



IFTTT: Simple Applets

Part of the 47 AI Tools Guide

Purpose

IFTTT (If This, Then That) is a **powerful automation tool** that connects various apps, services, and devices to create simple applets. These applets automate tasks and streamline workflows, saving you time and effort. It is available on iOS and Android devices.

How to Use

1. **Sign up** for a free IFTTT account.
2. **Browse** existing applets or create your own from scratch.
3. **Choose a trigger** (the 'If This' part) from a wide range of services like Gmail, Twitter, or smart home devices.
4. **Select an action** (the 'Then That' part) that will be performed when the trigger occurs. This could be anything from posting to social media to turning on your lights.
5. **Customize** the applet to your specific needs and activate it.

Monetization Opportunities

- **Affiliate marketing:** Automate the promotion of affiliate products across multiple platforms.
- **Lead generation:** Automatically add new leads from social media or email to your CRM.
- **Content creation:** Automatically share blog posts or articles to social media.
- **E-commerce automation:** Automate tasks like sending order confirmations or tracking shipments.

Pros

- **Easy to use:** No coding required, thanks to its intuitive interface.
- **Wide range of integrations:** Connects to thousands of apps and services.
- **Free plan available:** Offers a generous free plan for basic automation needs.
- **Cross-platform:** Available on web, iOS, and Android.

Cons

- **Limited complexity:** Not suitable for complex workflows or advanced automation scenarios.
- **Dependency on third-party services:** Reliability depends on the stability of connected apps and services.
- **Free plan limitations:** Paid plan required for more advanced features and higher usage limits.

Skills Needed

No specific technical skills are required. Basic understanding of the apps and services you want to connect is helpful.

Pro Tip

Use IFTTT to **automate repetitive tasks** that consume your time. Start with simple applets and gradually explore more advanced automation possibilities.

Summary

IFTTT offers a user-friendly solution for automating tasks across various apps and services. While it may not be suitable for highly complex workflows, its ease of use and wide range of integrations make it a valuable tool for boosting productivity and streamlining simple processes.