

# SUPERCHARGE YOUR EMAIL LIST

## 22 Segmentation Techniques



To Increase Engagement &  
*Sales*



*Live a Life you Love*

# Supercharge Your Email Lists to Increase Sales

## 22 Segmentation Techniques that turn your lists into lasting customers!

**When it comes to email marketing, most business owners send out every email to everyone on their list.** And while this may be the easy way to do things, it's certainly not the most effective. Blasting emails to everyone on your list is a mistake.

**Smart business owners *segment* their email lists.** What is email segmentation? It's a technique that email marketers use to send highly targeted, highly specific emails to specific *segments* of their list. Different people receive different emails depending on which segment they're in.

**Segmentation makes sense on an intuitive level.** After all, probably not every email you send is appropriate for everyone on your list.

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### Here are 22 segmentation methods to help you supercharge your email marketing:

**Segmentation Method #1: New Subscribers.** When someone new subscribes to your list, give them a warm welcome. These emails should:

- Introduce you and your company
- Let subscribers know what you care about
- Tell readers what they can expect from future emails
- Show off your best stuff to your readers



**Segmentation Method #2: By Preferences.** Most email marketing software allows you to give your readers preferences for their email subscription. In other words, they can choose exactly what types of emails they want to receive.

○ **What sorts of options should you give your readers? Consider:**

- ★ Only monthly updates
- ★ Only weekly updates
- ★ Once per day
- ★ Blog post updates
- ★ Discounts or promotions
- ★ Announcements and updates
- ★ All of the above

**Segmentation Method #3: By Location.** There will be times when you only want to send emails to readers in very specific locations. For example, if you're holding a meeting in San Diego, you may only want to email those readers who live near San Diego.

○ **Segmenting your email list by location allows you to send location-specific emails to your list.** You can send targeted emails to your list to let them know about upcoming events in their area.

**Segmentation Method #4: Open Rate.** You probably don't want to waste your time sending emails to people who won't open them. Some email marketing software charges you by the number of emails you send. By excluding those who don't open your emails, you can also save a significant amount of money.

○ **Alternatively, you could also email inactive subscribers and ask them if they want to continue being on your list.** If they don't respond or say, "No," simply purge them from your list.

○ **On the flip side, you could also create a segment of your most engaged readers.** These are the readers who open your emails regularly.

**Segmentation Method #5: Inactivity.** You can create a segment of people who have signed up for your email list but haven't taken the next step. Then you can send them specific messages encouraging them to take the next steps.



○ **For example, if someone doesn't open or click your emails for a while**, you can segment them and offer them a special bonus (like a free download) to try to get them to engage with your emails.

**Segmentation Method #6: Lead Magnet.** Ideally, you should give away multiple lead magnets on your website that target different demographics. Each particular lead magnet speaks to a specific subject or niche and the followup emails also speak specifically to that subject or niche.

○ **Another way to segment based on lead magnet is by the *type* of lead magnet a person downloaded.**

For example, some people may want to download a PDF report while others want to watch a video. People learn in different ways and the type of lead magnet a person downloads shows their preferred way of learning.

○ **By sending hyper-specific messages like this**, you *ensure* that your emails are relevant to the reader.

**Segmentation Method #7: Abandoned Form.** There will be a portion of your website visitors who partially fill out a form and then abandon it before completing it. You can email these website visitors and encourage them to finish the form.

○ **Once you've captured the emails from abandoned forms**, create a segment based upon them and send a follow up email to every one in that segment.

**Segmentation Method #8: Abandoned Shopping Cart.** Just because a shopping cart is abandoned doesn't mean you can't close the sale. You can send highly targeted emails to those who have abandoned their carts, encouraging them to finish what they started.

○ **Make every effort to capture the email address as soon as possible during the checkout process.** If the cart is abandoned, put that email address into a specific abandoned cart sequence.

○ **You also can use your abandoned cart segment for advertising purposes.** Facebook allows you to upload an email list and then directly advertise to those subscribers.



**Segmentation Method #9: Non-Buyers.** By separating the buyers from the non-buyers, you can send an email survey to find out why. Perhaps your messaging was off or they needed a payment plan. Or maybe they had questions or concerns and didn't express them.

○ **If someone doesn't purchase your product or service right away, it doesn't mean they won't purchase at all, they just may need a little extra time.** It's commonly said that a prospect needs at least seven touches with a brand before they're open to make a purchase.

○ You want to continue to develop your relationship with your prospects and nurture them, so they feel confident that your products are a good fit for them.

**Segmentation Method #10: Buyers.** Send a different set of emails altogether to those who have purchased from you.

○ For example, you may want to try to upsell them on more expensive products or cross-sell them on related products.

○ You also don't want to send them emails encouraging them to purchase something they've already purchased. This will simply annoy your clients.

○ **Once you've created a segment of buyers,** you'll also want to send relevant emails that will continue to nurture your relationship with your customers and encourage them to purchase again from you.

**Segmentation Method #11: Type Of Purchase.** If you sell a number of products, you probably want to segment your list by the types of products people have purchased from you. Each type of buyer should be put in their own segment. Then you can email highly relevant offers to each segment of your list.

**Segmentation Method #12: Purchase Frequency.** There are some buyers who really love what you offer and purchase on a regular basis from you. At times, you may want to reward these buyers with special bonuses or even just a "Thank you."



**Create an email segment of those who have purchased most frequently from you and then do everything in your power to nurture your relationship with that segment.**

○Your frequent buyers are your best customers and you want to do everything you can to keep them happy and purchasing from you.

**Segmentation Method #13: Seasonal.** Some products and services sell best during particular times of the year. Consider creating a segment of buyers who you know will be interested in particular products at particular times of the year.

**Segmentation Method #14: Stage In Sales Funnel.** All of your email subscribers are at different stages in your sales funnel.

○**Your new subscribers are “cold”.** They don’t know you yet and need to be warmed up to you.

○**“Warm” subscribers are those who have been subscribers for some time.** They know that they have a challenge, but they don’t feel the pain of it like they need to. They need more education about their challenge and your solution.

○**“Hot” subscribers are those who love what you do and offer and are ready to purchase from you right now.**

○It’s critical that each type of subscriber only receive the emails that are appropriate for them.

**Segmentation Method #15: Age.** If you’re able to get subscribers to give you their age, you can segment your list by age and then send appropriate communications to each segment.

○For example, if you have a segment that is age 30 and under, you could include humorous GIFs, pop culture references, and other things to get them engaged with your emails.



○You can also offer different products to different age groups. For example, if you're a financial planner, you may want to send older demographics information about retirement and younger demographics information about saving for children going to college.

**Segmentation Method #16: Gender.** Depending on the services you offer, you also may want to segment your email list by gender. To segment your list by gender, you'll probably need to get subscribers to self-segment when they first opt in to your list.

**Segmentation Method #17: Company Role.** Some information is only appropriate for subscribers if they hold a particular role in your company. Getting subscribers to self-segment by company role allows you to target the right people with your offer.

**Segmentation Method #18: Organization Type.** If you specialize in working with a particular type of organization, create a segment of potential customers who work for that type of organization. Craft emails that will appeal to and add value to those who work for that organization.

**Segmentation Method #19: Clicks.** What people click on in your emails reveals a lot about what matters to them. If you send an email alerting your readers to a new blog post you published, those readers who click on the link are clearly interested in your blog posts.

○You can also survey your readers and then respond based on their clicks.

○**Consider segmenting your list by the click behavior of readers.** Create segments based on what people click and then only send them information that is related.



**Segmentation Method #20: Satisfaction.** Ideally, when someone purchases from you, you should attempt to determine how satisfied they are with their purchase and your business overall. Based on the overall satisfaction levels of customers, you can then place them into different segments.

○You can then send appropriate emails to customers based on how satisfied they are with your business.

**Segmentation Method #21: Customers Who Refer.** You likely have a certain number of customers who refer other customers to you. You want to treat these customers especially well since they're regularly sending you more business.

○They are your biggest brand advocates and should receive specific emails that reward them.

**Segmentation Method #22: Event Attendance.** If you host events, such as conferences, meetups, or retreats, segment your email list by those who participated and those who did not.

○Leading up to the event, you can consistently stay in touch with those who have registered for your event.

○You'll also want to encourage those who haven't registered to register.

○After the event, you'll want to follow up, both with those who did go and those who didn't.

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