ConvertKit

Profitable segmentation strategies

WORKSHOP

HOW TO INCREASE YOUR SALES USING PROFITABLE SEGMENTATION STRATEGIES

TALKING POINT #1

Why segmentation is necessary for email marketing

1.
SEGMENTATION

The process of putting your email subscribers into different buckets

The whole point of grouping those subscribers into different buckets, is so that you can speak to each of those groups directly.

Your goal is to meet your subscribers where they're at on their customer journey so you can send them targeted content that speaks specifically to their needs and goals at that point in time. Increase open rates



2.
WHY SEGMENT?

Increase open rates
Your customers are not all the same person, so having a segmented list allows you to send the same email but with custom subject lines to specific subscriber groups that appeal to their needs.

Better click-through rates
Setting up targeted emails alone won't put money in the bank. You need your email subscribers to interact with your content by clicking through on links to your articles, videos, and, ultimately, your products.

Maximized conversions
Segmentation is all about narrowing your audience based on your subject. They're getting emails they actually want because it's more targeted to them - meaning - that you're more likely going to see an increase in conversions.

Less unsubscribes
Using segmentation will keep the number of unsubscribes to your account at a minimum. The more targeted you can get with the emails you send, the more likely your subscribers are to stay on your list and be engaged with your content.

Avoid spam folders
email service providers (ESP) want to see that your subscribers are opening emails, clicking on the links, sharing emails, replying to emails, marking them as important, and not immediately hitting delete. Sending targeted email content through segmentation helps you avoid being flagged by those ESPs.

3.
SEGMENTATION PROMPTS

Who bought your product and who didn't?

What are the different interests of your subscribers?

Does your business have multiple entities?

Do you have a beginning, intermediate and advanced audience?

Who was a part of your launch team?

Who are your biggest supporters?

4.
HOW DO YOU SEGMENT YOUR AUDIENCE?

Start by tagging them!

Tagging: a way to individually organize your subscribers based on actions and interested

Tags organize people



Segments organize tags



BRAINSTORM

HOW YOU'D SEGMENT YOUR LIST:

TALKING POINT #2

How to utilize tags and link triggers in your emails

1. WAYS TO ADD TAGS TO YOUR SUBSCRIBERS?



Link triggers
You can add a tag when a subscriber clicks a link



Integrations
You can add a tag based on a purchase



Import
You can import into a tag, so you know when you brought over certain subscribers

2. LINK TRIGGERS

A link with an action tied to it that allows you to track who clicked, and how many clicks the link received



Subscriber triggers link by clickng



A tag is added to the subscriber



Subscriber is directed to the destination URL

3.
THE DATA YOU CAN COLLECT WITH TAGS

Subscriber journey
Products subscribers bought
Webinar attendee
Event attendee
Where subscribers signed up
If they refer your products or service often
Interests
Non-buyers
Customers

BRAINSTORM
IDEAS FOR WHAT YOU'LL TAG YOUR AUDIENCE WITH

TALKING POINT #3

The tech set-up you need to create profitable segmentation strategies

Click on any of the below links to read and watch on how you can create profitable segmentation strategies for your business!

Tags and segments: an overview

How to create a segment

How to tag existing customers

How to use link triggers

NEXT STEPS

What to do once you've finished this workshop & planned your creative business!

1

We hope you enjoyed this week's workshop!

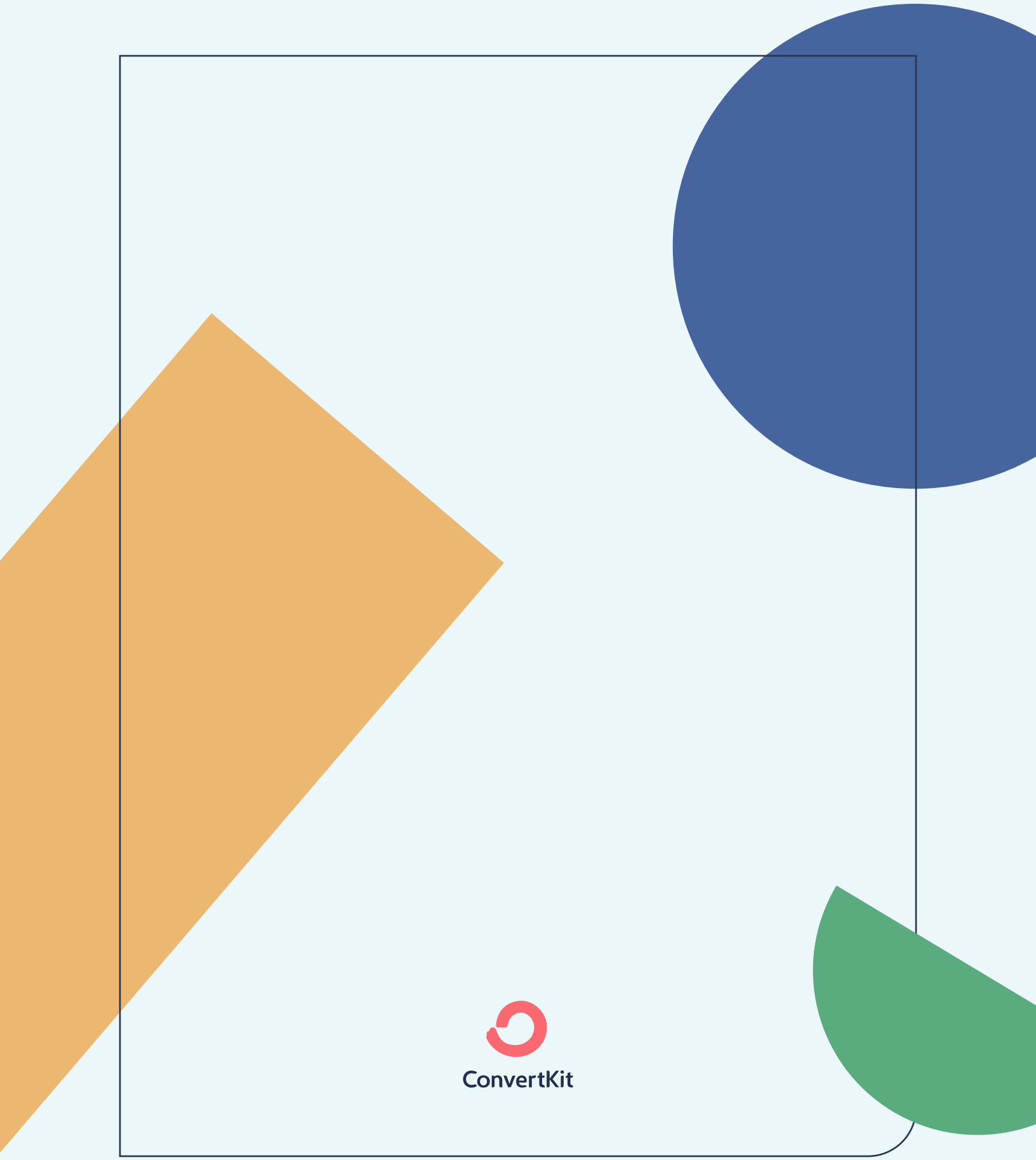
If you still have questions, please feel free to head inside the Workshops group in the ConvertKit Community to start a one-on-one conversation with me.

I check the community at least once a day on the weekdays, so I'll get back to you VERY soon!

2

Want to watch more trainings?

You can register for all other upcoming workshops here!


ConvertKit