

Automatizaciones de email para tu tienda en WooCommerce

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WORDCAMP
GRÑÓN

Automatizaciones de email

1. EMPRENDER: EL FACTOR TIEMPO.



2. CLIENTES: TIEMPO Y CALIDAD.



3. AUTOMATIZACIONES DE EMAIL: WORKFLOW. ¿QUÉ ES?



4. WORKFLOW. ¿CÓMO FUNCIONA? CASO REAL.

5. AUTOMATIZACIONES DE EMAIL: BENEFICIOS.

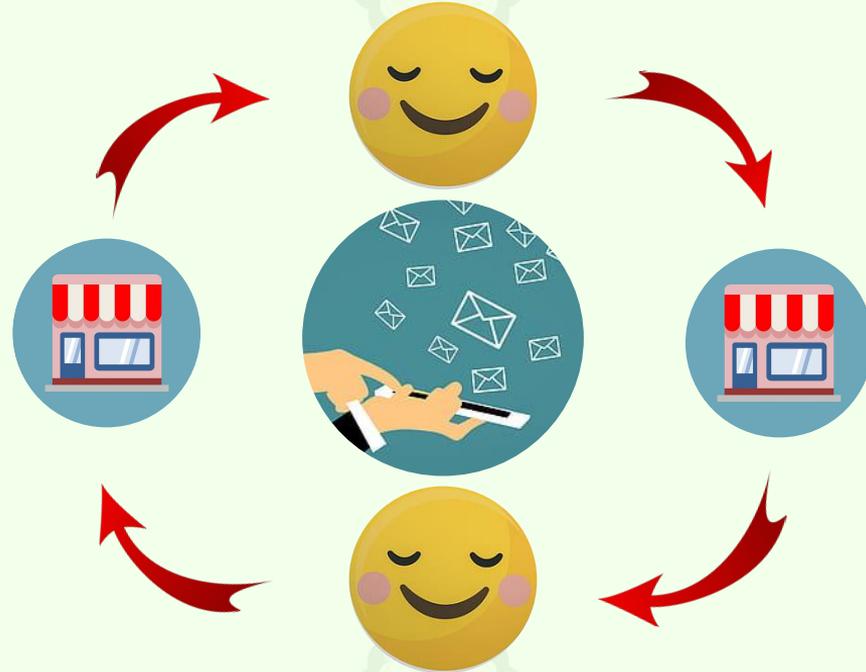


Emprender: el factor tiempo.

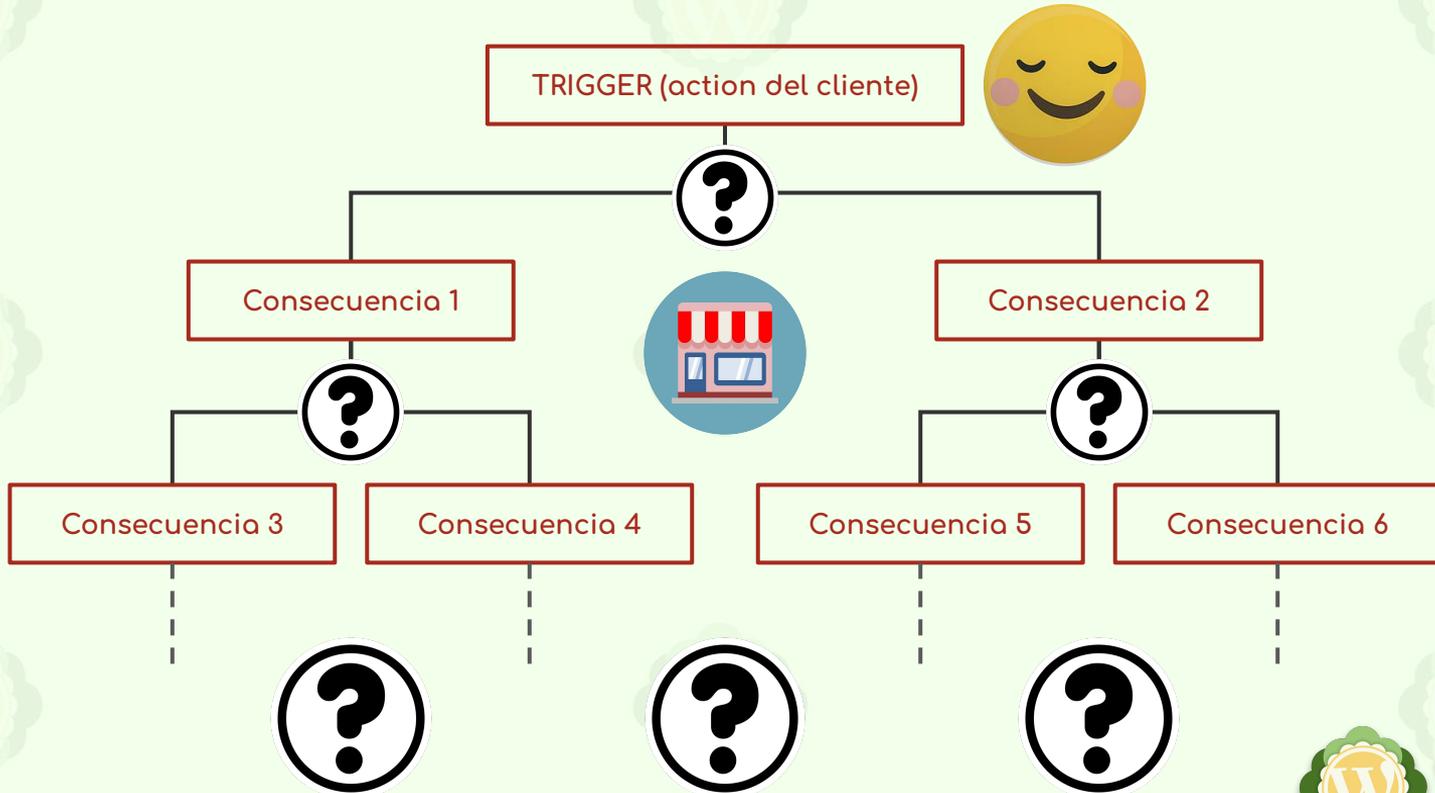


#WCGriñón 2022 - Automatizaciones de email para tu tienda en WooCommerce.

Cientes: tiempo y calidad.



Automatización de email: workflow.



Workflow: cómo funciona.

Set up workflow trigger

1 incomplete step

Workflow name

Ejemplo WordCamp Griñón 2022

Email automation **E-commerce automation**

Workflow trigger

Select

- Abandoned checkout**
Workflow triggered when a shopper provides their email and leaves before purchasing.
- Purchases any product**
Workflow triggered when a shopper purchases on any product in your store.
- Purchases specific product**
Workflow triggered when a shopper purchases a specific product in your store.
- Purchase from category**
Workflow triggered when a shopper purchases a product from a specific category.

Save Cancel

Workflow: cómo funciona.

Set up workflow trigger

1 Incomplete step

Workflow name

Ejemplo WordCamp Griñón 2022

Email automation **E-commerce automation**

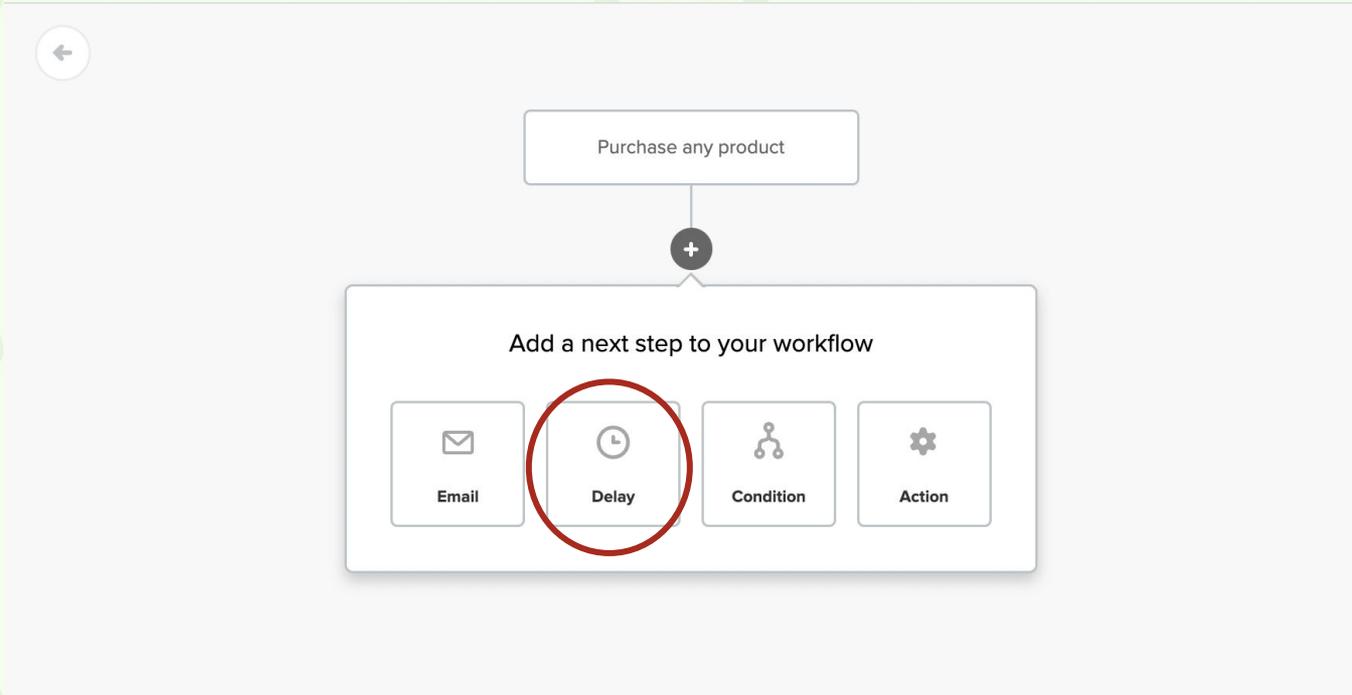
Workflow trigger

Purchases specific product

Select a product from your store

Save Cancel

Workflow: cómo funciona.



Workflow: cómo funciona.

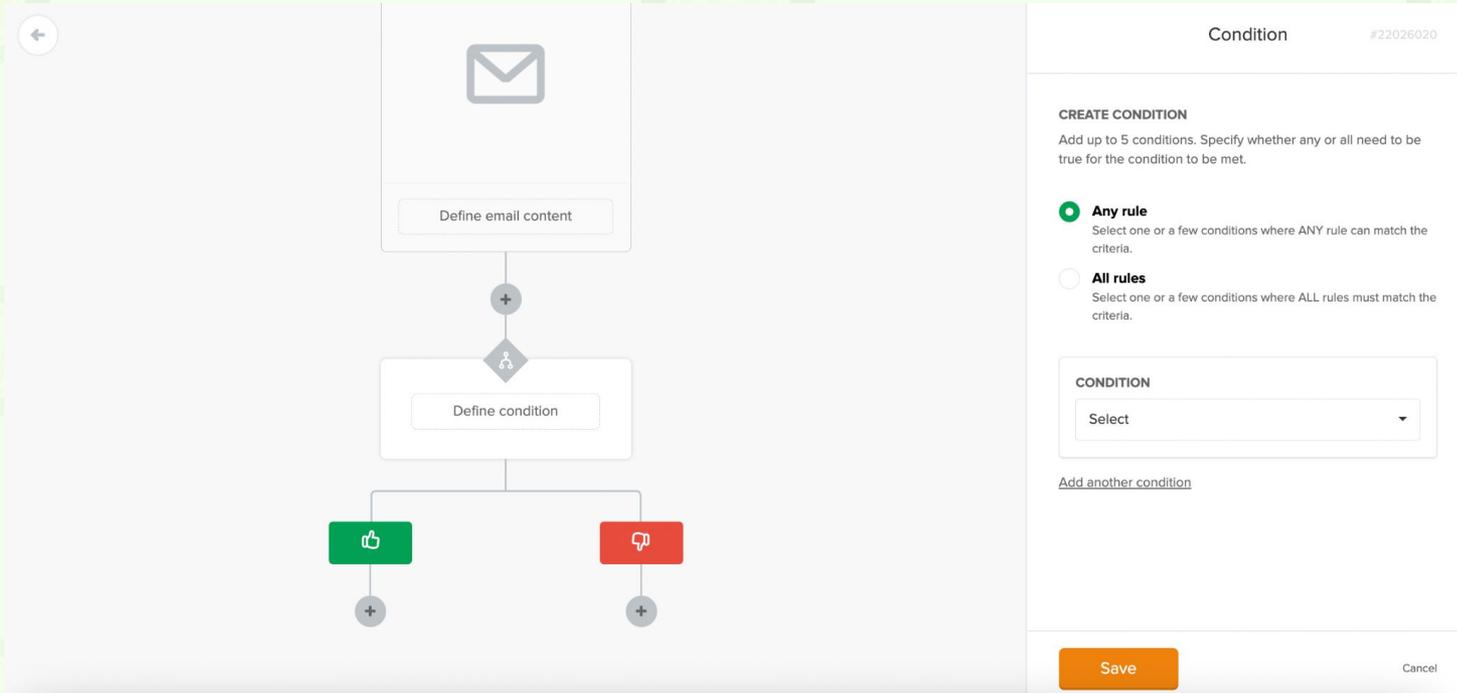


The screenshot shows the configuration for a "Delay" step in a workflow. The title "Delay" is at the top right, with the ID "#22026012" next to it. Below the title, the word "Wait" is displayed. To the left of the "Wait" dropdown is a text input field containing the number "30". The "Wait" dropdown menu is open, showing a list of options: "minute(s)" (selected with a checkmark), "hour(s)", "day(s)", "week(s)", and "month(s)". Below these options, there are several text-based options: "specific time of the day", "specific day of the week", "specific day of the month", and "specific date of the year".

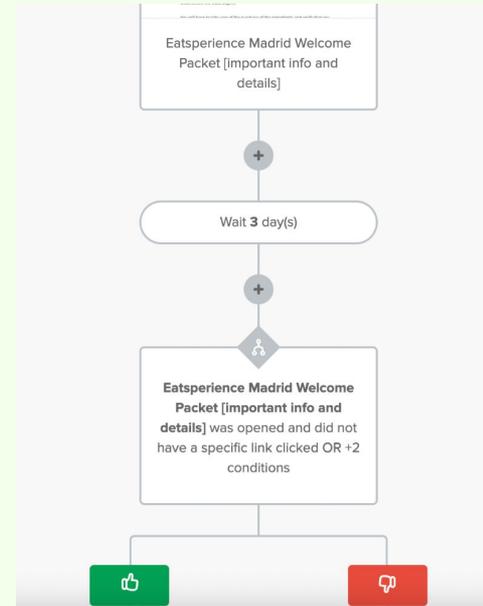
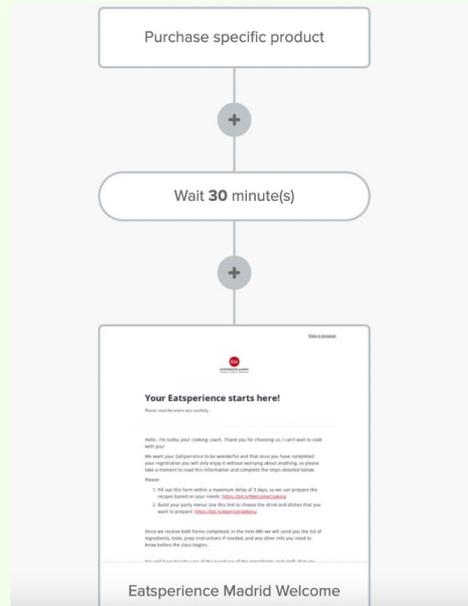
Workflow: cómo funciona.

The image shows a workflow builder interface for email automation. On the left, a vertical flowchart consists of three steps: 'Purchase any product', 'Wait 30 minute(s)', and 'Define email content'. The right side is a configuration panel for the email step, titled 'Email #22026017'. It includes fields for 'Email name', 'Email subject', and 'Who is it from?' (Sender name and Sender email). There is a 'Design email' button under 'Email content' and 'Save' and 'Cancel' buttons at the bottom.

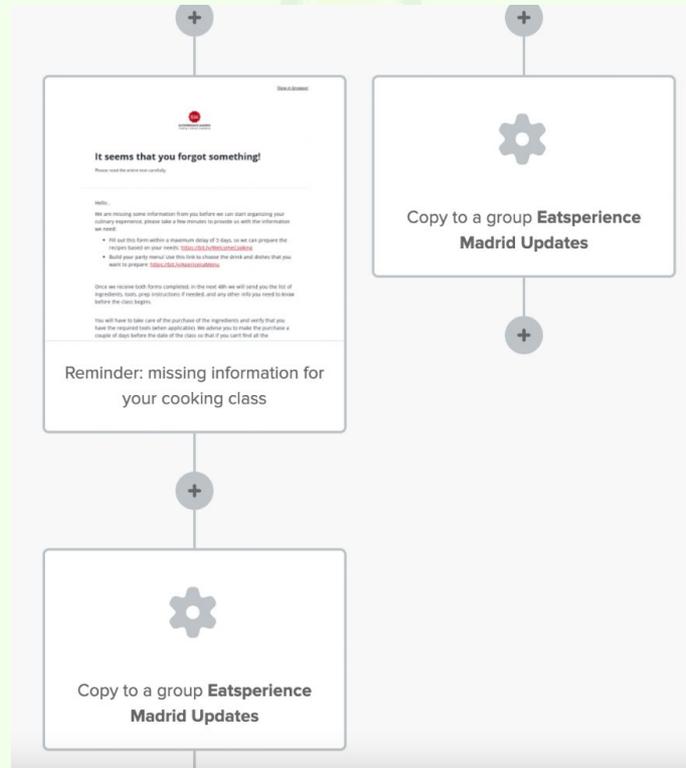
Workflow: cómo funciona.



Workflow: caso real.



Workflow: caso real.



Automatizaciones de email: beneficios.



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iGracias!



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