24 Automations to Increase Your Marketing Agency's Efficiency

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Executive Summary

Automation and AI are revolutionizing performance marketing and campaign management, making traditional, error-prone scripts obsolete. By 2024, agencies that haven't fully embraced automation will struggle to keep up. This guide highlights the importance of automation for marketing agencies, emphasizing its benefits such as ease of setup, flexibility, enhanced control over campaigns, improved efficiency, and scalability. Despite the clear advantages, challenges like the need for human oversight, costs, and a learning curve exist. Shopstory, a no-code automation tool, offers a versatile solution with custom workflows and cross-channel functionality, making it ideal for agencies aiming to enhance efficiency. Additionally, Shopstory provides pre-built automations for areas like PPC, SEA, SEO, reporting, and alerts, enabling agencies to streamline operations and deliver better results quickly.

Furthermore, the integration of automation tools like Shopstory allows agencies to stay ahead in a rapidly evolving digital landscape. By reducing reliance on technical support and minimizing errors, these tools free up valuable time for creative and strategic initiatives. As the digital marketing environment becomes increasingly competitive, the ability to quickly adapt and scale operations through automation is in fact a key differentiator for successful agencies.

1. Introduction

Automation and AI have revolutionized performance marketing and campaign management. Gone are the days of relying on traditional, error-prone scripts – if you're not leveraging these tools, you risk falling behind. Leading agencies are now adopting powerful workflow automations that optimize every facet of campaign management—from planning and execution to reporting and analysis. By 2024, agencies that haven't fully embraced automation will struggle to keep up.

In this guide, we'll present to you reasons why automation is essential for agencies and pinpoint key areas where performance marketers can implement workflows to enhance efficiency in Pay-Per-Click (PPC) ads and paid campaign management.

2. Maximizing Agency Success Through Automation

Automation is pivotal for agencies, offering a variety of benefits that streamline processes and level up the outcomes:

1. **Ease of setup & accessibility (no-code)**: Modern automation tools are designed for quick and easy setup, eliminating the need for extensive technical expertise. With many platforms offering no-code solutions, even users without programming skills can leverage these tools effectively. This accessibility allows agencies to integrate automation into their workflows faster, seeing results with minimal barriers to entry.
2. **Flexibility & customization**: A standout feature of automation tools is their adaptability. These tools can be tailored to meet the specific needs of any agency, enabling the creation of workflows that align seamlessly with unique processes and client demands. This flexibility ensures that marketing efforts are more effective and precisely targeted, leading to better outcomes.
3. **More control over campaigns**: Automation empowers agencies with greater control over campaign parameters, fostering consistent performance and ongoing optimization. By setting precise rules and triggers, agencies can make real-time adjustments, improving results and maintaining high standards across all campaigns.
4. **Improved efficiency & reliability**: By automating repetitive tasks, agencies can focus on strategic activities. Automated workflows are more reliable and less error-prone than traditional scripts, ensuring smooth and effective campaigns, which improves the overall quality of an agency's work.
5. **Scalability with client growth**: As agencies expand, managing an increased workload becomes critical. Automation provides the necessary infrastructure to scale operations without compromising service quality. Automated systems can handle the demands of a growing client base, making scalability a seamless process that supports sustained growth and solid client satisfaction.

While the advantages of automation are clear, it's important to acknowledge its challenges. Automation tools, though powerful, still require human oversight to ensure they function correctly and make contextually appropriate decisions in complex scenarios.

Moreover, the costs associated with implementing and maintaining these tools can be significant. Agencies must carefully assess these expenses against the potential benefits to ensure a positive return on investment. Additionally, adopting new automation tools involves a learning curve, necessitating time and effort for staff training. Though this transition might temporarily slow operations, the long-term gains – increased efficiency, scalability, and higher-quality results – make automation a strategic investment in an agency's future success.

3. Shopstory: A Versatile, Cross-Channel, No-Code Automation Tool

Shopstory offers a powerful solution for marketing agencies seeking to streamline their operations with a no-code approach. Its core strength lies in crafting custom workflows tailored to specific needs, making it an invaluable tool for PPC experts familiar with traditional scripts. Shopstory's cross-channel functionality integrates seamlessly with platforms like Google Ads, Meta Ads, and Shopify, ensuring a unified approach to campaign management.

The platform's intuitive interface reduces reliance on technical support, minimizing errors and technical glitches common with scripts. This user-friendly design allows teams to focus on strategic and creative tasks rather than technical troubleshooting. Additionally, Shopstory's scalability supports agency growth by enabling the duplication and adaptation of workflows for various clients without additional resources. With its cost-effective pricing, Shopstory is an ideal choice for agencies aiming to enhance efficiency and performance across an ever-evolving digital landscape.

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„We've been using Shopstory for a few months and have already automated a ton of workflows and optimized our client campaign management. Their user-friendly platform, excellent support and smooth onboarding made implementation seamless! We've significantly reduced the hours spent on manual work and we've also improved the performance of our clients - so we've reduced costs through efficiency and increased our revenues!"

Corné Degen
Growth Lead @ Prodos Agency

4. Pre-Built Automations to Get You Started

Ready to level up your PPC game? Shopstory offers hundreds of pre-built flows designed to streamline your agency's operations across campaign management, SEO, reporting, and alerts. These workflows are ready to use and require no coding skills - simply connect your tools within Shopstory's app, select the right flows and you're set to go. This process empowers your team to implement marketing automations within minutes, allowing you to focus on delivering results for your clients instead of doing task manually, that could be automated as well.

Take a look at the following flows, covering the topics of Google Ads Optimizations, Meta Ads Optimizations, SEO, Reporting and Alerts/Notifications. They serve as a starting point for you, to see which areas can be automated, in order to make your agency more efficient and profitable.

Google Ads Optimizations

Add Keywords as Exact Match if CTR Is High

Automatically adds keywords with a CTR above 2% into exact match types, ensuring more precise targeting.

SEE FLOW HERE

Add Negative Keywords from Google Sheet

Streamline keyword relevance by excluding specific terms, added as negatives from a Google Sheet.

SEE FLOW HERE

Pause Bad Performing Google Ads Keywords

Automatically pauses keywords that underperform based on criteria like CTR, conversion rate, or ROAS.

SEE FLOW HERE

Update Bidding Strategies (PMax)

Every 72 hours, this flow updates bid strategies based on the latest performance metrics and set thresholds.

SEE FLOW HERE

Pause Keywords with High SEO Rank

Pauses keywords with strong SEO rankings, using data from Search Console queries and traffic limits.

SEE FLOW HERE

Adjust Campaign Budget Based on ROAS Threshold

Dynamically adjusts Google Ads budgets according to ROAS performance thresholds, optimizing spend.

SEE FLOW HERE

Meta Ads Optimizations

Performance Based Daily Ad Set Budget Increase

Automatically boosts META ad set budgets when ROAS targets are met, with alerts to keep you in the loop.

SEE FLOW HERE

Pause Ad Sets Based on Purchase ROAS Threshold

Pauses underperforming ad sets that fail to meet a set purchase ROAS threshold, with daily checks and alerts.

SEE FLOW HERE

Alert When Campaigns Are out of Budget

Monitors budget hourly and notifies you when remaining budget drops below $1 to prevent campaign pauses.

SEE FLOW HERE

Reporting

Receive a Monthly Google Ads Report

Provides a monthly summary of key Google Ads KPIs, with optional ChatGPT interpretation.

SEE FLOW HERE

PMax Campaign Performance Monitoring

Tracks campaign ROAS and alerts you if performance deviates from set thresholds over the past 7 and 14 days.

SEE FLOW HERE

Receive a Weekly Meta Ad Sets Performance Report

Exports Meta Ad Sets performance data to Google Sheets and emails it to you for streamlined analysis.

SEE FLOW HERE

Weekly Search Console Performance Report

Weekly reports on pages and queries are exported to a sheet, retaining data for 8 weeks.

SEE FLOW HERE

Report Google Ads Low Quality Score Keywords

Notifies you weekly about low-quality score keywords in Google Ads, with customizable thresholds.

SEE FLOW HERE

Compare Weekly Google Ads Performance

Campaign report comparing performance over the last 7 vs 14 days, with customizable KPIs and conditions.

SEE FLOW HERE

SEO

Get Notified About URL Inspection Issues

Inspects URLs not meeting "PASS" standards and sends detailed reports via email for quick action.

SEE FLOW HERE

New Product Descriptions & Titles Based on Organic

Uses ChatGPT to suggest improved product titles for low-ranking pages based on Search Console keywords.

SEE FLOW HERE

Notification About Three Worst-Ranked Pages

Uses ChatGPT to suggest improved product titles for low-ranking pages based on Search Console data.

SEE FLOW HERE

Alerts / Notifications

Get Notified When Google Ads Get Changed

Receive hourly alerts whenever changes occur in Google Ads ad group statuses.

SEE FLOW HERE

Get Notified When 80% of Your Ads Budget Is Spent

Get notified hourly when your campaign budget reaches 80%, enabling you to make timely adjustments.

SEE FLOW HERE

Detect Google Ad Impression Anomalies

Identify impression anomalies by comparing yesterday's data to a 30-day average with a set threshold.

SEE FLOW HERE

Get Notified About Pages With a Soft 404 Error

Receive weekly alerts for potential soft 404 errors and suggestions for quick resolution to maintain SEO.

SEE FLOW HERE

Get Notified When Meta Campaigns Don't Deliver

Receive hourly Slack notifications for issues like Meta campaign approval failures or delivery problems.

SEE FLOW HERE

Alert If Google Conversion Value Tracking Is Broken

Daily alerts if Google Ads conversion value tracking is zero, indicating a tracking failure.

SEE FLOW HERE

Shopstory's Flow Library

These flows are just a brief selection. Each one can be adjusted to meet your agency's specific needs, ensuring that you have the flexibility to adapt and evolve as your campaigns grow. Explore our Flow Library to see the endless potential of automation.

5. Why Agencies love Shopstory for Automation

Partnering with Shopstory offers marketing agencies a range of benefits tailored to both novice and seasoned professionals. Shopstory excels in delivering custom automation solutions with its no-code platform, making it easy for users to transform ideas into endless workflows possibilities. This versatility is particularly valuable for PPC experts accustomed to traditional scripting methods.

The platform's seamless integration across multiple channels, such as Google Ads, Meta Ads, and Shopify, ensures a cohesive marketing strategy. Shopstory's reliability and minimal need for developer intervention distinguish it from error-prone scripts, allowing teams to concentrate on strategic goals rather than technical issues. Furthermore, its scalability and cost-effective pricing enable agencies to efficiently expand their operations without additional overhead. For a thorough comparison of Shopstory's pricing against competitors like Zapier and Make, explore our detailed evaluation here.

6. Key Takeaways

In today's competitive digital landscape, automating PPC and campaign management is essential for marketing agencies. Embracing automation tools not only increases efficiency but also minimizes human errors and facilitates scalable growth. To summarize:

- **Automation's role in marketing agencies**: By streamlining key aspects such as optimization, implementation, and reporting, automation liberates digital marketers from repetitive tasks, allowing them to focus on strategic decision-making.
- **Cross-platform integration**: Achieving a unified marketing strategy, cross-platform automation ensures that all campaign elements across various channels are synchronized. This consistency is crucial for performance marketers managing diverse platforms.
- **Shopstory's versatility and scalability**: Shopstory stands out with its no-code automation platform that integrates seamlessly with multiple marketing channels. Its user-friendly approach reduces reliance on technical expertise, enabling PPC specialists to manage and scale workflows without constant developer support.

By adopting these automation strategies and leveraging tools like Shopstory, performance marketers can significantly enhance efficiency, minimize errors, and scale their operations to thrive in an ever-evolving digital environment.

If you're not leveraging automation yet and PPC is a key component of your strategy, now's the time to try automation for yourself. Click below to sign up for a FREE trial at Shopstory and see how you can automate your workflows with ease.

Want to **know more** about our software?	Want to **see what the software is about**?	Want to try it and start a **free trial**?
LEARN MORE	**WATCH VIDEO**	**START FREE TRIAL**

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Shopstory (www.shopstory.ai) was founded in September 2020 in Vienna, Austria by the two co-founders Sebastian Schwelle (CEO) and Robert Böhm (CFO), and operated under the name boomerank until 2022. Its mission is to make ecommerce more accessible and fair. Shopstory has created the next-gen no-code automation platform for ecommerce and marketing that delivers even more value to online shops and marketers. Shopstory is operating in more than seven countries.

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