

# How to Segment Your List to Get Better Results From Your Emails



# Targeted, relevant emails are important!



**21%**

of people  
unsubscribe  
because  
emails aren't  
relevant

**52%**

Are likely to  
switch  
brands if  
communications  
aren't  
personalized

**6x**

Personalized  
emails  
deliver 6  
times higher  
transaction  
rates

**5-25x**

Gaining new  
customers  
can be 5 to  
25 times  
more  
expensive



**Here's what  
we'll cover  
today:**

Basic strategies to segment your list

How to get your subscribers to self-segment

How to use existing data & tools to send relevant emails

# Your Speaker

## ELIJAH LITSCHER

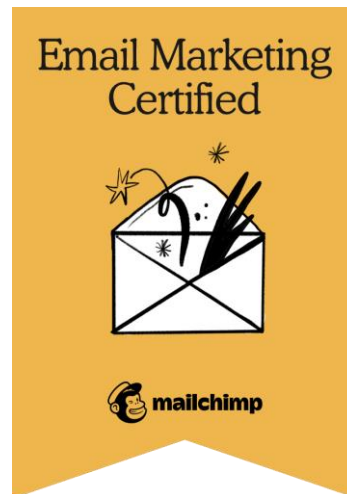
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The Loop Marketing

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2021-22



THE  
**LOOP**  
MARKETING



# Agenda

## **Basic strategies to segment your list**

How to get your subscribers to self-segment

How to use existing data & tools to send relevant emails



**Group like  
contacts together**





## Behaviors & actions

### Think about:

- Email actions:
- Opens
- Clicks
- Unengaged

### Purchase/donations:

- What was purchased?
- How much?
- Buying/donating patterns?



## Demographics

### Think about:

- Age
- Gender
- Income/company revenue
- Occupation/business industry
- Marital status
- Education



## Psychographics

### Think about:

- Interests
- Social status
- Personality types
- Attitudes/beliefs
- Opinions
- Values



## Geographic

### Think about:

- Zip code
- City
- State
- County
- Country
- Community

# Combine one or more strategies



Behaviors & actions



Demographics



Psychographics



Geographic



# Agenda

Basic strategies to segment your list

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Time **is** money



## Example: Discount or promotion

**SOUTHSIDE**  
CYCLING

[Home](#) [Our](#) [b](#) [About Us](#)

**Get 15% off your next purchase!**

Enter your email address to get your coupon and exclusive access to more discounts and cycling resources. After that, you'll receive no more than 2 emails each month.

\* Email

**Get my coupon!**

Powered by Constant Contact | Privacy

**HUGE SALE**



# Learn from subscribers with Click Segmentation

1. Contact clicks

2. Webpage

3. Behind the scenes - contact is added to list

The screenshot illustrates the process of adding a contact to a list through a website link. It is divided into three numbered steps:

- 1. Contact clicks:** A user clicks on a link on the website.
- 2. Webpage:** The user is on the "Southside Cycling" website, which has a navigation menu (Home, Our Inventory) and a "Cycling Club" section. A "Photo Gallery" is also visible.
- 3. Behind the scenes - contact is added to list:** A "Cycling Club Prospects" list is shown in a CRM interface. The list contains 4 contacts, with the last one, "jsmith123456@msn.com", highlighted in orange. The list table is as follows:

|                          | Name              | Email                         | Company | City, State |
|--------------------------|-------------------|-------------------------------|---------|-------------|
| <input type="checkbox"/> | B                 |                               |         |             |
| <input type="checkbox"/> | B, Charlie        | charlie@egiftmarketplace.c... |         | NH          |
| <input type="checkbox"/> | Bevilacqua, James | jbevilacqua@constantcont...   |         | MA          |
| <input type="checkbox"/> | Brown, Brandon    | bugs@egiftmarketplace.com     |         | NH          |
| <input type="checkbox"/> |                   | jsmith123456@msn.com          |         |             |

The CRM interface also shows a "Cycling Club Prospects" list and a "Create new list" button. The website footer includes contact information for Southside Cycling (123 Main Street, Washington, MA 02160) and their phone number (866.289.2101), along with social media icons for Facebook, Twitter, LinkedIn, and YouTube.

Click **Segmentation**  
with each newsletter topic



## Welcome to French Consulting!

### Greetings!

Thanks for subscribing to our email list!

Here at French Consulting, we pride ourselves on our experience and staying ahead of the curve. While all of our consultants each have over 10 years experience, we are constantly staying up on current trends and research.

As a small firm, we have the ability to be flexible to meet your needs and provide great quality service. We offer a variety of services to help your business be even more successful!

Again, welcome to our email list. Please let us know how we can help you!



### 3 Reasons to Redesign Your Website Now

Technology changes almost on a daily basis. When potential customers visit your website, you need to ensure a great experience all around...

Does your website stack up? - [Read more](#)



### Are you socializing to your full potential?

Social media is kind of like a party where you're meeting new people and letting people get to know you. Your business needs to make a good impression at that party and you definitely need to be there...

Are your social media efforts effective?

[Read More](#)



Click **Segmentation**  
with buttons for different  
topics, products, or services

Half Moon  
YOGA STUDIO

*Please tell us  
about the yoga  
classes you'd  
like to attend.*



We are looking to revamp our yoga classes so we provide the best experience. Please take a moment to tell us the type of class you want to attend. Just click a link below and sign-up for the class.

Bikram Yoga

Vinyasa Yoga

Hatha Yoga

Half Moon Yoga  
123 Main Street  
Waltham, MA 02451

651-222-2222 | [jill@halfmoon.yoga.com](mailto:jill@halfmoon.yoga.com) | [halfmoon.yoga.com](http://halfmoon.yoga.com)



**1**

Add lists to your sign-up forms

**2**

Ask your contacts to update their profile with you

**3**

Use Click Segmentation to segment based on their actions

Implement self-segment options to save time and learn from subscribers!



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Contact details help **you** segment



# Other segments & targeted emails to consider

## Recent purchase

**Geraldi Consulting, Inc.**

★★★★★

**Please leave a review!**

**Hello Nicole,**

Thanks for choosing Geraldi Consulting to streamline your website. We hope you are satisfied with your new website as well as the service you received.

Please click the link below to leave a review on our website. Your feedback helps us to improve our products and services to meet your needs.

[Leave a Review!](#)

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1234 Main Street  
Loveland, CO 80538

866-289-2101  
Monday - Friday, 9 am - 5 pm

[geraldiconsulting.com](http://geraldiconsulting.com)


## Unengaged

**SEWING STUDIO**

*We Miss You*


Catch up on your crafting projects!


**[ENJOY \$10 OFF YOUR \$50 PURCHASE!]**



In store & online. Hurry, offer valid [Monday and Tuesday] only.

## Most engaged

 Sweet Raine  
Photography



**Exclusive Offer For You!**

Hello Stephanie,

You've been a customer since 2014.

We love capturing and celebrating special moments in your life. That's why we wanted to take some time to thank you for your support.

Through the month of August, we have a special going on just for YOU!

Schedule your next portrait session before the end of August and receive 15% off!

Sessions can be scheduled through the end of 2019. Click below to schedule your session. Use code **BESTCUSTOMER**.

[Schedule My Portrait Session!](#)

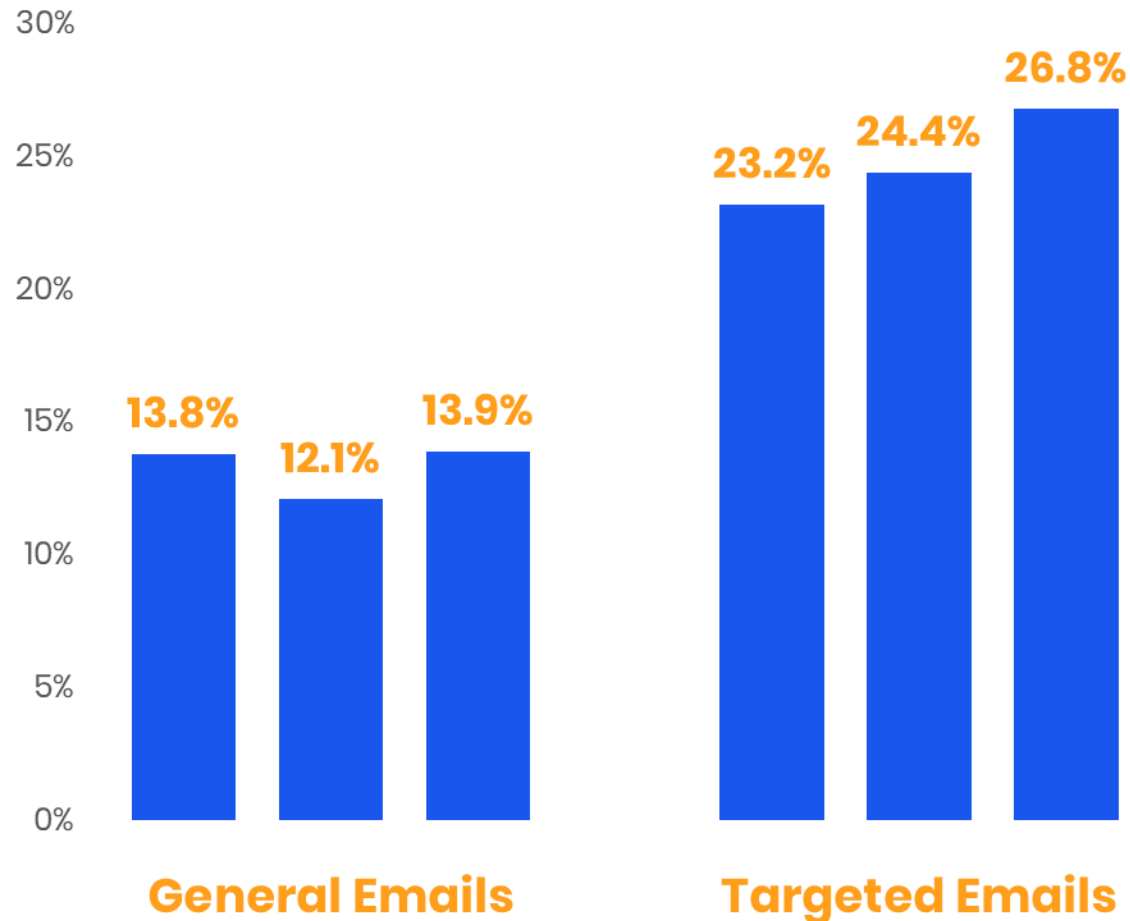


Send relevant information to **your** segments

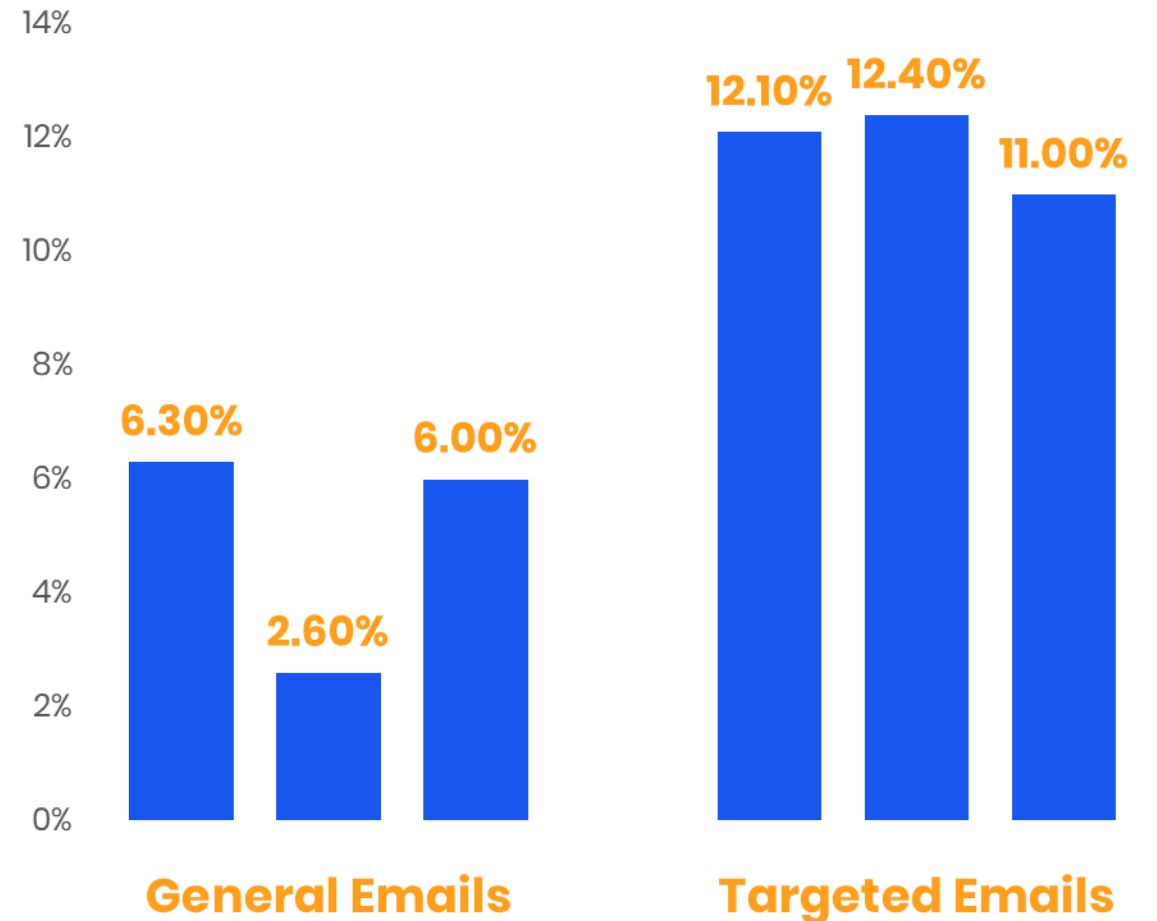


# Sending targeted emails improves results

## Open Rate



## Click Rate



Source: Constant Contact customer

**1**

Start by determining the types of emails you'll need to send

**2**

Use self-segment options when you don't know where to start

**3**

Use contact details and behavior history to create new segments over time

Send targeted, relevant emails when you segment your list

# All of your online marketing needs in one place



EMAIL



WEBSITES



SOCIAL ADS /  
MANAGEMENT



LOGOS



E-COMMERCE





**Q+A**

**Sign up today!**



**THE  
LOOP  
MARKETING**

[theloopmarketing.com/constantcontact](https://theloopmarketing.com/constantcontact)