



5 Simple Automations Every Small Business Needs

And How to Set Them Up Without Coding

Introduction

You don't need a huge budget or team to automate key parts of your business. These 5 simple automations can help you grow your sales, follow up faster, and free up your time—all using no-code tools like Pabbly, Zapier, and Voiceflow.

1. Auto-Reply to New Leads

Tool: Pabbly or Gmail

What It Does: Sends an instant, professional message when someone fills out your contact form.

Why It Matters: Leads are 9x more likely to convert if you respond in the first 5 minutes.

2. Abandoned Booking Follow-Up

Tool: Email automation (e.g., Mailchimp + Pabbly)

What It Does: Reminds users who started booking but didn't finish.

Bonus Tip: Include a 'Need help?' CTA with a link to your calendar.

3. Social Media Post Generator

Tool: ChatGPT or Anyword + Canva

What It Does: Automatically generate 30 days of Instagram or Facebook posts in minutes.

Pro Tip: Use a content calendar to batch and schedule posts weekly.

4. SMS Reminders for Appointments

Tool: Pabbly + Twilio



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What It Does: Sends an automatic text reminder before a booked call or service.

Result: Reduces no-shows and keeps clients engaged.

5. Collect & Publish Reviews Automatically

Tool: Google Forms + Zapier

What It Does: Sends a thank-you + review link after service is complete.

Why It Works: More reviews = higher Google ranking and trust.

Need Help Setting These Up?

Let Ekilibrium Technologies take care of the tech while you focus on growing your business. Book your free 15-minute strategy call today.

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