How To Use Email Segmentation To Increase Your Conversion Rate

NEILPATEL

neilpatel.com

Elements of a successful email segmentation:

i) Are you using a recognizable "from" name?

ii) Are you creating the right content for each segment?

iii) Are you encouraging two-way communication by using a personalised email?

iv) Are your subject lines optimized and catchy?

v) Are your personalizing your email by adding [[firstname]] code at the beginning or end of your subject line?

vi) Are you measuring the following actionable metrics?

- Total number of qualified leads generated from email
- Revenue per email sent
- Return on investment per email
- People who renewed their premium subscription from your emails
- Total number of sales per email sent

You can segment your list based on the following criteria:

- Geographic area
- Purchase history
- Abandoned shopping carts

How to create segmentation in Getresponse:

Step #1: Sign up for or log in to your Getresponse account.
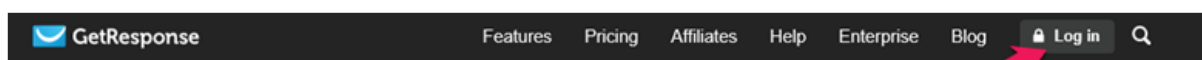
Step #2: Click on current campaign and select "Create campaign."
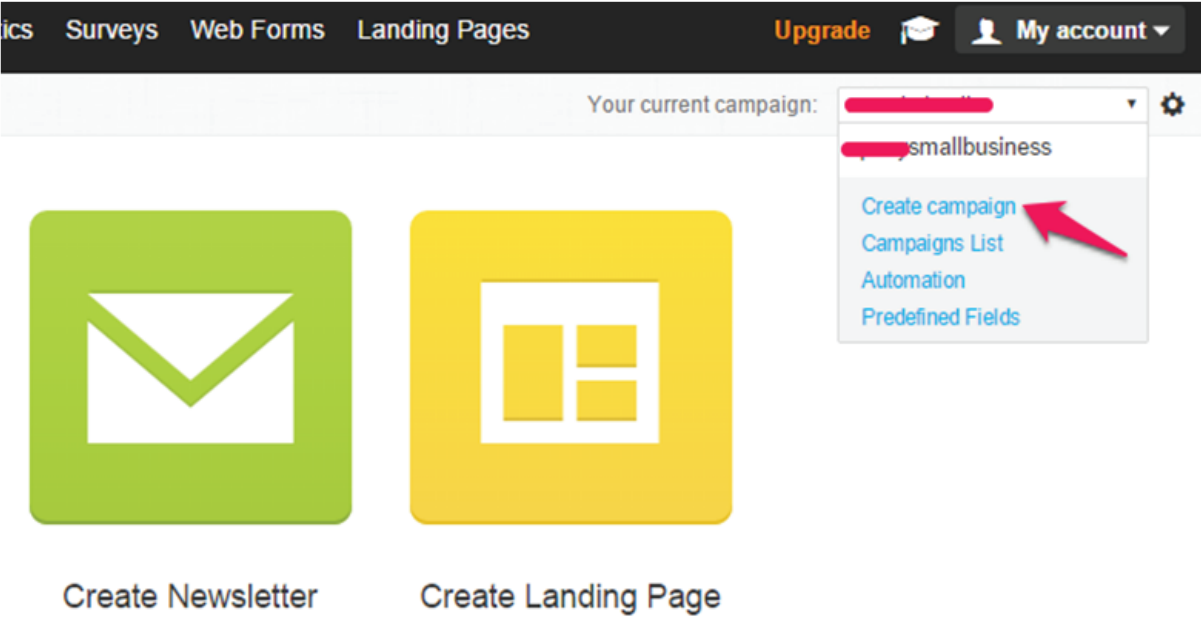
Step #3: Name your campaign. Use a one-word name, or use a dash (-) to join two words (e.g., "sales-customer"). Click the "Create campaign" button.
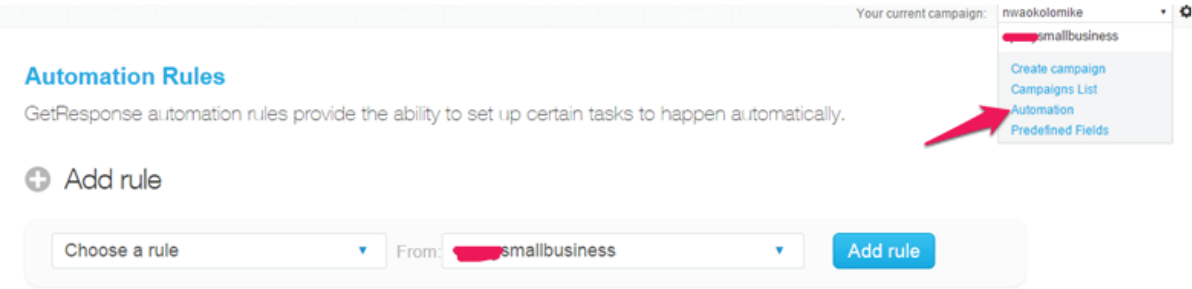

Repeat the process for each campaign you want to set up.

To find out how many campaigns you currently have, simply click the "current campaigns" tab at the top right. Then select the campaigns list.
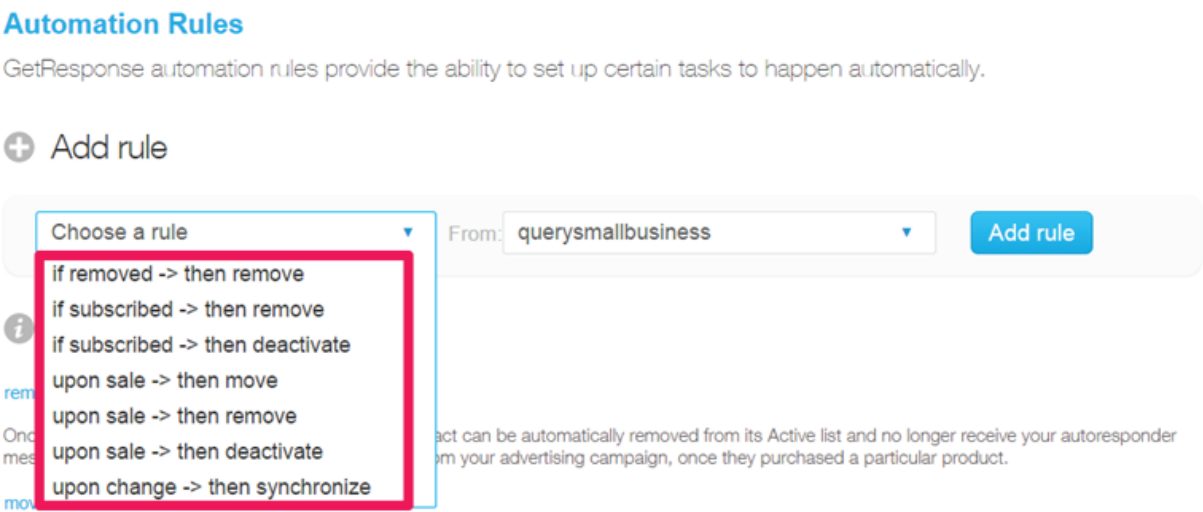
Now it's time to segment your email list, based on the campaigns you've created. You should follow these simple steps:

a) Click on "current campaigns" and select "Automation."

b) Choose your rules. Then add the rules to your campaign.

In the above screenshot, if you select "upon sale -> then move", it simply means that once a subscriber buys your product, their email address should be moved from the general or default campaign to your new segmented campaign.

The subscriber will no longer receive the emails sent to your default campaign, because it's been moved to a separate and segmented list.

If you use a different email service provider, the tutorials below will be helpful:

- [How to Segment Your List in Aweber](#)
- [How to Create Custom List Segments in Aweber](#)
- [How to Segment MailChimp Subscribers by Campaign](#)

Do's and Don'ts of email marketing

DO

- ✅ Show the brand voice
- ✅ Attractive e-mail Subject
- ✅ Give subscribers freedom to choose
- ✅ Use of dedicated e-mail ID

- ✅ Focus on single topic
- ✅ Give the e-mail distinctive look
- ✅ Segment the e-mail database
- ✅ Personalised e-mails

DON'T

- ❌ Do not spam
- ❌ Don't include too much graphics
- ❌ Don't send erroneous e-mail

- ❌ Never send e-mail with unsubscribe link
- ❌ Avoid lengthy forms
- ❌ Don't forget to keep track

Conclusion:

Without segmentation, it's difficult to engage your subscribers and improve your conversion rate.stay consistent and never give up if you fail to reach your set goals. Follow the simple steps I've outlined above. You can succeed at email marketing, but it won't happen overnight.