



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.

[All Journeys](#)

←

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
Customer Success and Retention	3
Web Engagement	3
Date-based	3
Webinar	1
Event	1

✓

General Details

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Use Template

Start from scratch

Lead Nurture

Simple lead nurture

Simple condition-based lead nurture

► *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.

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General Details

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Use Template

Start from scratch

Re-engagement

Simple re-engagement journey

Email-activity based re-engagement

► *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*

<https://help.zoho.com/portal/en/kb/marketing-automation-2-0/user-guide/journeys/articles/pre-designed-templates>

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.

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Customer Success and Retention

General Details | Use Template | Start from scratch

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.

► **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.

The screenshot shows the 'CREATE A JOURNEY' interface in Zoho CRM. On the left, there is a sidebar with a list of templates: 'Welcome & Thank You' (4), 'Lead Nurture' (2), 'Re-engagement' (2), 'Customer Success and Retention' (3), 'Web Engagement' (3), 'Date-based' (3), 'Webinar' (1), and 'Event' (1). The 'Webinar' template is selected and highlighted in blue. The main area displays the 'Webinar' template preview, which includes a flowchart of the 'Webinar registration journey'. Above the preview, there are two tabs: 'General Details' (active) and 'Use Template'. A 'Start from scratch' button is located in the top right corner of the main area.

► **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.

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All Journeys

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 You4

Lead Nurture2

Re-engagement2

Customer Success and Retention3

Web Engagement3

Date-based3

Webinar1

Event1

General Details

Use Template

Start from scratch

Event

Event registration followups

► *Event registration follow-ups*

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

Related Topics

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