



Checklist 3 - Segmenting Your Email List

Project

Name:

Date:

Yes No

Segmenting your email list is one of the most effective approaches towards boosting your open rates and click through rates. Segmenting entails the division of your audiences and subscribers into categories/groups based on specific criteria and similarities in order to send email content that is relevant to each group. Segmenting enables you to send only targeted email content in that through segmenting, you are able to understand your audiences' needs and preferences, thus guiding your campaign strategies. Further, segmenting avoids the mistake of sending the same email to all your subscribers, thereby fostering email personalization which boosts your subscribers' interests in your content. This checklist highlights the different ways of segmenting your subscribers:

Segmentation Based On Demographics Data

1

Segment your list based on age.

2

Use the level of income to segment.

3

Segment based on gender.

Notes



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4

Use the social status of your subscribers to segment.

5

Use geographic data to create location-specific data.

6

Advertise promotions in physical stores where your audience frequent.

7

Send time based emails/messages based on different time zones.

Email Engagement

8

Designate active versus inactive users.

9

Create retargeted campaigns at your inactive users.

Notes



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10 Send rewarding emails to your frequent users with special promotions and offers.

11 Use shopping cart abandonment to segment and send emails reminding your users to complete their purchases.

Amount Spent

12 VIP shoppers willing to spend a lot of money on your products.

13 Brand shoppers who are loyal to the brand but are cautious about spending.

14 Discount shoppers motivated by discounts.

15 Segment based on the audience's position in the sales funnel.

Other Segmenting Strategies

Notes



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16

New subscribers- send welcome emails to your new subscribers.

17

Segment subscribers based on similarities in their interests and preferences on specific products.

18

Base your segmentation on the lead magnets by sending emails on the topic of the lead magnet your subscribers used to opt-in.

19

Segment according to similarities in your subscribers' behavioral changes.

20

Base your segmentations on your audiences' past purchasing patterns.

Notes:

Segmentation as a concept basically aims at identifying the channel within which your audience got to be on your email list in order to personalize the type of content sent. Based on this therefore, it is imperative that you understand how your audience subscribed to your list. Was it through a lead magnet, a page on your website or through a purchase?

Notes