



LESSON 4.

AUTOMATION TOOLS: FROM BOTS TO SCHEDULERS

Hello everyone! In this lesson, you'll learn how to truly automate your affiliate team's work—from daily reports to notifications and data collection—without complicated programming or coding.

Everything will be practical. I'll explain:

- which tools to use,
- how to set them up,
- and how to connect them so everything runs automatically.

Only things you can do yourself or with the help of any assistant — **no unnecessary complexity.**

Telegram Bots for Automating Notifications and Reports



The fastest way to get important work updates is via a Telegram bot.

With it, you can automatically receive a morning report on how many registrations came in, **new deposits, and total earnings.**

No programming needed to launch such a bot:

Nº1

In Telegram, find and start BotFather (just search for it), follow instructions to create a new bot and get a “token”—a unique code to manage your bot.

Nº2

Next, ask your assistant, platform support, or any bot specialist to connect this bot to the needed reports on your affiliate platform.

Nº3

Most modern platforms support Telegram bots right in settings. Usually, you just paste the token, select which notifications to send, and add the chat where messages will arrive. That’s it—no manual work needed. Reports, alerts, and reminders come automatically.

Task Schedulers for Automatic Process Launch

If you need something to run on schedule (e.g., export a report weekly or send a reminder daily), use built-in schedulers:

1. On Mac and Windows, there are standard “Task Scheduler” or “Automation” tools where you create a task, choose an action (open a report file, send an email, update a sheet), and set the trigger time.
2. If you work in the cloud or on a platform, there’s usually a “Scheduler” section—just pick the task, set the schedule, and confirm. **Everything runs on time without manual involvement.**

Automation via Integration Services (Zapier, Make)

Today, there are special services that “**connect**” any websites, apps, and platforms together.

The most popular are Zapier (zapier.com) and Make (make.com). With them, you can set up so that whenever a new deposit appears on your affiliate platform:

1. A new row automatically appears in a Google Sheet.

2. You or your team immediately get a message in Telegram or by email.
3. A reminder task is automatically created in your task system.

To set it up:

1. Go to Zapier or Make's website, register quickly.
2. Inside, choose the needed apps and create a scenario: what happens when a new event occurs (deposit, registration, payout).
3. Connect your Google, Telegram, email, and other accounts—these services guide you step-by-step and don't require any special knowledge.
4. Click "Activate" and your automation is ready.

Everything takes just 10–20 minutes; no coding skills needed, interface is in English, very intuitive.

Google Sheets, Airtable, and Other Spreadsheets

If you keep all your stats or reports in Google Sheets, Airtable, or Excel Online, you can set up automatic data transfer from your affiliate platform to those tables.

Usually done like this:

- In your platform's "Integrations" or "Data Export" section, choose where to send data — Google Sheets, Airtable, or email export.
- Provide your info (spreadsheet link or email to send reports).
- Confirm connection, select columns and update frequency.
- Once set, all new stats automatically appear in the sheet. No manual copying or data transfer — updates happen on their own.

Email Newsletters and Automated Notifications

For sending reports via email—daily or weekly reports, reminders, or mass notifications—use specialized services integrated with almost every affiliate marketing platform.

Popular and user-friendly options:

1. SendPulse — quick setup for mass mailing and automatic notifications.
2. Mailchimp — convenient for regular news and individual reports.

3. UniSender — easy registration, quick address list upload and email template setup.

The process is the same:

1. Register, create a new campaign, add recipients.
2. Upload or create email template, set sending schedule.
3. Connect integration with your platform (usually in “Integrations”).
4. Confirm launch — all reports, alerts, and reminders go out automatically.

Webhooks — Automatic Event Signals

Webhooks let you instantly get notifications about important events (new deposit, registration, payout).

Many modern platforms support webhooks “out of the box”:

1. In your affiliate platform’s “Integrations” or “Webhook” section, enable needed events.
2. Specify where to send the webhook (e.g., `webhook.site` or your Telegram bot).

3. When the event happens, the platform sends a message there automatically.
 4. Your assistant or bot reacts immediately — sends you a notification or logs the event in a sheet.
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How to Monitor Automation

To make sure everything works and nothing goes wrong:

- **Most services/platforms** have an “Event Log” or “Task History” section showing what and when launched, plus reveals if there were any errors or delays.
 - **Telegram bots** and email newsletters keep histories of sent messages—you can check stats for any period.
 - **Integration platforms** like Zapier or Make have dashboards showing whether each scenario ran successfully or had failures.
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Lesson Summary

Automation in affiliate marketing today isn't about complicated technology but about simply connecting ready-made solutions.



You don't need to code or master technical details.

Just create a Telegram bot, sign up for mailing or integration services, choose the right events, and confirm settings.

Everything else runs itself:

1. reports,
2. reminders,
3. notifications,
4. data updates — all automated. You manage the process and focus on growing your business.

If anything goes wrong, you can always contact support of your chosen service or affiliate platform: most handle these tasks for you or provide step-by-step guides for painless automation setup.