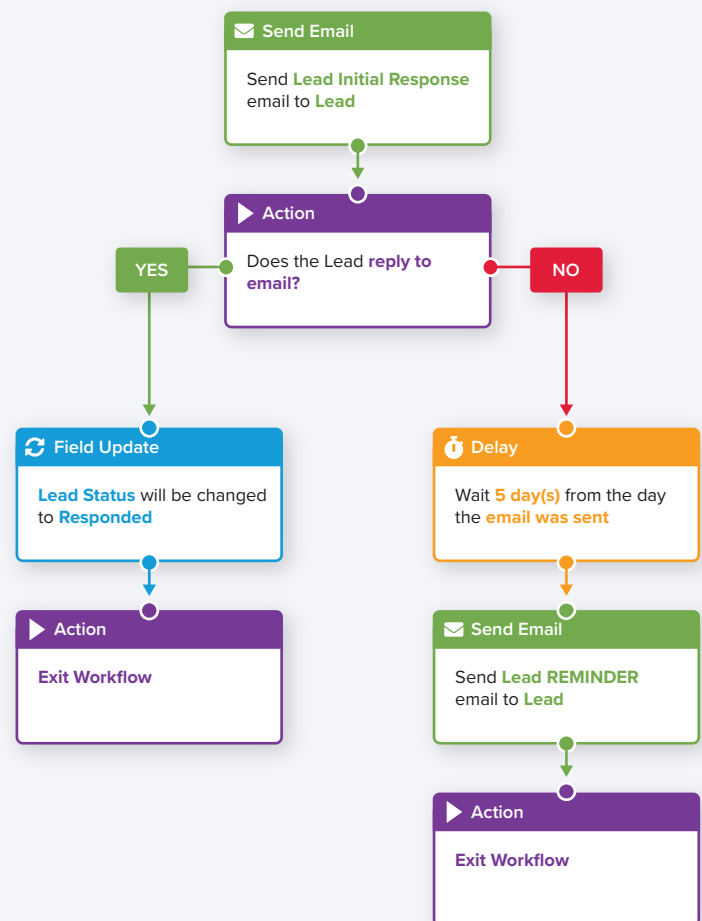
Streamline outreach by setting up automatic campaign workflows. All you have to do is segment your audience and customize your campaign to get started.

Specify your trigger actions.

Engage while your leads are hot. Program "trigger" actions into your workflow, so you're directly responding to your prospect's reaction.

Add in wait times.

Remember: all actions will be performed simultaneously unless you program wait times between actions! Make sure to specify your wait times accordingly.

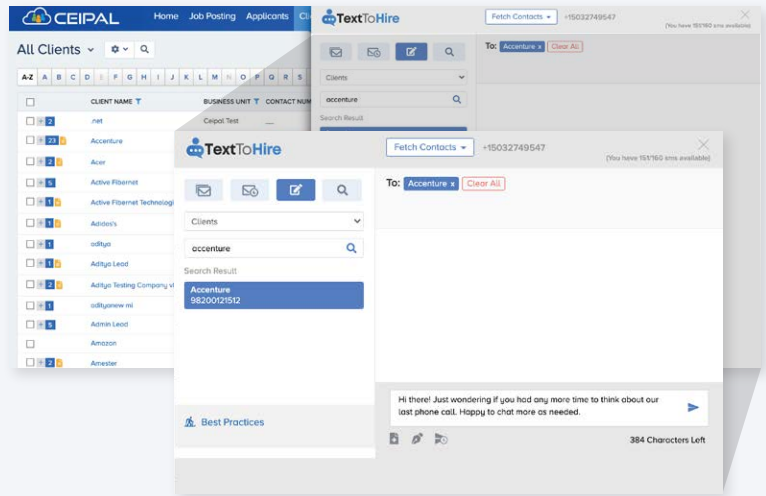


Go beyond email.

Reach prospects no matter where they are. With CEIPAL, you can incorporate SMS outreach into your workflows, along with reminders to connect on social media.

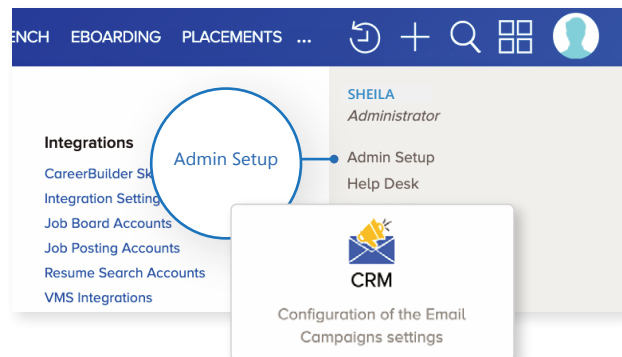
Make your exit.

Finish strong. Whether you've landed a new client or the prospect isn't interested, close your campaign on a high note that's specific to each prospect's journey.

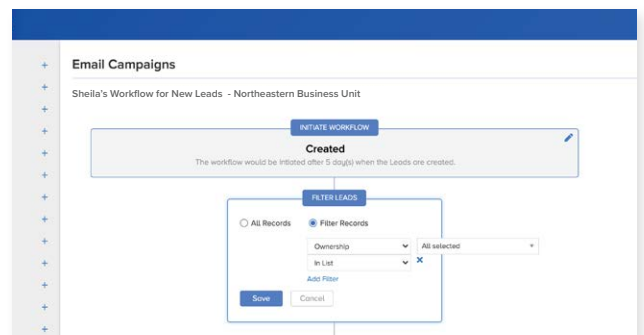


How do I set it up?

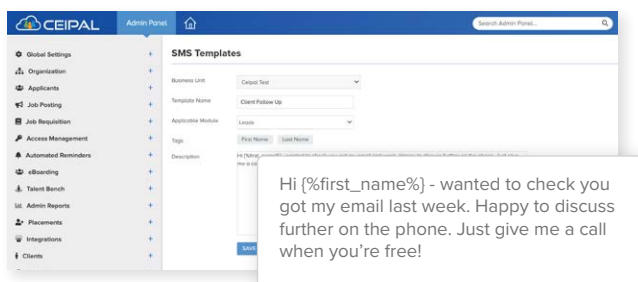
1 Go to **Admin Panel** and select **CRM**



3 Configure your workflow



2 Build **email & SMS templates**



4 Get started!