Cheat Sheet:
20 Ways to Personalize Automated Emails

An automated email can be sent to hundreds or thousands of contacts, but it doesn't have to feel that way. Use these tips for sending automated emails that read like personal correspondence between you and your customer.

Add a personal touch

1. Send occasional non-branded, plain-text emails from you, not the company
2. Write as if you're talking to a single customer
3. Use a subject line you'd send to a friend
4. Include a headshot in your signature
5. Change "click unsubscribe" to "let me know if you don't want to hear from me anymore"
6. Mix up marketing messages with funny videos, personal photos, and holiday greetings

Make magic with merge fields

7. Call contacts by name, i.e. "Hi, [First Name]!"
8. Name-drop other contacts, like the customer's spouse or child
9. Show you know who's who, i.e. "Knowing you're the [Job Title], I thought you might be the best person to talk to at [Company Name]"
10. Reference the current day, i.e. "Have a great [Day of the Week]!"
11. Make old content new, i.e. "The [Month] [Year] Newsletter"
12. Talk up a contact's town, i.e. "How's the weather in [City] today?"
13. Reminisce about the first time you met by referencing an event or meeting place

Write at the right time

14. Respond quickly—but not too quickly—by putting an automatic reply on a delay timer
15. Win at phone tag by using an automated email to follow up on a missed call
16. Check in on a downloaded resource with a personal message
17. Wish every customer a happy birthday (or anniversary or holiday)

Send them what they want

18. Use segmentation for personalization by tagging customers based on their interests and behavior
19. Personalize the next offer with automation
20. Ask what they want through a web form