# Email Segmentation: A Brief Guide

Everyone knows, especially in business, that time is money. However, since segmenting email can take a little time to organize at first, you might wonder if investing your time will be worth it. After all, can you really get more effective results through more targeted marketing?

The answer is, segmenting email doesn't actually take that long, and the return on investment is definitely worth your time!

## Why You Should Segment Your Emails

Here is why segmenting your email promotions and correspondences will be well worth your time and energy:

### Your Emails Will Be More Relevant

You can choose to email certain promotions to more qualified leads. This will make your communications with your customers more relevant to the individuals receiving the emails, and this will improve the rate of responses you get.

### You Can Cater To Specific Interests

When you send emails, you can cater to specific groups' interests, which helps you build a better rapport with your customers, which means they are far more likely to trust you with their business.

### Better Use Of The Marketing Funnel

Instead of sending out the same message to everyone, no matter where they are in the process, segmenting lets you target customers based on their stage of the marketing funnel, making your offer much more attractive and increasing conversion.

### Increase Email Engagement

When you deliver specific content that helps your customers engage, it increases how successful your campaign is. Having a more successful campaign from open and clicks to conversions means that your emails are less likely to end up in the spam folder during the next round.

# How To Target Your Segmentation

Now that you know why you should be segmenting your marketing emails, here are a few effective ways to do it:

### Demographic

Segment your emails using factual information about who contacts are. This allows you to target your audience based on age, location, gender identity, or income. You may also want to use family size or stage of life, depending on your offer.

### Psychographic

Use subjective characteristics of contacts' personalities to determine email segmentation. This means you would send offers and promotions relevant to your customers based on their lifestyle, interest, or values such as religion, charitable support, or politics.

### Behavioral

Segment emails based on contacts' past interactions with your business: such as where they first came into contact with your business, whether or not they have already made a purchase, or what they have searched on your website.

### Geographic

Segmenting your emails based on where contacts are located will help you if your market is more spread out, and some offers might be more applicable to local residents than others. This is also a terrific strategy for multiple business locations and national or international businesses.

# Why Email Segmentation Is For You

When you are ready to get started, decide what types of segmentation you think would be most effective for your business. Next, you will need to collect all of your data and organize your email contact lists accordingly.

Once this part is done, email segmentation will be easy and won't take much more than an additional few minutes than sending much less effective mass email campaigns.