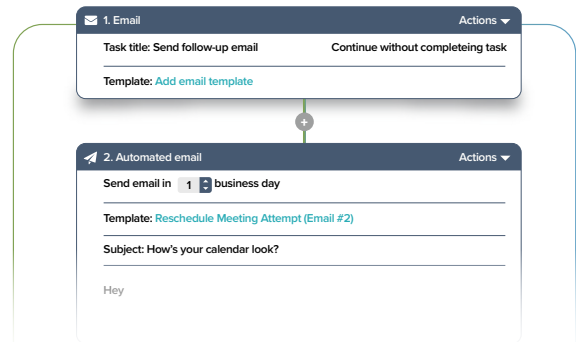
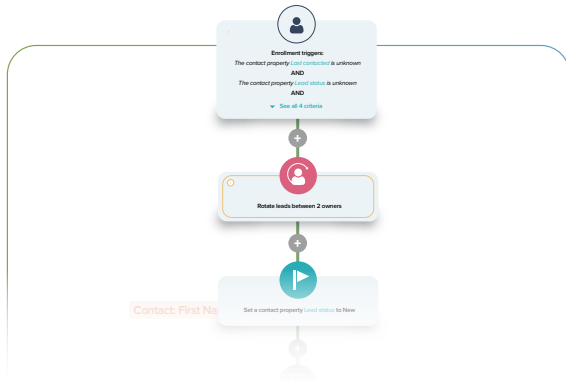


HubSpot Email Automation



WORKFLOW VS SEQUENCE

Can I personalize the email?

NO | **YES**

Workflow emails help you send "1-to-many" emails and warm up cold leads. Since they're blasted to a wide audience, they are not personalized in a meaningful way.

Sequences are "1-to-1" emails that help teams move through their touches quickly without sacrificing personalization.

Can the emails be designed and branded?

YES | **NO**

Workflows are used in bulk campaigns and are typically strong on design. Add as many graphics, images, and media as you feel appropriate.

Sequence email designs are templated and easily customized to the prospect, but they generally don't contain fancy graphics or images. The result looks more like a regular email and is sent directly from the rep's inbox to the prospect.

How is the email triggered?

AUTOMATIC | **MANUAL**

Workflows are automatically triggered by specific actions you set, whether that's a lead downloading a guide or interacting with a chatbot.

Sequences require manual enrollment (unless you have Enterprise), but contacts are automatically unenrolled in the sequence as soon as they take that action. For example, if the object is to book a meeting and the lead takes that action, they won't receive any more emails in that sequence.

How should I choose which to use?

BULK | **PERSONAL**

Use a workflow when you want to send to groups or lists of contacts; when you want to nurture warm or cool leads; to optimize time for your sales reps; to qualify leads at any stage of the funnel.

Use a sequence if your goal is to make one-to-one connections, close a hot lead, or connect directly with someone your sales department has already spoken to.

Which Hubs do I need to make it happen?

MARKETING | **SALES OR SERVICE**

You will need Marketing Pro or Enterprise to send emails via workflow

Sending via sequence requires at least Sales Hub Pro or Service Hub Pro.