



Masterclass E-mail Marketing

January 2019 02.

Segmentation

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What is Email Segmentation?

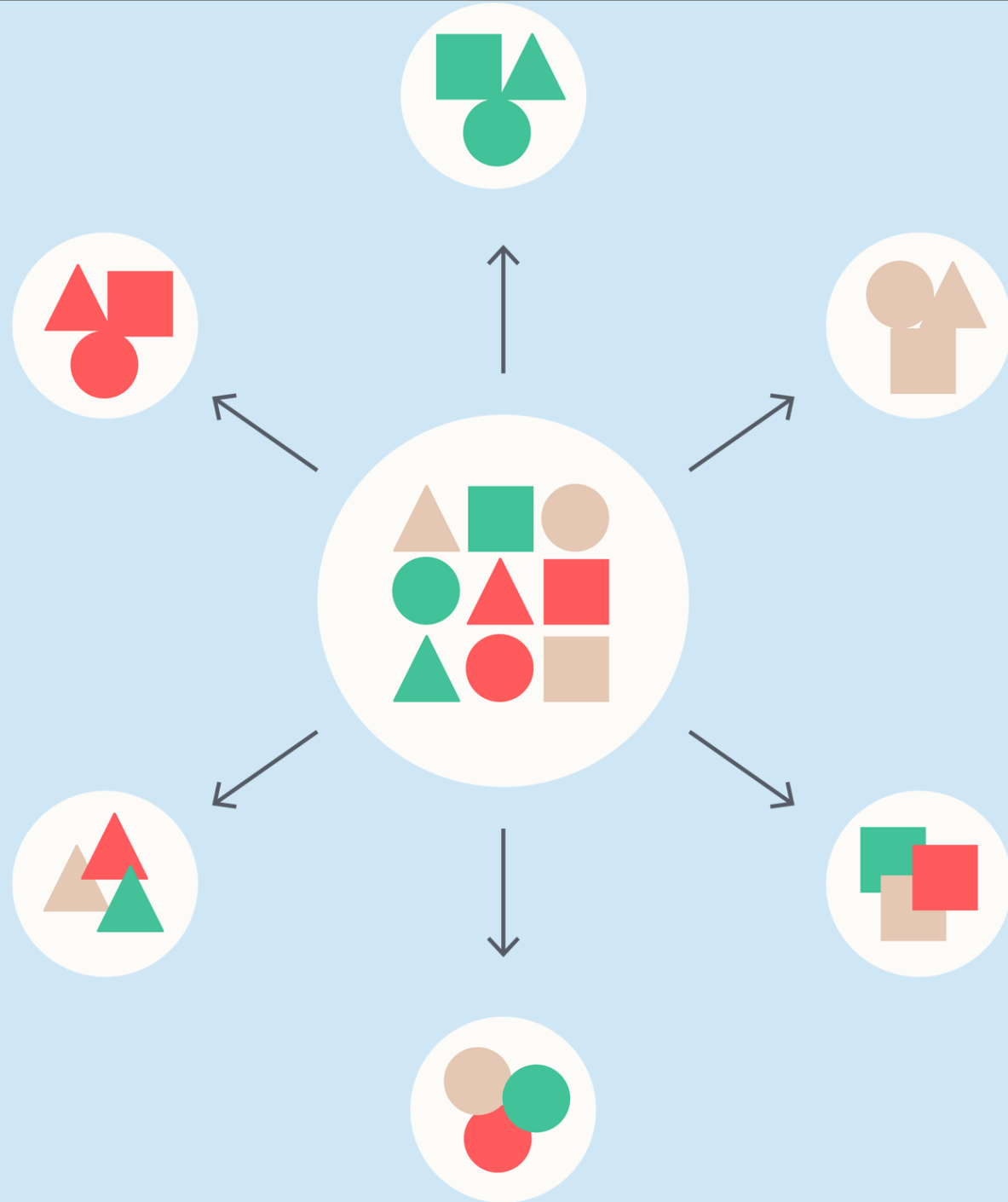
Email segmentation is when you split up your email subscribers into smaller lists based on a variety of criteria.

This is mainly used to personalize email messages as we can send more relevant messages to smaller groups.



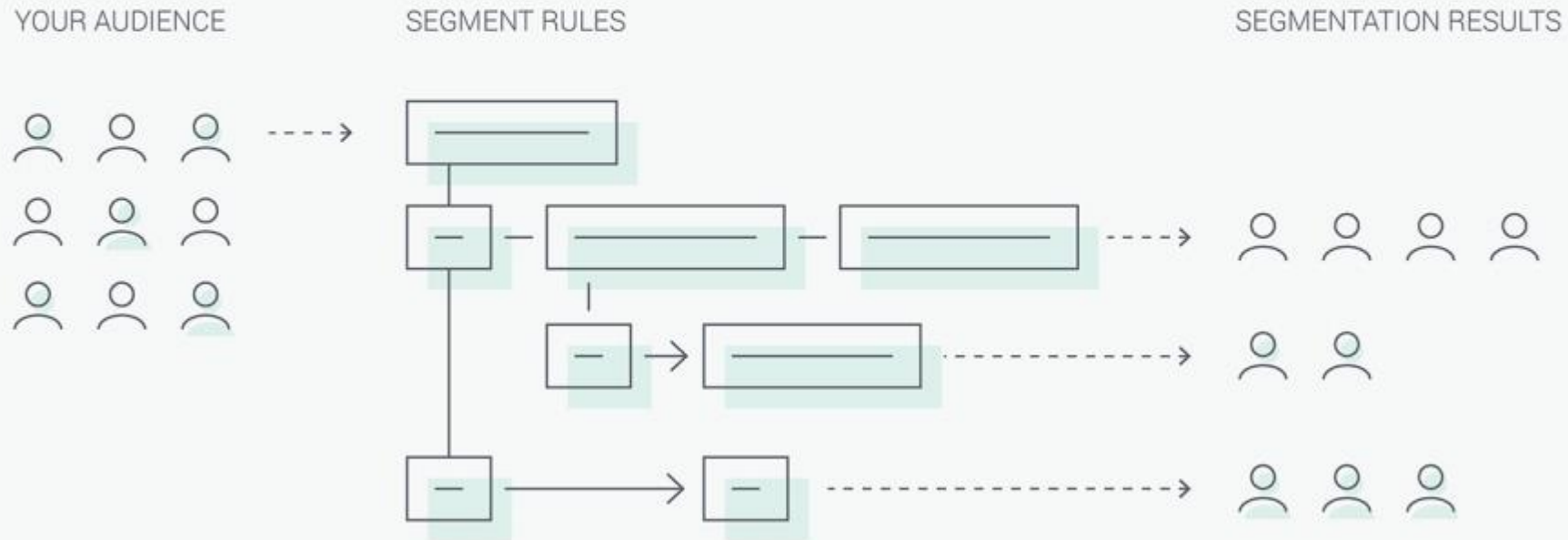
What is Email Segmentation?

Segmentation can be by any criteria you choose: demographics, geographic location, purchase behavior, campaign behavior, etc.





How does segmentation work?





Why Segment my Subscriber Lists?

Blasting your subscriber list with the same tired message doesn't w



Why Segment my Subscriber Lists?

1. Increased campaign engagement



Why Segment my Subscriber Lists?
2. Improved customer loyalty and retention



Why Segment my Subscriber Lists?
3. Less unsubscribes and spam

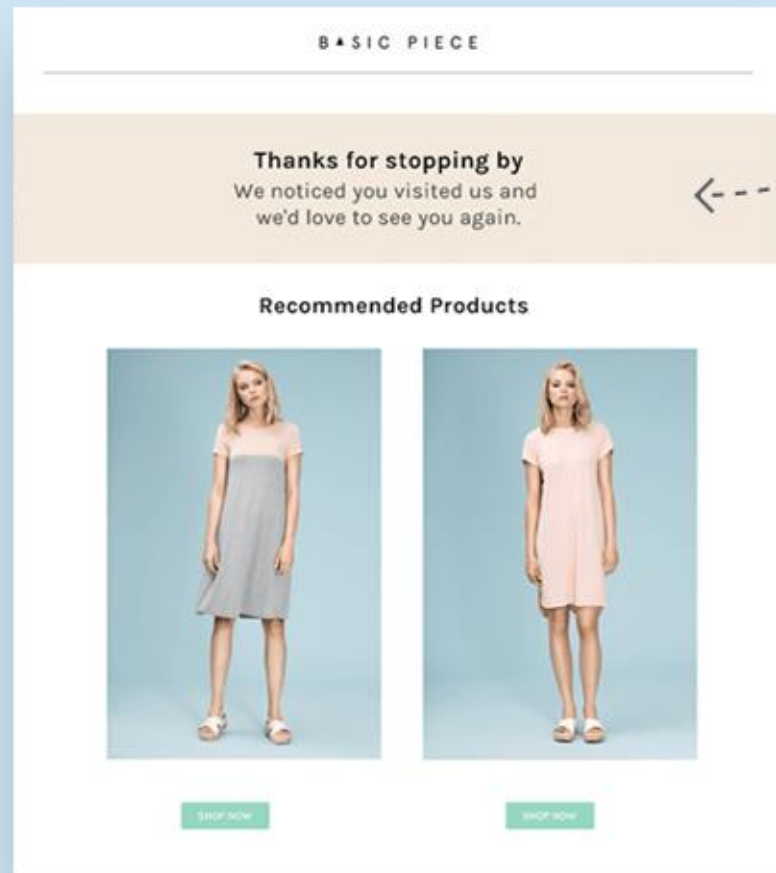
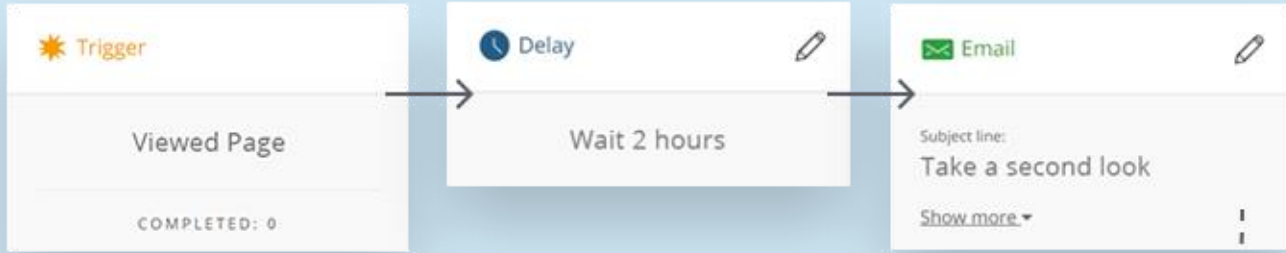


Segments

Shopping behavior

Email activity

Profile data






- Whether a customer has or hasn't purchased a certain product or any product
- Whether a customer has or hasn't purchased from a certain category
- Whether a customer has placed an order
- How much a customer has spent in total
- How much a customer spends on average


Segment name


Recent Customers Engaged (Clicks) 


Segment rules:

FIND SUBSCRIBERS THAT MATCH ALL OF THE FOLLOWING RULES


Subscriber shopping behavior 


HAS placed order at least once after specific date December 25, 2017 


 Add filter

 OR Add a rule

AND

Subscriber email activity 

HAS clicked campaign at least once after January 1, 2018 

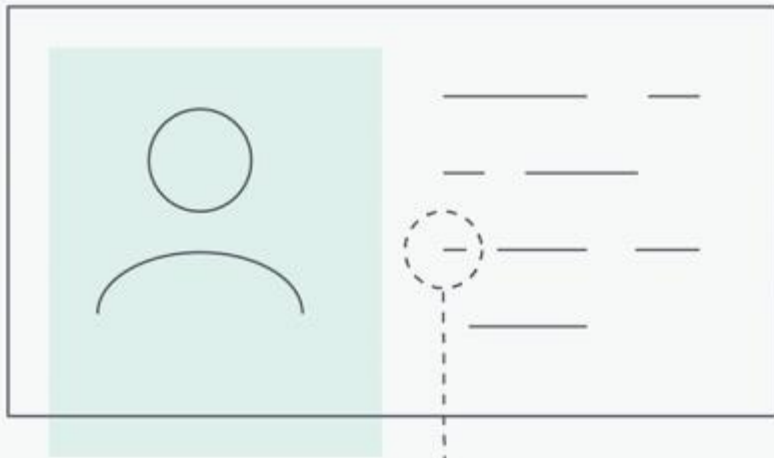
 OR Add a rule

 AND Add a set of rules

CREATE SEGMENT



Email Segmentation by Profile Data:
Demographics, Geography, & Interests



Female customer likes **the color red**

BASIC PIECE

STILL SHOPPING?

Seal the deal today—just click below!

The image shows two product cards side-by-side. The left card features a woman wearing a red button-down shirt, with the text 'Everyday jumper' and '\$155.00' below it, and a green 'SHOP NOW' button. The right card features a woman wearing a light pink long-sleeved shirt, with the text 'Long t-shirt' and '\$115.00' below it, and a green 'SHOP NOW' button. A dashed arrow points from the red shirt to the pink shirt, and a dashed line connects the 'SHOP NOW' button of the pink shirt to the text box below.

Everyday jumper
\$155.00
SHOP NOW

Long t-shirt
\$115.00
SHOP NOW

hy, & Inter



Age
Gender
Income bracket
Education
Family
Life stage
Job



Segments are useful when you have
a large amount of subscribers



City
Country
Language
Climate
Area



Creating Custom Properties



Phone number

- Choose - +XXX XXXXXXXX

Birth date

Birth date

Gender

Male

Custom properties

+ Add custom property

SAVE



Segment name

Customers \$50+ in 2018



Segment rules:

FIND SUBSCRIBERS THAT MATCH ALL OF THE FOLLOWING RULES

Subscriber shopping behavior



HAS

spent on average

at least

\$ 50



WHERE

time period

is after

specific date

January 1, 2018



Add filter

+ OR

Add a rule

+ AND

Add a set of rules



Segment name

Customers \$50+ in 2018 and 5+ orders



Segment rules:

FIND SUBSCRIBERS THAT MATCH ALL OF THE FOLLOWING RULES

Subscriber shopping behavior



HAS

spent on average

at least

\$ 50



WHERE

time period

is after

specific date

January 1, 2018



Add filter



OR

Add a rule

AND

Subscriber shopping behavior



HAS

placed order

at least

5

times

after

specific date

January 1, 2018

Add filter



OR

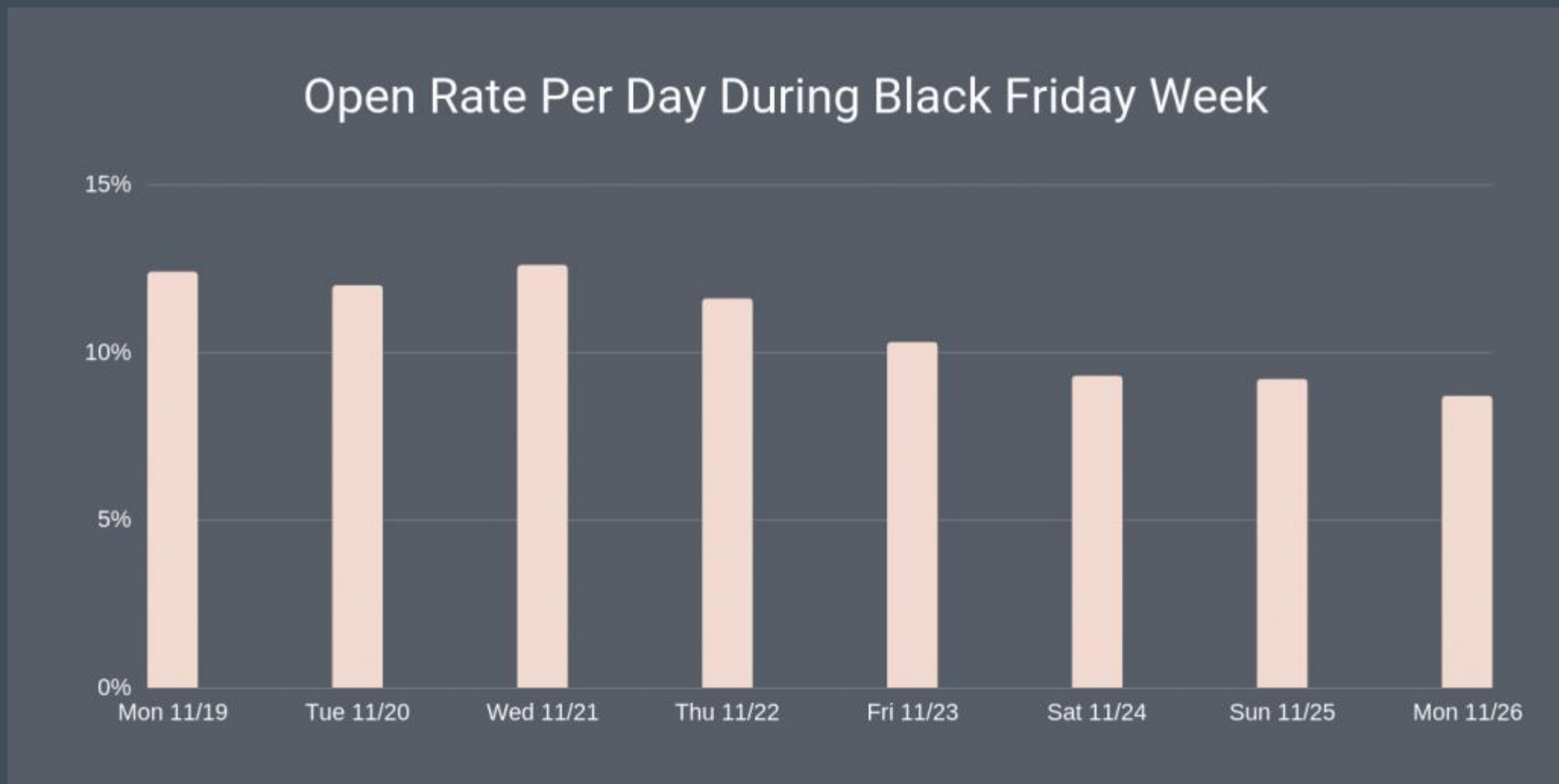
Add a rule

+ AND

Add a set of rules

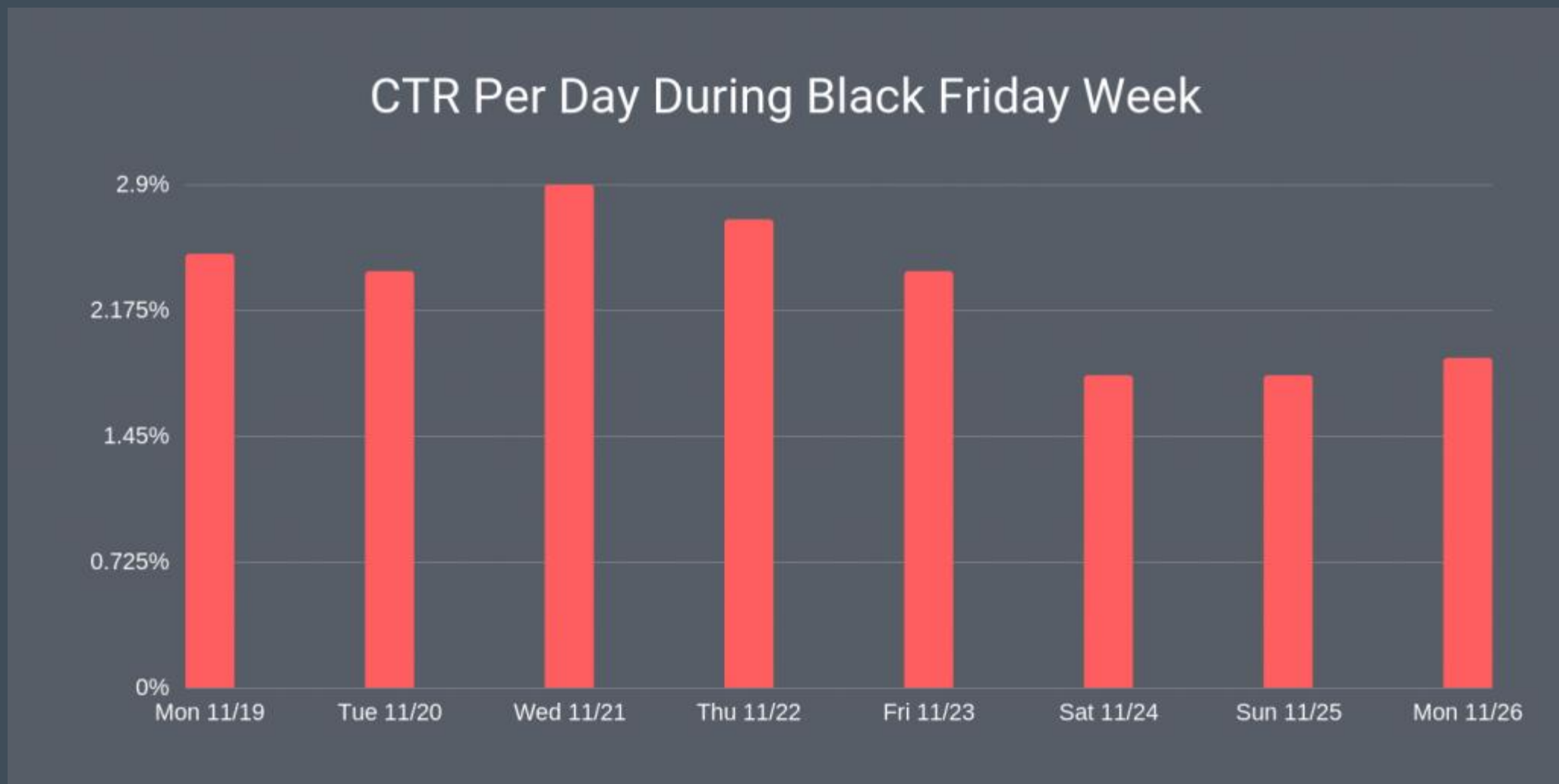


Example: Black Friday





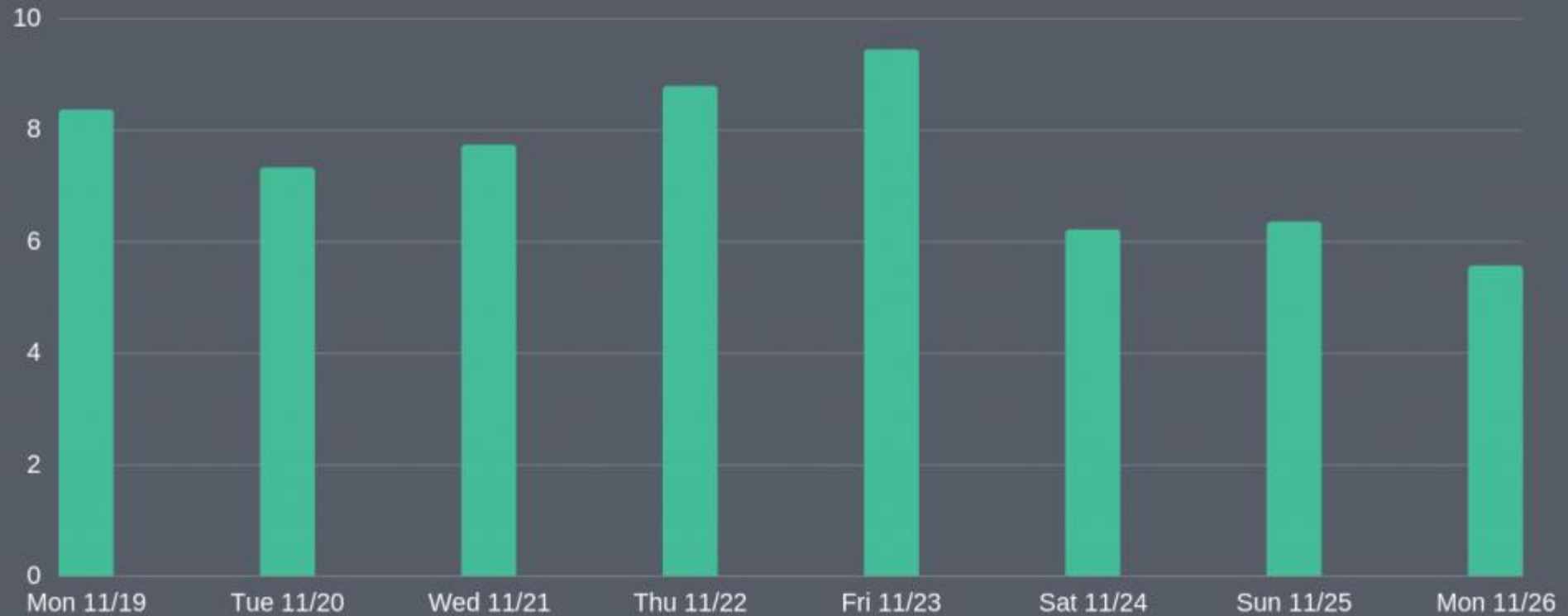
Example: Black Friday





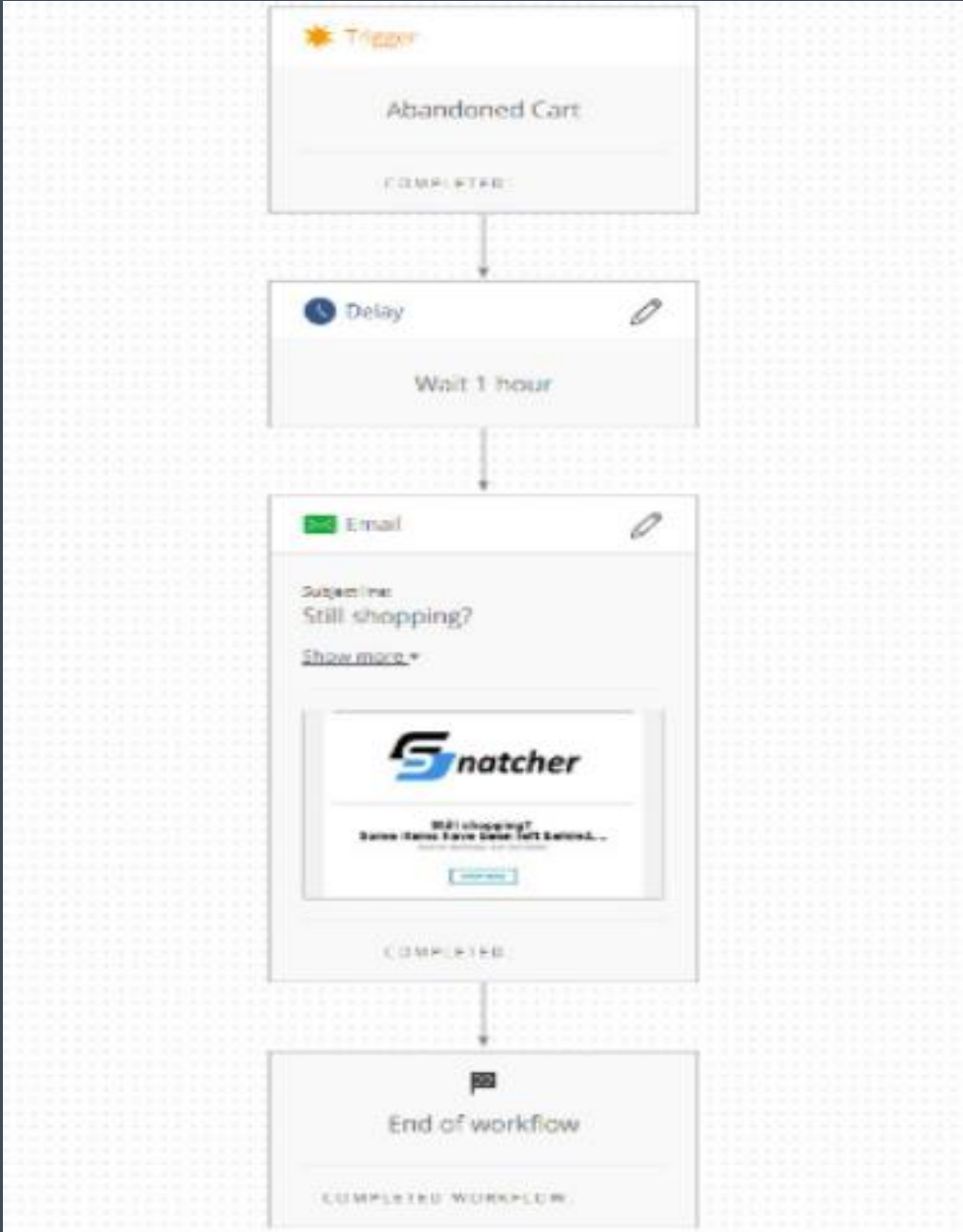
Example: Black Friday

Order Count Per Day During Black Friday Week





Simple automation workflow





Highlight your winners



SIGN UP

Like what you're seeing? Sign up for our newsletter to save big and get our newest products first!

ENTER YOUR EMAIL

SUBSCRIBE

Targeting



Targeting

Specify where we should show (or NOT) the form to your visitors. You can target visitors based on the specific pages they visit on your site or UTM parameters.

Form will appear **Form will not appear**

Target by page

Target by part of URL

Remove

+ Add URL part

SAVE Cancel

Get more data



Early Bird Christmas Sale
GET 30% OFF ALL ITEMS WHEN YOU
SUBSCRIBE TODAY

ENTER YOUR EMAIL

BIRTHDATE

YYYY | MM | DD

SUBSCRIBE

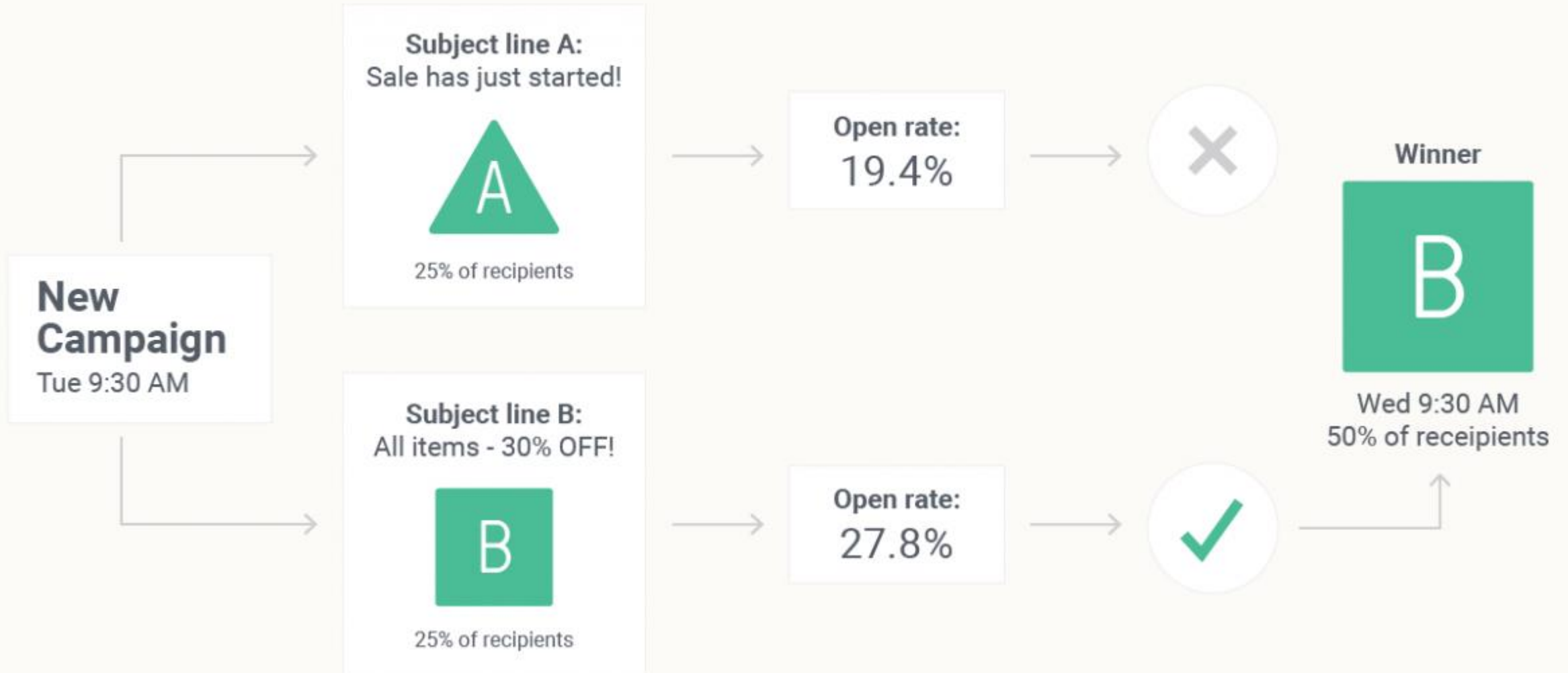
Powered by
omnisend

The image shows a promotional form for an 'Early Bird Christmas Sale'. The form is centered on a dark background with a pattern of glowing green leaves. It features a title, a promotional offer, an email input field, a birthdate input field with a 'YYYY | MM | DD' format, and a prominent 'SUBSCRIBE' button. A close button (X) is visible in the top right corner of the form area. At the bottom, it is powered by 'omnisend'.



A/B testing

Sample A/B Testing Campaign



Select a workflow type



Custom workflow



Mix and match triggers, conditions, and actions to create a custom workflow.

Welcome Message



Send a welcome email after a subscriber joins your list.

Anniversary Date



Send an annual email or series of emails based on a special event or birthday.

Page Visit



Send emails after a contact visits a specific page on your website.

Website Event



Send emails after a contact performs a specific action on your website.

Product Purchase



Send emails when a product is purchased on your website.

Marketing Activity



Send emails based on whether contacts open or click on an email campaign.

Transactional Activity



Send an email based whether contacts open or click on transactional emails.



For big lists, create supertargeted segments

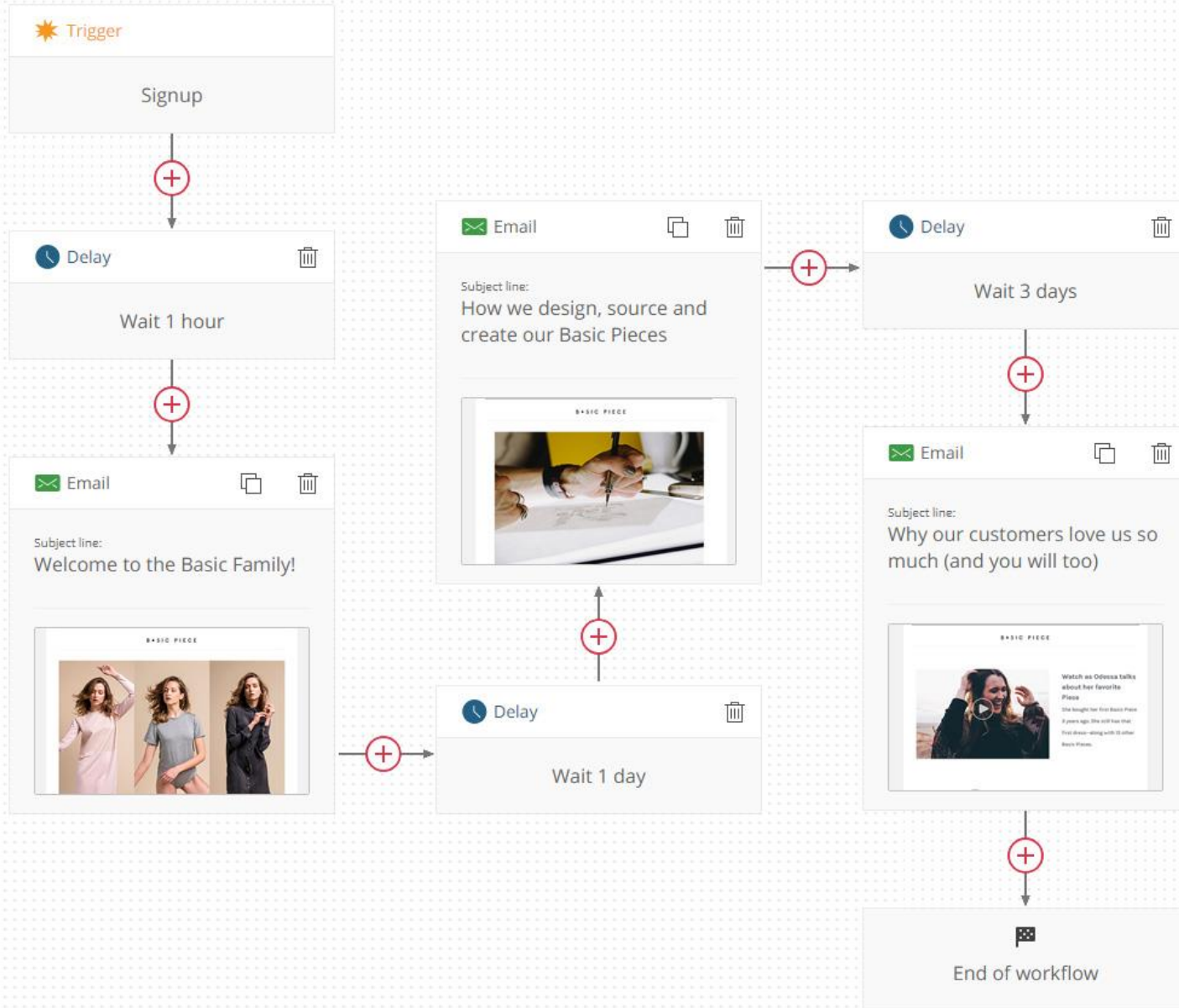


Welcome series



74.4% of customers expect a welcome mail
(BlueHornet survey)

Welcome series





Welcome series 01



WELCOME!

Thank you for signing up

We're excited to have you with us and know that you'll love our amazing offers, discounts, and great content to get you in your most basic style. Basic Piece is all about the love of clothing and feeling good in your own skin. Maybe that's why we (and all our happy customers) love skin-toned products so much!

And we know you'll love them, too. But today it's all about you, and welcoming you to our Basic family!

[FIND OUT MORE](#)



Meet Sandra, founder of Basic Piece

Simple, modern, elegant. That's what I always wanted when I looked through my wardrobe, wondering what to wear today. And that's why I created Basic Piece, to help you find your own beautiful, basic pieces for everyday style.

[FIND OUT MORE](#)

Welcome series 02



BASIC PIECE



Designing your Basic Piece

Get a behind-the-scenes look at how Sandra and other artists get inspired to design the most comfortable, simple and beautiful clothes you'll love.

[FIND OUT MORE](#)



See how we source our products

We take great pride in making sure our Basic Pieces are made from the finest cotton and other high-quality materials. See how we find the artisans to work with so we can create our beautiful clothes.

[FIND OUT MORE](#)



See how we create our Basic Pieces

Once we've got our pieces designed and sourced, we spend all our time in our workrooms to make sure we can produce long-lasting products just for you. Take a look as Desiree creates our popular V-neck dress.

[FIND OUT MORE](#)



BASIC PIECE



Watch as Odessa talks about her favorite Piece

She bought her first Basic Piece 3 years ago. She still has that first dress--along with 13 other Basic Pieces.



What can I say? It's just perfect! I didn't know that clothing could feel like as comfortable as my own skin! I've bought some for my mother, sister and a few great friends.

- Marie Herot



Got my first Piece a few days ago. I swore I'd stop wearing it after the third day, but it's just so darn comfy! So, what can I do? I just bought another Piece! Love it, love it, love it!

- Lisa Wright

Get your first Basic Piece now (with 25% off)

We want you to get your first Basic Piece so you can see why our ladies love our clothes so much! That's why we're giving you 25% off your first order. Just use code **FIRSTBP** at checkout.

See? Now there's no excuse to not get your own Piece.

[START SHOPPING](#)

Welcome series
03

Bday series



SIGN UP

Like what you're seeing? Sign up for our newsletter to save big and get our newest products first!

ENTER YOUR EMAIL

PHONE NUMBER

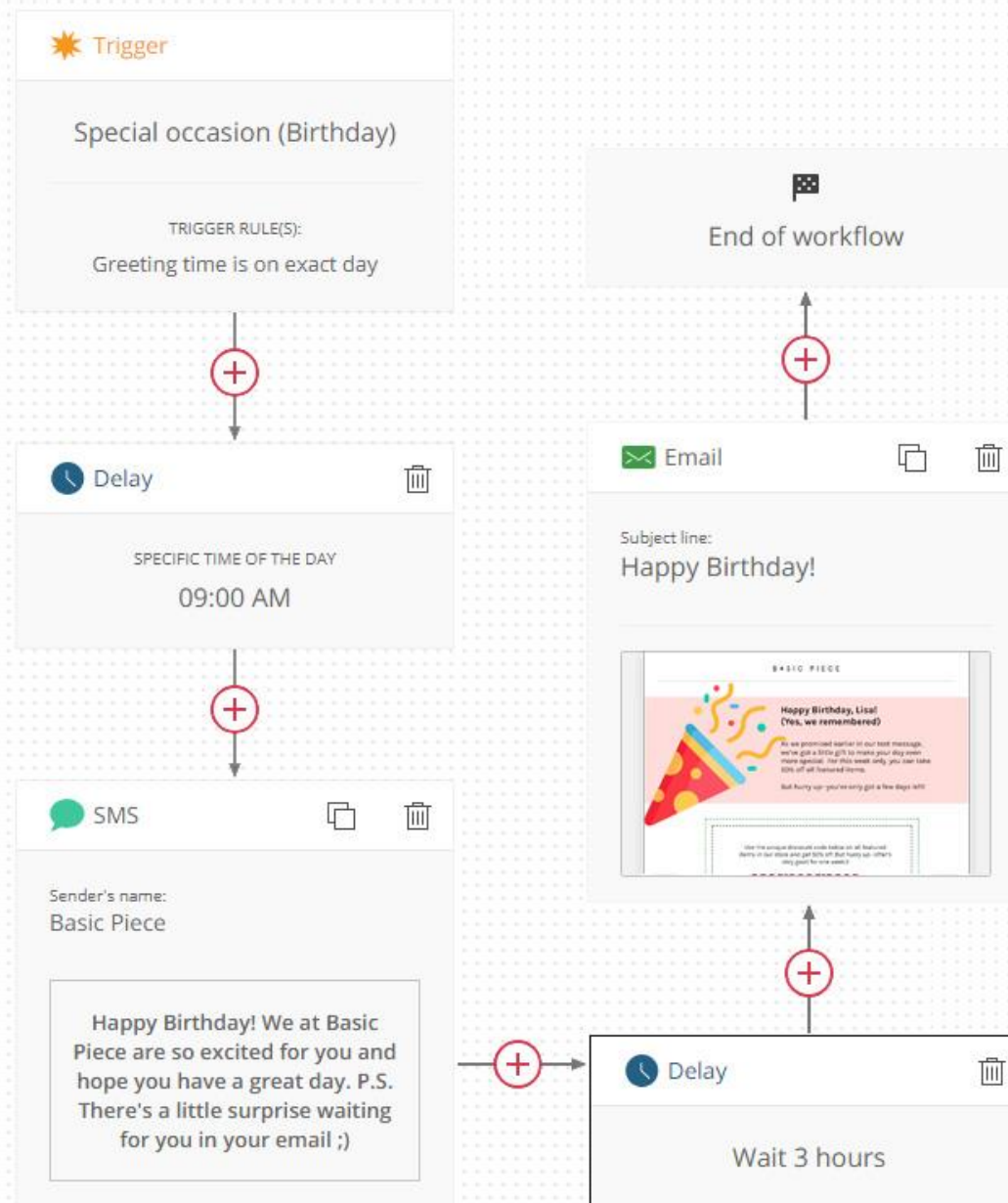
COUNTRY | +XXX | XXXXXXXX)

BIRTHDATE

YYYY | MM | DD

SUBSCRIBE

Bday series



Bday series



BASIC PIECE



Happy Birthday, Lisa! (Yes, we remembered)

As we promised earlier in our text message, we've got a little gift to make your day even more special. For this week only, you can take 50% off all featured items.

But hurry up--you've only got a few days left!

Use the unique discount code below on all featured items in our store and get 50% off. (But hurry up--offer's only good for one week.)

DISCOUNT CODE: 1234-5678-9100

SHOP NOW

Expires on May 16, 2018

Featured items






Cart Recovery Series 01


BASIC PIECE

Still shopping?
Some items have been left behind...
Seal the deal today—just click below!

COMPLETE YOUR ORDER



Everyday shirt
\$115.00
SHOP NOW



Blue dress
\$150.00
SHOP NOW

COMPLETE YOUR ORDER

The image shows a cart recovery email layout. At the top, it says "BASIC PIECE" followed by a horizontal line. Below the line, the text reads "Still shopping? Some items have been left behind..." and "Seal the deal today—just click below!". There is a button labeled "COMPLETE YOUR ORDER". Below this, there are two product cards. The first card shows a woman wearing a dark "Everyday shirt" priced at "\$115.00" with a "SHOP NOW" button. The second card shows a woman wearing a "Blue dress" priced at "\$150.00" with a "SHOP NOW" button. At the bottom of the layout, there is another button labeled "COMPLETE YOUR ORDER".



Cart Recovery Series


02

BASIC PIECE


All you have to do is... say YES!

Twelve hours ago you choose something that you really liked.
Don't hesitate - your perfect Piece is just a click away.
Make your day while these products are still in stock.

COMPLETE MY ORDER



Everyday dress
\$125.00
SHOP NOW



Sleeping t-shirt
\$135.00
SHOP NOW

COMPLETE MY ORDER



Will you be able to sleep well tonight knowing that you left something behind?

Your cart from yesterday is about to expire.
Grab the item while it's still in stock!

COMPLETE THE ORDER

A special offer for this purchase!

Enter this code at checkout to redeem your discount.

XXXX-XXXX-XXXX

REDEEM NOW



Everyday jumper
\$155.00

SHOP NOW



Long t-shirt
\$115.00


SHOP NOW

COMPLETE THE ORDER

Cart Recovery Series 03



Gathering important data (and using it correctly)



A photograph of two young women walking outdoors, smiling and holding hands. They are in a paved area with a building in the background.

SIGN UP

GET OUR NEWSLETTER & SAVE!

ENTER YOUR EMAIL

BIRTHDATE

YYYY | MM | DD

PHONE NUMBER

COUNTRY▼ | +XXX | XXXXXXX

I would also like to receive text messages regarding your products, services and offers that might interest me.

SUBSCRIBE



Focusing on customers after the sale




It's 5-25 times cheaper to keep a customer than to acquire a new one.

Focusing on customers after the sale



Settings > Template > **Content** > Recipients > Send Save & Exit Next >



Basic Dress	\$89.99
Discount	-\$14.99
Price after discount	\$75.00

Product ID	BP11245
Variant	Light Rose
Vendor	Basic Piece
Weight	3.25 kg
Qty	1

Use the unique discount code below on all featured items in our store and get 15% off. But hurry up--offer's only good for one week :)
















DISCOUNT CODE: 1234-5678-9100

[SHOP NOW](#)

Expires on May 16, 2018

CONTENT DESIGN

Pick products directly from your online store and add them to the newsletter. [Learn more!](#) [START PICKING](#) ⚙️

 Menu	 Title	 Text
 Image	 Image group	 Image + text
 Featured product	 Product listing	 Product Recommender
 Button	 Social	 Gift Box
 Scratch Card	 Discount	 Video

Save ▲ Preview Send test

© Last updated: Wed, Jan 17, 2018 10:22 AM



Turn them into loyal customers



welcome series to introduce them to your brand

birthday series (email and SMS) to delight them on their special day

cart recovery series to make sure they buy the first time

unique order and shipping confirmation emails to keep them coming back

follow-up emails to stay top of mind

customer reactivation emails to activate them after they've gone quiet



Домашна работа

Задача 1:

Създайте схема на 3 степенна комуникация (3 последователни мейла; избран кейс welcome / bday / other)



Домашна работа

Задача 2:

Впишете се в базата за финалния
курсов проект

https://docs.google.com/spreadsheets/d/1MVgF3NWdK9xXLoHJ_sd59_8K41vyaNfHIKdsF9m24UQ/edit?fbclid=IwAR2NvFp75iUclGUey-ZY1x2zhUMy4tArXmr5cH2a0WibXTk_-Jvmo7G1tR0#gid=0



Thank you for your attention!

JustineToms.com