

HubSpot Follow-Up Email Automation

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Professional workflow presentation built from the exported n8n automation package.

n8n

HubSpot

Gmail

DeepSeek

Prepared for stakeholder review

The Babel Group • n8n Workflow Automation

Executive Summary

Automates manual follow-up drafting while keeping humans in control of the final send.

What this system does

- Pulls active HubSpot deals and contact records
- Applies content rules and stage-specific resources
- Generates consolidated follow-up email drafts
- Routes every draft through approval or correction
- Sends approved emails through Gmail and logs activity

4

exported workflows

48

automation nodes

3

production webhooks

Deals

AI Draft

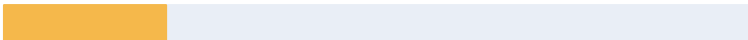
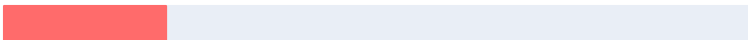
Review

Send + Log

Business impact: faster follow-up, consistent messaging, auditable approvals, and lower risk of sending unreviewed AI content.

Workflow Inventory

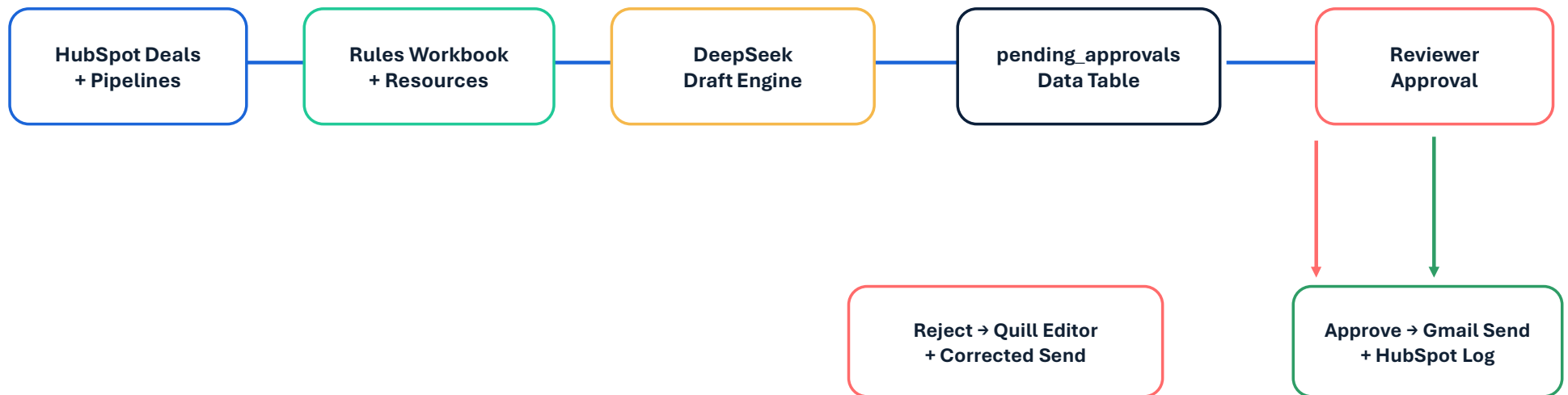
The ZIP contains the complete automation set plus repository documentation.

	HubSpot Consolidated Follow-up Emails Primary scheduled AI drafting workflow		23 nodes
	Approval webhook receiver + HubSpot Logging Review, approve/reject, HubSpot activity log		15 nodes
	Submit corrections Edited draft intake and resend path		5 nodes
	Send client email - Live Gmail sending endpoint with validation		5 nodes

Repository documentation covers architecture, webhooks, credentials, import steps, Git backup, and security guidance.

End-to-End Architecture

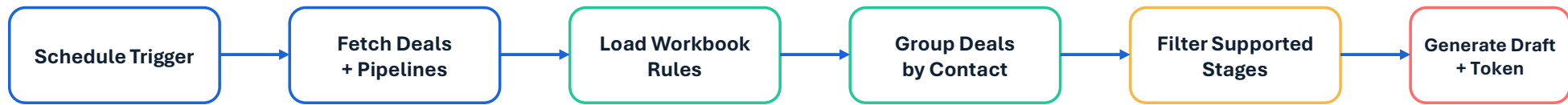
A scheduled workflow creates drafts; webhooks handle approval, correction, delivery, and logging.



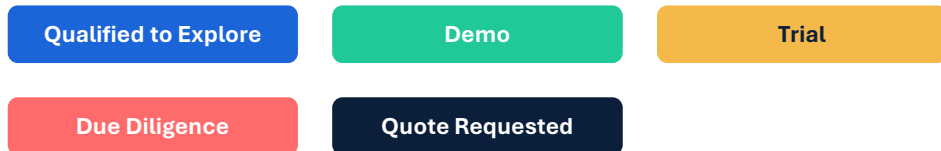
Key design choice: generated content is staged first, then explicitly approved or edited before any external client email is sent.

Primary Workflow: AI Draft Generation

Converts HubSpot activity and structured content rules into stage-aware follow-up drafts.



Supported follow-up stages

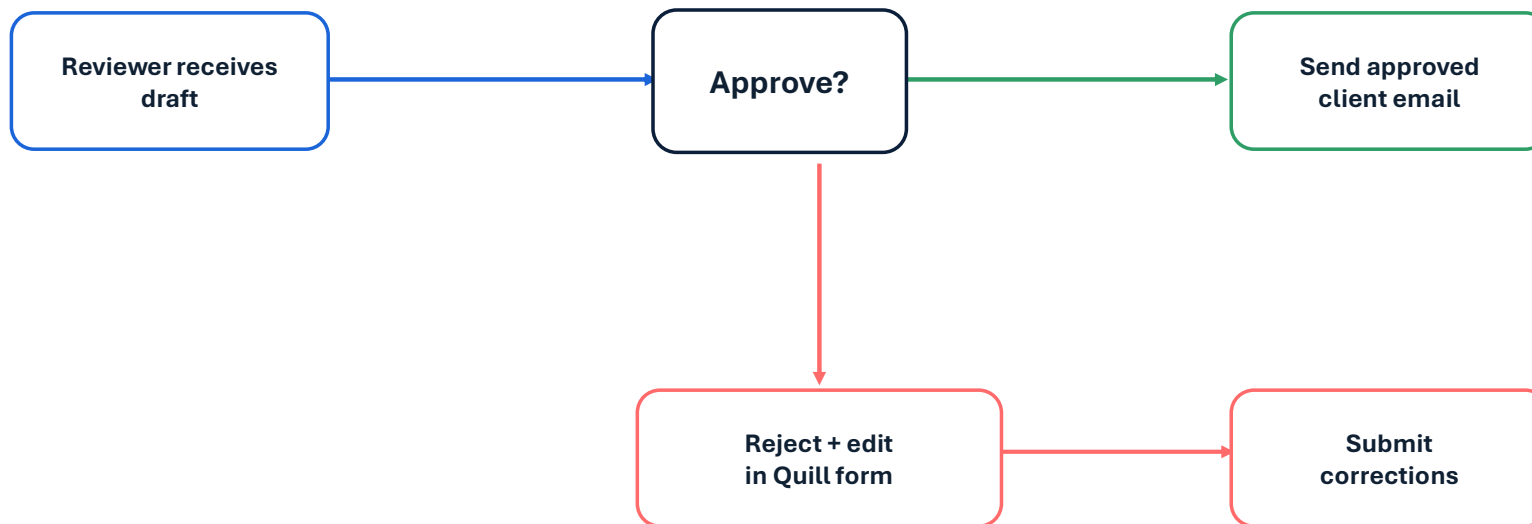


Outputs created

- Consolidated draft email
- Approval token
- Pending approval record
- Internal review message

Human Approval Loop

The review workflow protects quality, brand voice, and client trust.



Safeguards

Invalid token blocked

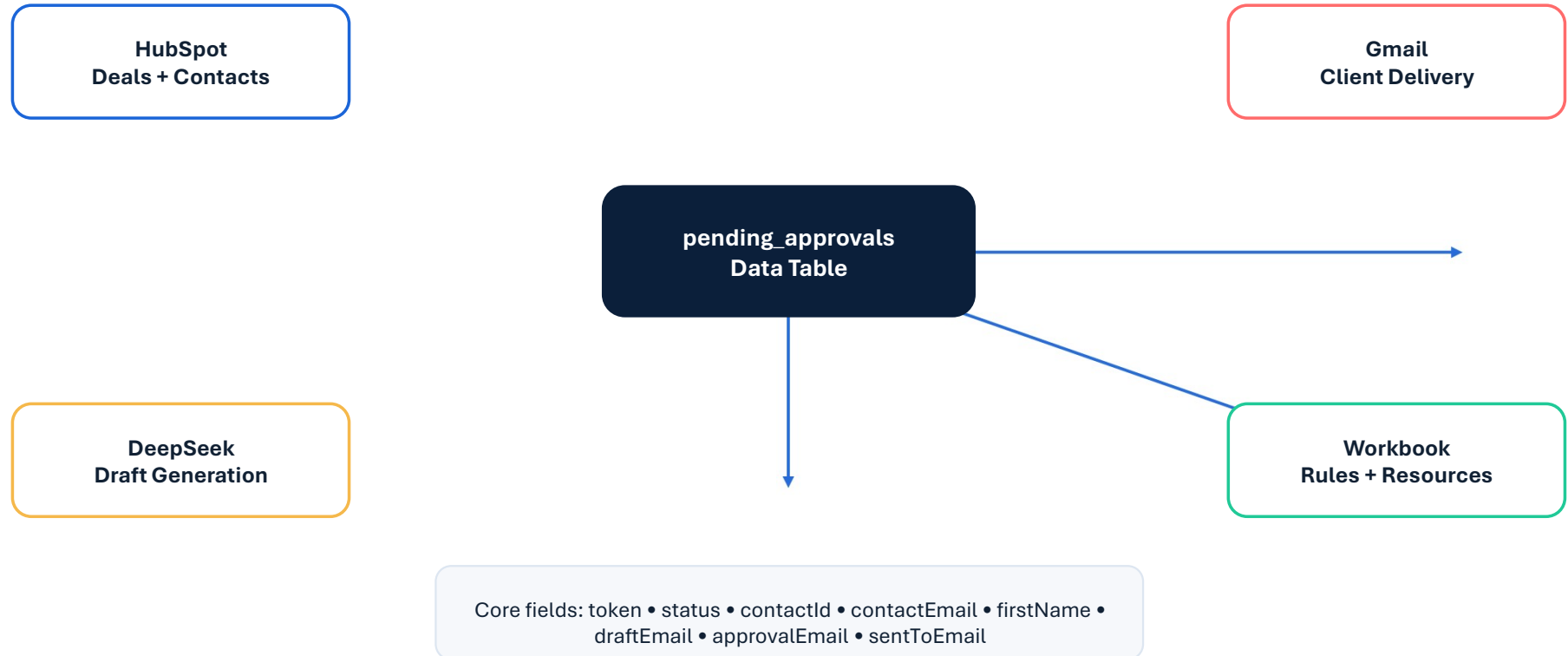
Already-used token blocked

Status updated after send

HubSpot activity logged

Integration & Data Model

External services are connected through workflow credentials and a shared approval table.



Operations, Configuration & Security

After import, the instance-specific connections must be reselected and validated.

Credentials

Reconnect HubSpot, Gmail, DeepSeek, Google Drive / workbook access.

Data table

Re-select pending_approvals if imported table IDs do not resolve.

Webhooks

Activate production workflows before using /webhook endpoints.

Secrets

Never commit API keys, OAuth secrets, tokens, passwords, or .env files.

Recommended repository posture: private Git repo + .gitignore for .env, credentials*, secrets*, and other local configuration files.

Deployment Checklist

A practical path to move from exported workflow files to a working production automation.

1

Import workflow JSON

Upload the exported n8n file.

2

Reconnect credentials

Choose live OAuth/API credentials.

3

Select Data Table

Point nodes to pending_approvals.

4

Verify webhook paths

Confirm production URLs and methods.

5

Run test approval

Approve, reject, edit, and resend.

6

Activate production

Turn on workflows with webhooks.

Git backup path: export from Docker → copy to Windows → git add/commit/push

Recommended Next Steps

Turn the workflows into a reliable, supportable client automation.

1

Production smoke test

Confirm approve, reject, correction, send, and HubSpot logging paths end-to-end.

2

Monitoring + audit

Add execution review, failure alerts, and approval history exports.

3

Content governance

Version the rules workbook and define who can change messaging resources.

4

Scale readiness

Document credentials, webhook URLs, recovery steps, and client handoff notes.

Outcome: a repeatable follow-up engine that blends AI speed with controlled human approval.