Mailigen

BEST PRACTICES IN EMAIL MARKETING

TIPS FOR LIST SEGMENTATION & OPTIMIZATION

SEGMENT YOUR MAILIGEN LISTS TO CREATE OPTIMIZED TARGETED CAMPAIGNS AND INCREASE ENGAGED SUBSCRIBERS ENGAGEMENT.

Segmentation is a best practice for all strategic marketing programs, and email marketing is no different. Sending targeted messages to your subscribers will deliver a highly engaged audience and improve your open and click rates. Through segmented lists you can see who's a fan and who still needs persuasion or reactivation of your least engaged subscribers. Segmentation will help your email marketing and improve your click rates by a minimum of 10%.

1. SEGMENT NEW SUBSCRIBERS

If you know more about your email subscribers and what they are interested in then you will know how they want to receive messages and what content will appeal to their interests. Use subscriber segmentation tools to segment new subscribers or allow subscribers to self segment. Segmentation offers you ability to find our who your subscribers are and what they are interested in, with segmentation you can offer greater personalization to your emails. Segmentation does not need to be complicated, so include a few segmentation questions for new subscribers. Keep in mind anything more than two questions can discourage people from signing up and you always have the opportunity to offer more qualification later.

Viewing demographic or location based engagement about specific products or services allows you to compare where your products are generating interest and which markets still need message penetration. You can use segmentation to target related fields and provide better deliverability results. This is often the most popular way to segment email lists.

SEGMENT BY DEMOGRAPHICS AND GEOLOCATION

Market segments are selected based on common elements, like demographics and geolocation. You want to segment your list to target the right audience for your call to action. Maybe you want to send your message to people who purchase a particular service in a specific store location or city. Separating lists into groups will help you identify and effectively target those consumers.You may gather information such as geography, zip code, gender, age and buying behavior.

Perhaps you want to send your message to people who purchase a particular service in a particular location. Viewing engagement decisions about specific products or services in specific geographic locations allows you to compare where your products are generating interest and which markets still need message penetration. Targeting related fields can provide better deliverability results and is often the most popular way to segment email lists.
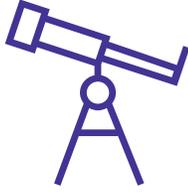
SEGMENT BY PERSONAL INTERESTS

You can have listed categories for subscribers to sign up for their specific personal interests. Ask them ot tell you more about what they are interested in by using predefined choices. For instance, if you are a clothing retailer ask them to identify what type of clothing they are interested in, Men's, Women's, Sale, Outerwear, etc. You can also ask them to select if they are interested in receiving information about special events related to their interest or demographics. Again, the more complex the form the less likely they will be to complete so keep it simple and only ask for what really matters. Be sure to include a relevant call to action so they are moved to subscribe and identify their interests. Segmenting audiences by personal interest allows you to tighten your scope to determine the most relevant and motivated buyers within those segments and then create effective marketing campaigns.

SEGMENT YOUR LIST BY EMAIL DOMAIN

Segmenting your list by email domain will allow you to track email domain performance and analyze the bounces, clicks, opens and unsubscribes. Utilizing reporting by email domain segmentation will highlight any issues with deliverability with that particular domain. Then you can take action to resolve any issues and keep your list healthy.

SEGMENT BY SIGN UP DATE

Your most recent subscribers are often the most engaged. Try segmenting your lists by people who signed up in the last month or since your last email campaign. You might be surprised by the data, often the most recent subscribers are the most active. That is a data point for you to improve the messaging or deliver a more enticing call to action for people who have subscribed for a long period of time. Either way, you will most likely see you need to tailor your message differently for each segment.

2. OPTIMIZE MAILING LIST

Optimizing your email marketing list is all about the data. Many marketers use A/B testing and other measurable efforts to determine which content and layout to show subscribers. You can use the data from A/B testing to determine the best optimizations to make but you can also learn quite a bit from the email marketing data captured after each mailing. As you send mail look for trends in open rates, actions taken by subscribers and other data available from your ESP to learn what performs best with each segment. The effect of using data to optimize your list is every campaign will be highly optimized based on actual performance data and lead to better results.

SEGMENT BY BEHAVIOR

One of the most powerful ways to connect with your audience is through behavioral segmentation based on actual customer behavior toward your email marketing efforts. Even though social networks are growing methods of communication, email marketing is still the most relevant and utilized tool for communicating with customers. Consumers expect marketing messages delivered to their inbox to be personalized to their specific needs and interests. Every time someone comes to your website or clicks on a link in your email, they are telling you what they are interested in. Responding to those interests allows you to relevantly engage with subscribers based on what they have told you about themselves through their behavior.

a) Segment by inactive subscribers

Inactive subscribers can negatively impact your email marketing metrics and your deliverability. From time to time, you should review your lists by subscriber activity and determine who qualifies as an inactive subscriber. Then launch email reactivation campaigns targeted at inactives.

b) Segment by people who opened, but didn't click

Segmenting your list by people who opened the email but didn't take action can help you improve your call to action and identify which links work best for the audience. Perhaps you had competing links within your email, or maybe the call to action wasn't valuable to this audience. You may want to survey them and see what you can do to entice them to take action.

SEGMENT BY PRODUCT INTEREST & PURCHASES

Allow your subscribers to choose more detailed preferences in their email subscription sign up. For instance, if you sell chocolates, allow people to tell you if they prefer milk, dark or white chocolate. Segmenting your messages by special interests will give you a better campaign result. Segmentation by product interest will also allow you to track your ability to convert potential customers to buyers, or cross sell your other products.

3. CREATE SEGMENTS BASED ON SURVEY RESPONSES

Online surveys are another opportunity to gather additional information and create segmented lists. When creating your survey remember to create something simple so people will complete the questions. Ask questions about how often your subscribers want to hear from you,

what type of information they care about and how they like to receive content (HTML, text, etc.). Once you have gathered your survey data, you will be able to customize your messages and frequency to the subscriber's interests and behaviors. Be sure to thank the subscriber for taking the survey and if you asked for their preferences, make sure you actually support the preference options you provide. If you are asking, you set the expectation you will provide their preference responses.

Summary

Successful email marketing requires more than writing a few paragraphs of copy and sending it out to your distribution list. Email campaigns can be complex, require careful strategic thought, planning and testing and the right follow up. We hope these tips help you get started segmenting your lists and increasing your subscriptions.

Mailigen has the easy to use tools you need to generate action with powerful email messages and newsletters. If you want to learn more about Mailigen, <u>take it for a test drive before choosing your email marketing solution, we offer a 30 day free trial</u>!

ABOUT US

Mailigen is Europe's leading email marketing automation software and services company. The SaaS offers email, mobile, social media marketing, and other managed services to customers in more than 100 countries worldwide. Mailigen brings international knowledge to local markets.

Mailigen is known for its integration with e-commerce platforms such as Magento and Shopify, and innovative email marketing features such as Responsive Online Surveys, Email Inbox Preview and Subject Line Advisor. To find out more, please visit mailigen.com. Share your feedback with us - use hashtag #RiseAndTell