

# Marketing campaign automation for special occasions

This workflow automatically creates and executes personalized marketing campaigns for special occasions like Valentine's Day, Mother's Day, and anniversaries by analyzing customer purchase history and inventory levels. It generates targeted promotions and tracks campaign performance to maximize seasonal sales revenue.

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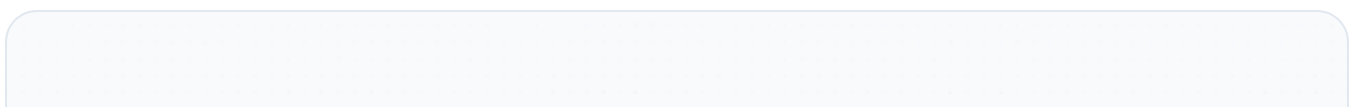
## WORKFLOW TRIGGER

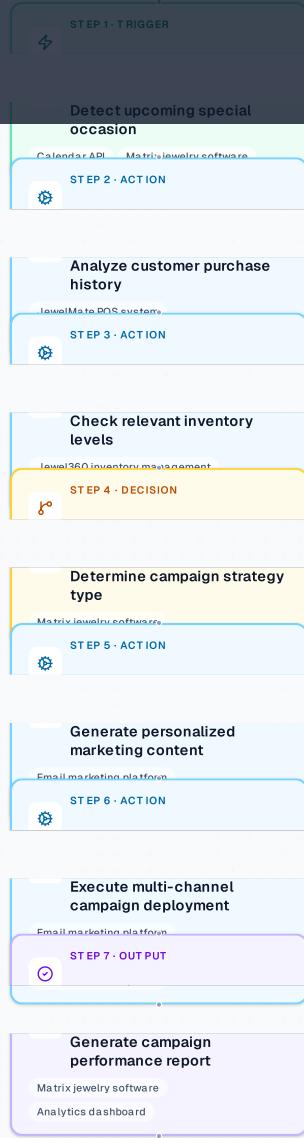


Special occasion date approaches (30 days before Valentine's Day, Mother's Day, anniversaries, etc.)

## Visual Flow

Each node represents an automated step. Connections show how data and decisions move through the workflow.





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## Step-by-Step Breakdown

Detailed explanation of each automated stage in the workflow.

1

⚡ TRIGGER

Detect upcoming special occasion

System identifies approaching special occasion dates and initiates campaign planning process. Calendar integration triggers workflow 30 days before major jewelry-buying holidays.

Calendar API

Matrix jewelry software

2

 ACTION

## Analyze customer purchase history

Review customer transaction data to identify previous buyers of occasion-specific jewelry and their spending patterns. Segment customers based on purchase history, preferences, and relationship milestones.

JewelMate POS system

Matrix jewelry software

3

 ACTION

## Check relevant inventory levels

Query current stock of occasion-appropriate jewelry items including engagement rings, anniversary bands, and gift jewelry. Identify high-margin items suitable for promotional campaigns.

Jewel360 inventory management

Valigara jewelry management

4

 DECISION

## Determine campaign strategy type

Branch workflow based on inventory levels and customer segments to create either premium campaigns for high-value customers or volume campaigns for broader market. Decision considers stock levels and profit margins.

Matrix jewelry software





## Outputs

- Personalized email campaigns sent to segmented customer lists
- Social media promotional content published across platforms
- Campaign performance dashboard with ROI metrics



## Key Metrics

- Email open rate and click-through rate
- Campaign-driven sales revenue
- Customer engagement score by segment



## Tools & Integrations

- Calendar API
- Matrix jewelry software
- JewelMate POS system
- Jewel360 inventory management
- Valigara jewelry management
- Email marketing platform
- Social media management tools
- Analytics dashboard

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