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9 WAYS TO SEGMENT YOUR LIST CHEAT SHEET

Introduction

Depending on which study you read, the average person gets between 100 and 250 emails per day. And, it's likely that just about everyone you talk to is suffering from some kind of email overload.

What that can lead to is "email fatigue" where you start to see dwindling open rates, soaring unsubscribe rates and less people clicking through to your offer.

But there is one thing you can and really do need to be doing to turn those results around.

And, that's segmentation.

Segmentation is simply dividing your list into clear, definable segments based on certain criteria.

When you segment your list, you can create content tailored specifically for each distinct group so it feels more personalised - and relevant

So, how do we do that?

We have identified 9 possible criteria you could use to successfully segment your email list:

1. **Buyer Personas**

   If you have documented your ideal client avatars, you might want to find ways to identify those people on your list most similar to your ideal clients and create a segment for those (more information on creating your Ideal Client Avatar in Content Sells Episode 2).

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2. Demographics

Age, geography, gender and other demographic details are often an excellent criteria for grouping segments on your list.

NOTE: *If your business is B2B - you also want to know about the demographics of the business - industry, size, turnover etc.*

3. Purchase habits/history

How might you group your community based on their purchase history e.g. you could segment into purchasers/not purchasers, or purchase types (i.e. by product), or perhaps purchase amount (this is a great way to segment your best / highest paying customers for special offers or promotions, for example).

4. Content Interest

You could also segment based on what topics your audience is interested in. Have they opened or clicked an email in the last few months? Do certain segments respond to certain formats more than others? Are certain topic areas more interesting for some segments of your audience than others e.g. Beginner-related content vs Advanced content.

5. Stage in Buyer Journey

There are several stages in the buyer journey and it can be helpful to segment based on which stage someone is at.

A quick summary of the Buyer Journey stages -
Awareness *- just getting to know you*
Consideration*, where people start to think you are a viable alternative, taking you seriously*
Conversion*, woot! They buy from you*
Loyalty *- repeat customers*
Advocacy *- ideal situation where your customers become raving fans and start advocating for you - referrals and word of mouth.*

6. Stage in Funnel

If you are running a specific funnel or campaign, you can set it up so that you have different things happen based on the actions people take during the process. This is an excellent way to segment people on your list to ensure they get highly relevant content that moves them through the funnel e.g. Action / No Action – clicked, opted in, attended, stayed for offer, abandoned cart, purchased.

7. Lead Source

Where have they come to your database from? This is a really excellent criteria for segmentation because you are able to see what referral partners or ad sources are getting you the best customers.

Also there may be times you want to send something specific to people from a certain source, for example, say you sponsored a small business festival, referencing that when you go back to that list helps give them context and remember you.

8. Usage / Time on List

How are people using your services? For example, people who are using your services (even free services) more than those who aren't are likely to be your better customers e.g. did they attend your event, or 10 events? Have they had a consultation with a sales person? Have they downloaded something? Have they requested an estimate? These may all be important segmentation variables to help you find the customers most likely to buy from you.

9. Lead scoring

Lead scoring is a way to rank prospects against a scale that represents the value of that lead to the organisation. This can be auto-calculated by your CRM. The score can be used to determine what offers and communications are directed towards that segment. E.g. loyal customers, or customers who have spent over XYZ can be treated differently. Also enables you to see who the 'hotter' prospects are. So, for instance if you had a sales team - you could use this to prioritise who you called (higher cost) vs who you emailed.

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