# Automation Checklist

For Ecommerce & Marketing

**1** Identify your goals and objectives

| Reduce manual tasks | Save x hours per week | Burn less budget | Improve performance |

**2** Map out your processes

| Optimizing campaigns | Introducing new products | Process of reporting | Handle price increases |

**3** Break down the steps of your processes

| Stakeholders involved | Which tools used | Time to solve manually | Reoccuring task |

**4** Assess your automation potential

| Which tasks can be automated | Who will handle automation | Are there a lot of repetitive tasks |

**5** Pick the right tool

| Ease of use | Scalability | Connects to your tools | Covers your use cases | Ownership costs |

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