



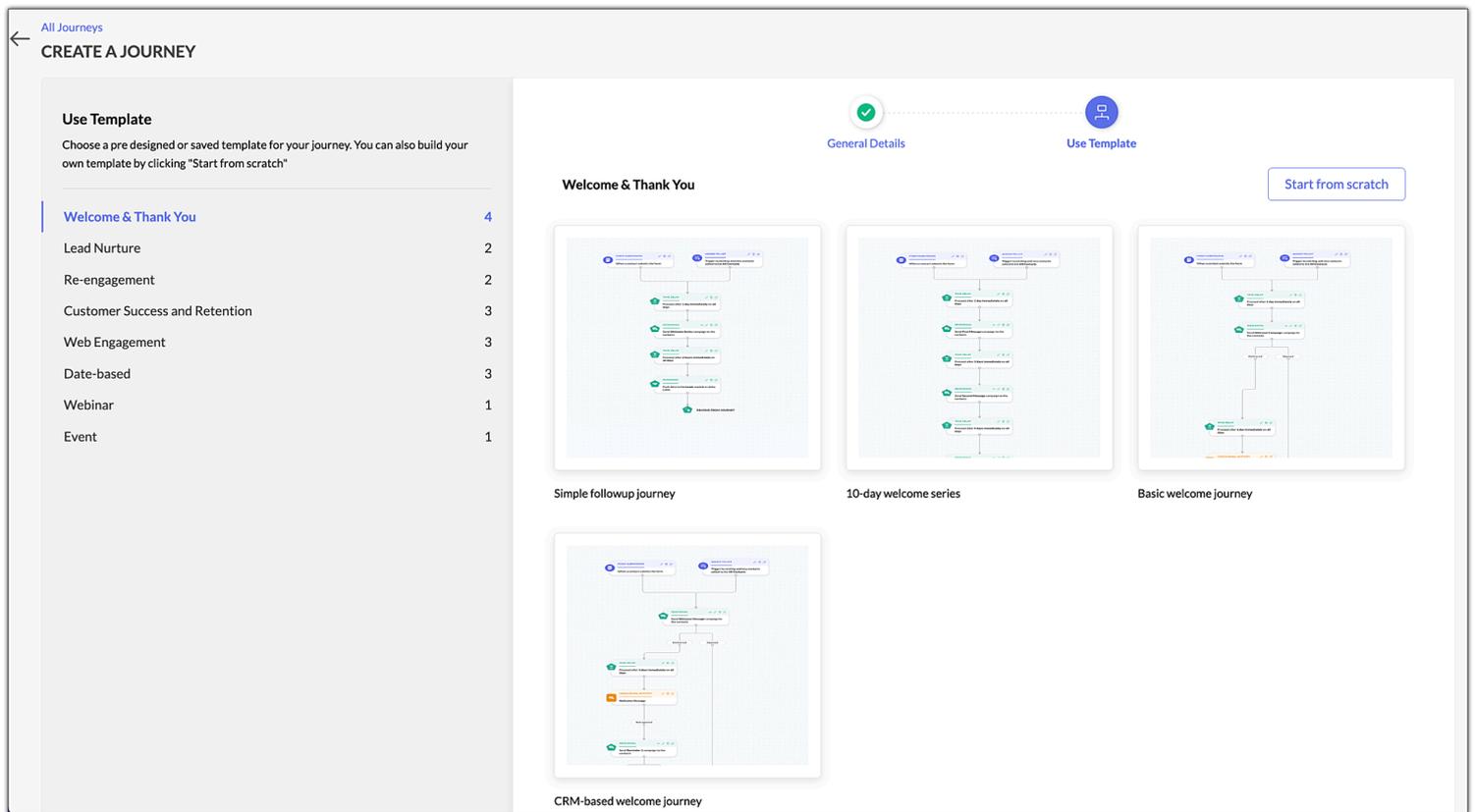
# Pre-designed Templates

Zoho Marketing Automation offers eight different pre-designed journey templates. Each pre-designed template is built to cater to a variety of business requirements. You can choose from these templates and quickly build a journey to meet all your business needs.

In this article, we will discuss the eight different journey templates and how they can be used.

## Welcome & Thank You Series

This journey template allows you to build and send a series of welcome and onboarding emails to new customers.



### ➤ **Simple followup journey**

Create a journey to send a series of onboarding emails to new contacts as they join your business.

### ➤ **10-day welcome series**

Welcome your contacts by sending them onboarding messages over a span of 10 days.

### ➤ **Basic welcome journey**

Send a series of welcomes messages to your new contacts as they join you.

### ➤ **CRM-based welcome journey**

Create a journey to send a series of welcome emails to new customers from your Zoho CRM account.

## Lead Nurture Series

The most effective way to nurture your leads is to send them promotional emails aimed at attracting new leads and building engagement with them. This series is a great way to establish a connection with your leads and win them over as devoted customers.

### ➤ **Simple lead nurture**

Use this template to keep your contacts engaged by sending them a series of promotional emails.

### ➤ **Simple condition-based lead nurture**

Create a simple condition-based journey for contacts to meet and nurture them with the right content.

## Re-engagement

Re-engage with inactive customers by sending them a series of emails that might prompt them to start responding. Perform frequent re-engagement with inactive contacts to maintain clean mailing lists.

### ➤ **Simple re-engagement journey**

Setup a simple re-engagement journey to reach out to contacts who've stopped communicating with you.

### ➤ **Email activity-based re-engagement**

Create a re-engagement series to target your inactive contacts based on their email activity.

## Customer Success & Retention Series

The customer success & retention journey template can be used to keep your contacts from leaving you. Send them a series of emails with promotional material (offers, coupons, etc.) to express your appreciation for their business loyalty.

**CREATE A JOURNEY**

**Use Template**  
Choose a pre designed or saved template for your journey. You can also build your own template by clicking "Start from scratch"

Welcome & Thank You	4
Lead Nurture	2
Re-engagement	2
<b>Customer Success and Retention</b>	<b>3</b>
Web Engagement	3
Date-based	3
Webinar	1
Event	1

**Customer Success and Retention**

Simple loyalty building      Simple customer updates      Advanced loyalty building

### ► **Simple loyalty building**

Send out a series of emails with promotional material to build brand loyalty.

### ► **Simple customer updates**

Send out a series of emails to update your customer about feature enhancements, festival offers and so on.

### ► **Advanced loyalty building**

Create a journey to target customers with relevant emails, building loyalty amongst your customers.

## Web Engagement Series

Use a web engagement series to convert website visitors into paying customers. Track visitors to your page and goals achieved to send a personalised email series.

All Journeys  
← CREATE A JOURNEY

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General Details Use Template

**Web Engagement** Start from scratch

Page-visit followups Goal-achievement journey Simple goal-based qualification

### ► **Page-visit followups**

Send a series of followup emails to those who have visited a particular page in your website and pique their interest in your organization.

### ► **Goal achievement journey**

Create a journey for those contacts who have satisfied the goal criteria you've set.

### ► **Simple goal-based qualification**

Set up a journey for your contacts based on the goals they've achieved.

## Date-based Series

The date-based journey template can be used to send email or SMS campaigns to your contacts to inform them about their renewal dates and to wish them well on special occasions.

All Journeys  
← CREATE A JOURNEY

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General Details Use Template

**Date-based** Start from scratch

Renewal reminders using emails Renewal reminders using SMS Simple birthday wishes

### ► **Renewal reminders using emails**

Create a journey to send a reminder email to your contacts when it comes time to renew their subscription.

### ► **Renewal reminders using SMS**

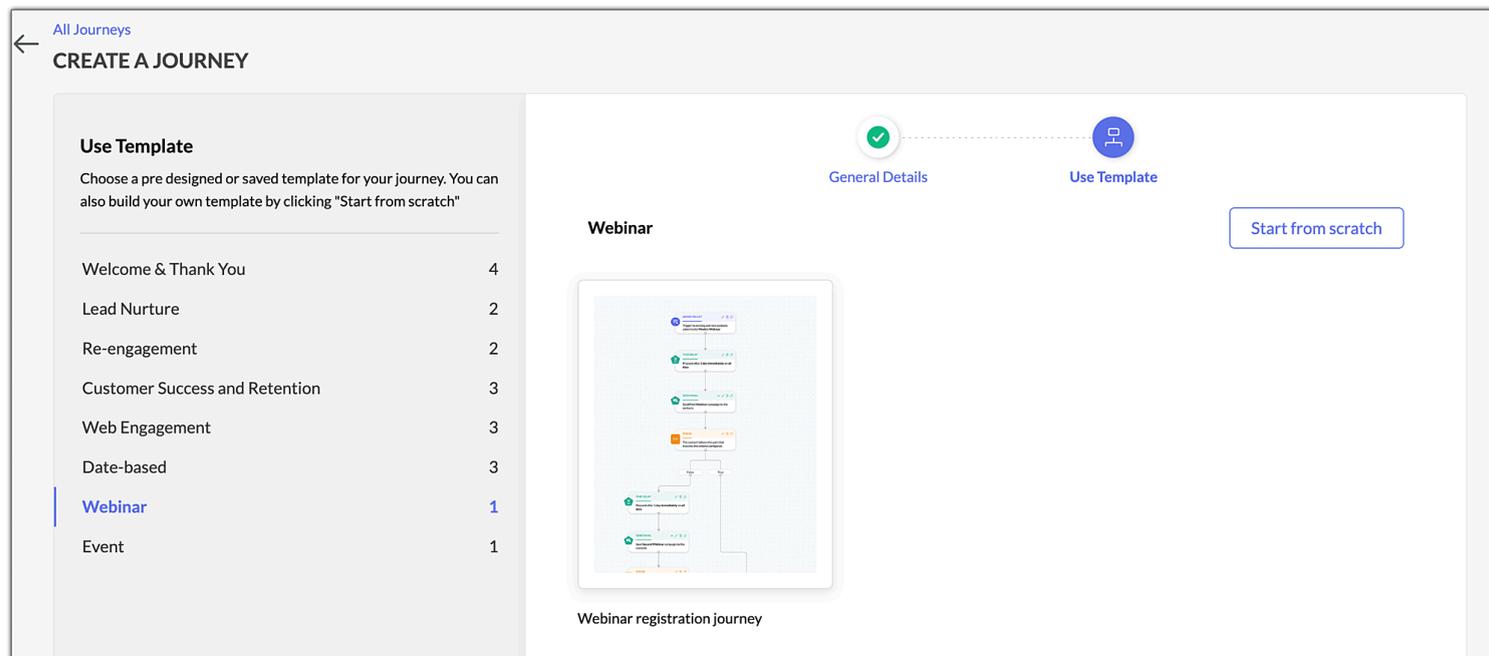
Setup a journey to send out renewal reminders to your contacts through SMS campaigns.

### ► **Simple birthday wishes**

Send your contacts wishes on special days like their birthdays, building a strong relationship with them over time.

## **Webinar Series**

The webinar series can be used to interact with contact who've attended your webinar and try to convert them into loyal customers.



### ► **Webinar registration journey**

Send a series of emails to your contacts who have registered for an upcoming webinar.

## **Event Series**

Use the event journey template to engage with your contacts who have registered for an event about your organization.

All Journeys

## CREATE A JOURNEY

**Use Template**  
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<b>Event</b>	<b>1</b>

**Event**

General Details    Use Template

Start from scratch



Event registration followups

The image shows a screenshot of the 'CREATE A JOURNEY' interface in Zoho Marketing Automation. On the left, there is a 'Use Template' section with a list of templates and their counts. The 'Event' template is selected. On the right, there is a preview of the 'Event registration followups' journey, which is a vertical flowchart with five steps: 'Event Registration', 'Event Confirmation', 'Event Reminder', 'Event Follow-up', and 'Event Feedback'. Above the preview, there are two tabs: 'General Details' (active) and 'Use Template'. A 'Start from scratch' button is also visible.

### ► ***Event registration follow-ups***

Send a series of follow-up emails to your contacts who have registered for an upcoming event.

#### **i** Related Topics

- Read our article to learn [how to create a journey](#) in Zoho Marketing Automation.