Masterclass E-mail Marketing January 2019 02. Segmentation

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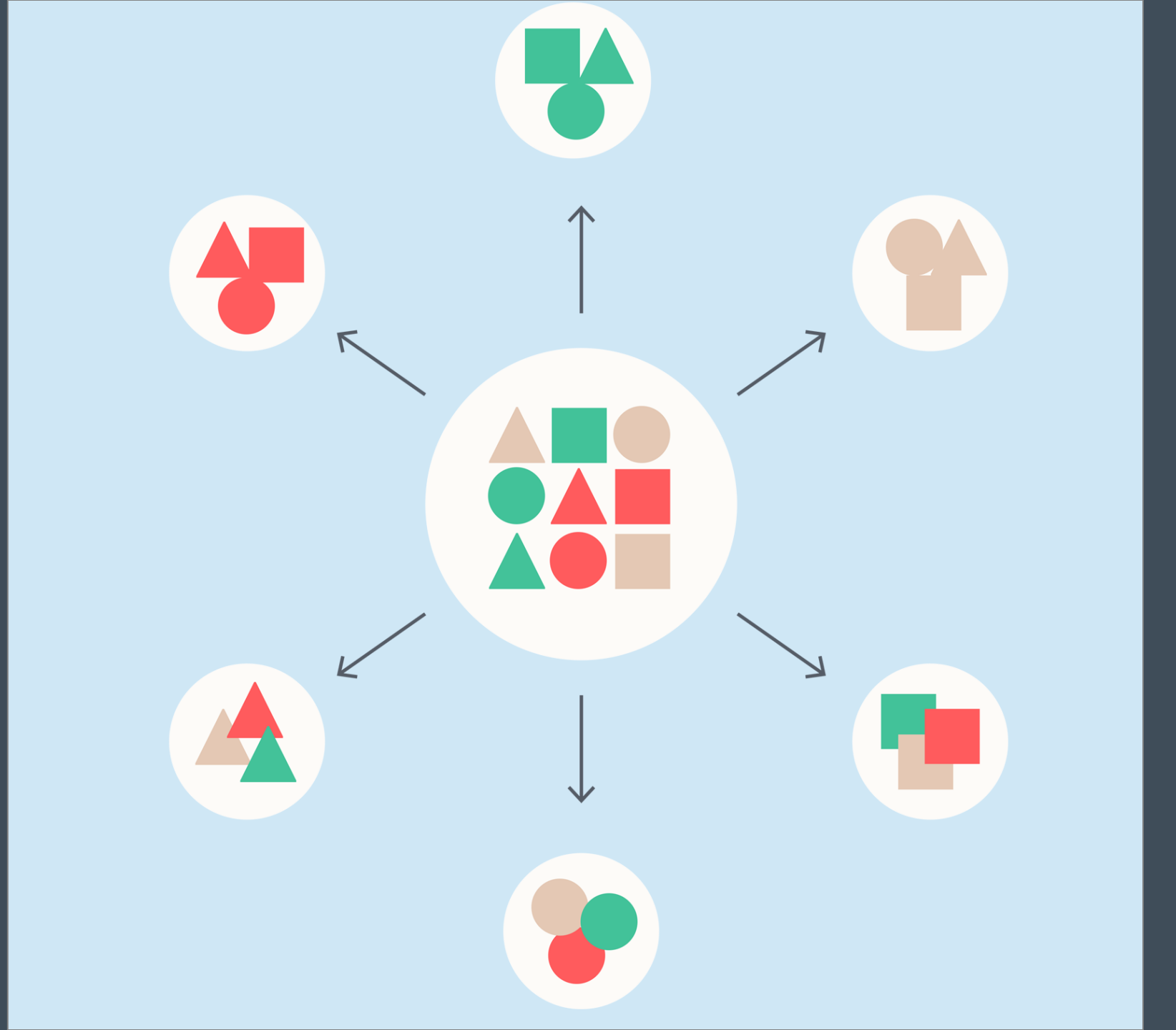
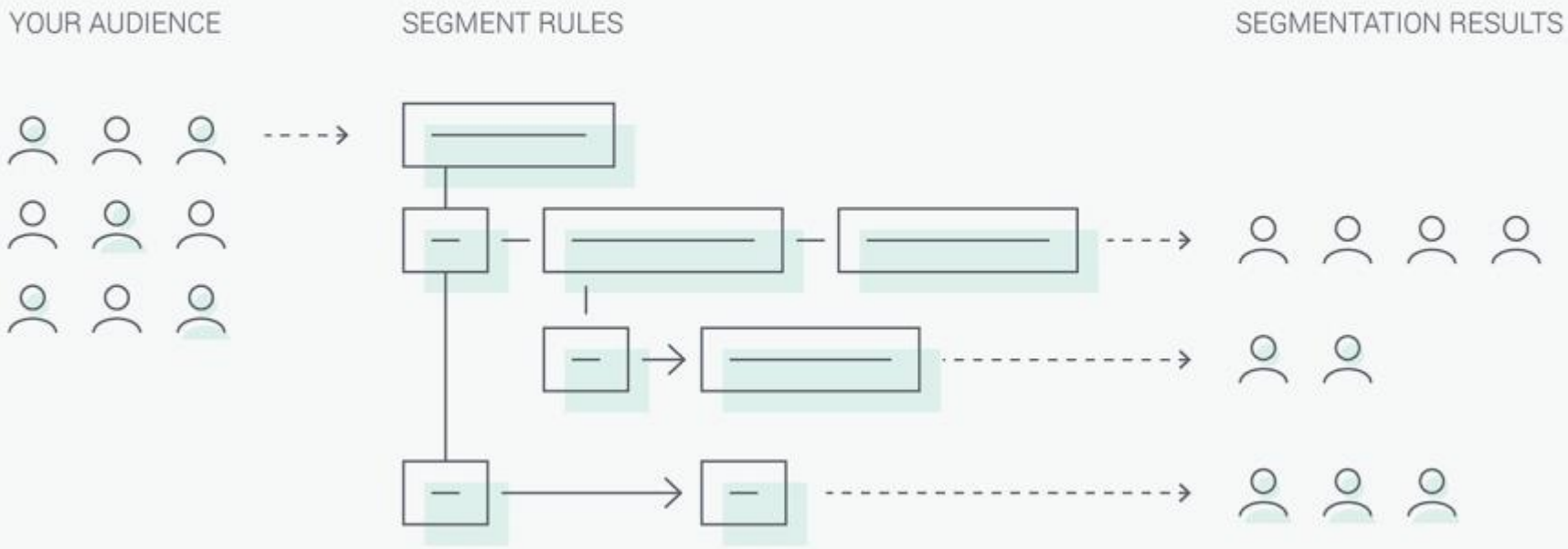
What is Email Segmentation?
Email segmentation is when you split up your email subscribers into smaller lists based on a variety of criteria.
This is mainly used to personalize email messages as we can send more relevant messages to smaller groups.

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

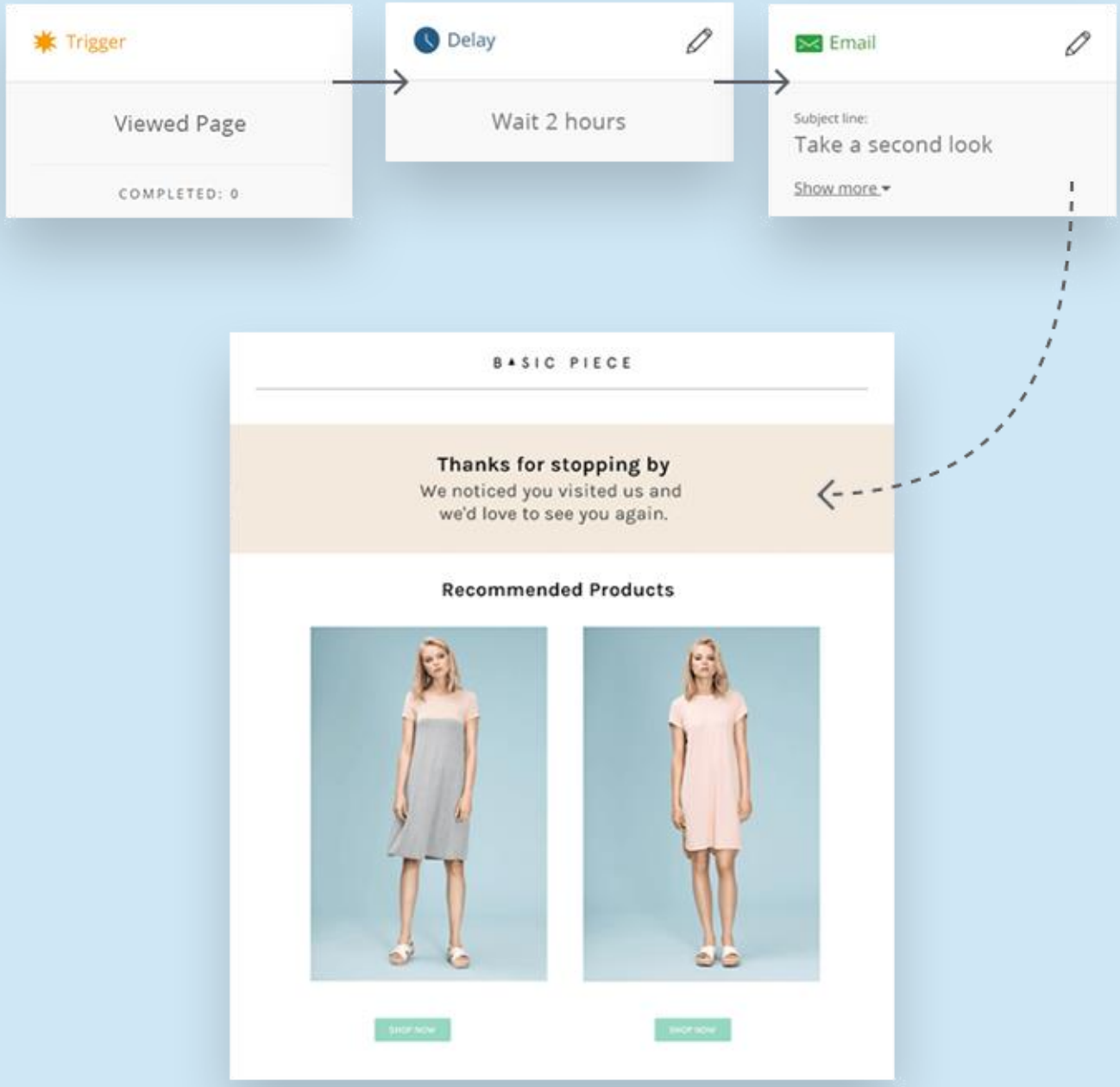
Why Segment my Subscriber Lists?

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


Trigger
Viewed Page
COMPLETED: 0
Delay
Wait 2 hours
Email
Subject line:
Take a second look
Show more
BASIC PIECE
Thanks for stopping by
We noticed you visited us and
we'd love to see you again.
Recommended Products

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

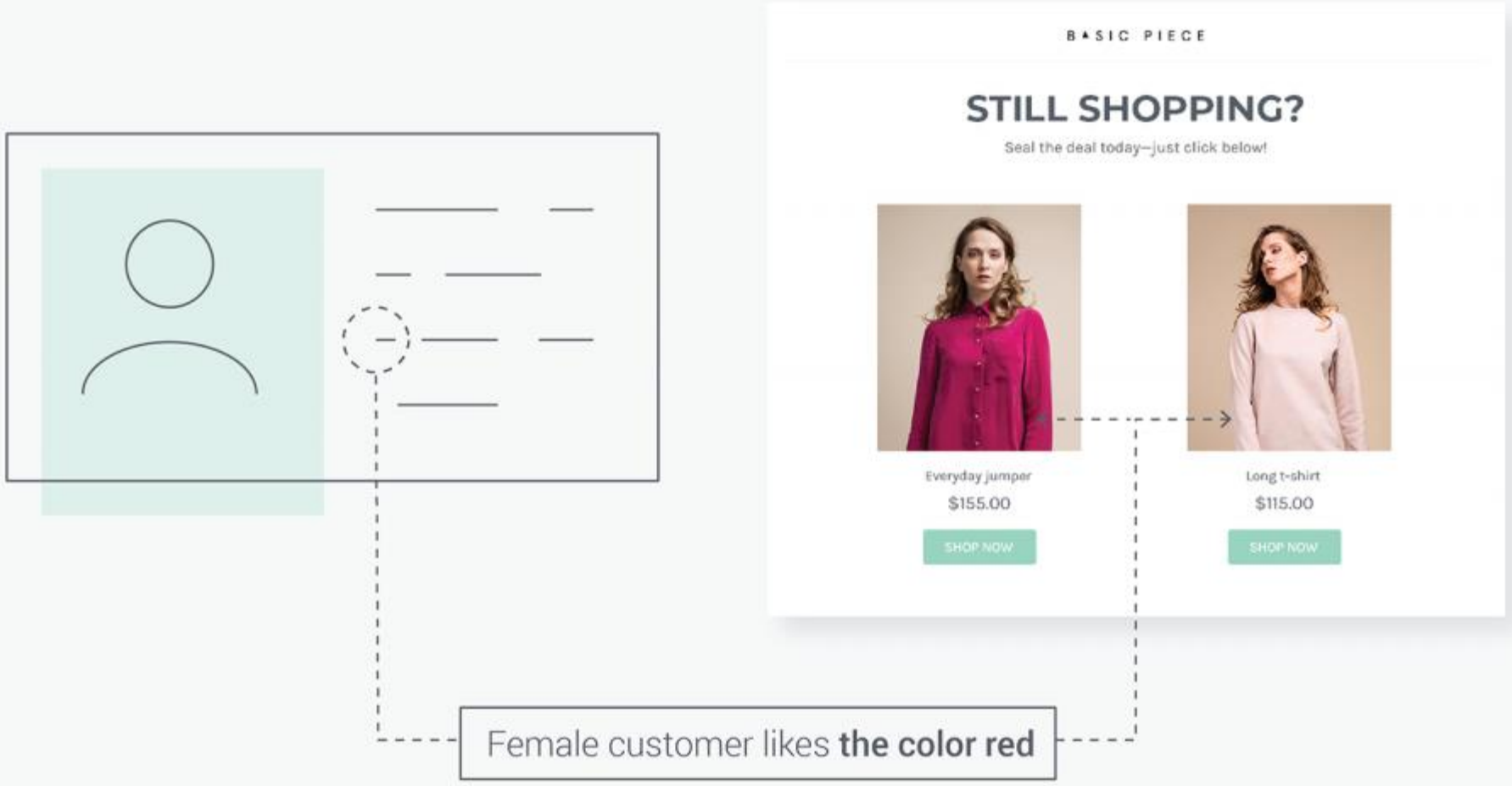
HAS | clicked campaign | at least once | after | January 1, 2018

+ OR Add a rule

+ AND Add a set of rules

CREATE SEGMENT

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


BASIC PIECE
STILL SHOPPING?
Seal the deal today—just click below!
Everyday jumper
$155.00
SHOP NOW
Long t-shirt
$115.00
SHOP NOW
Female customer likes the color red

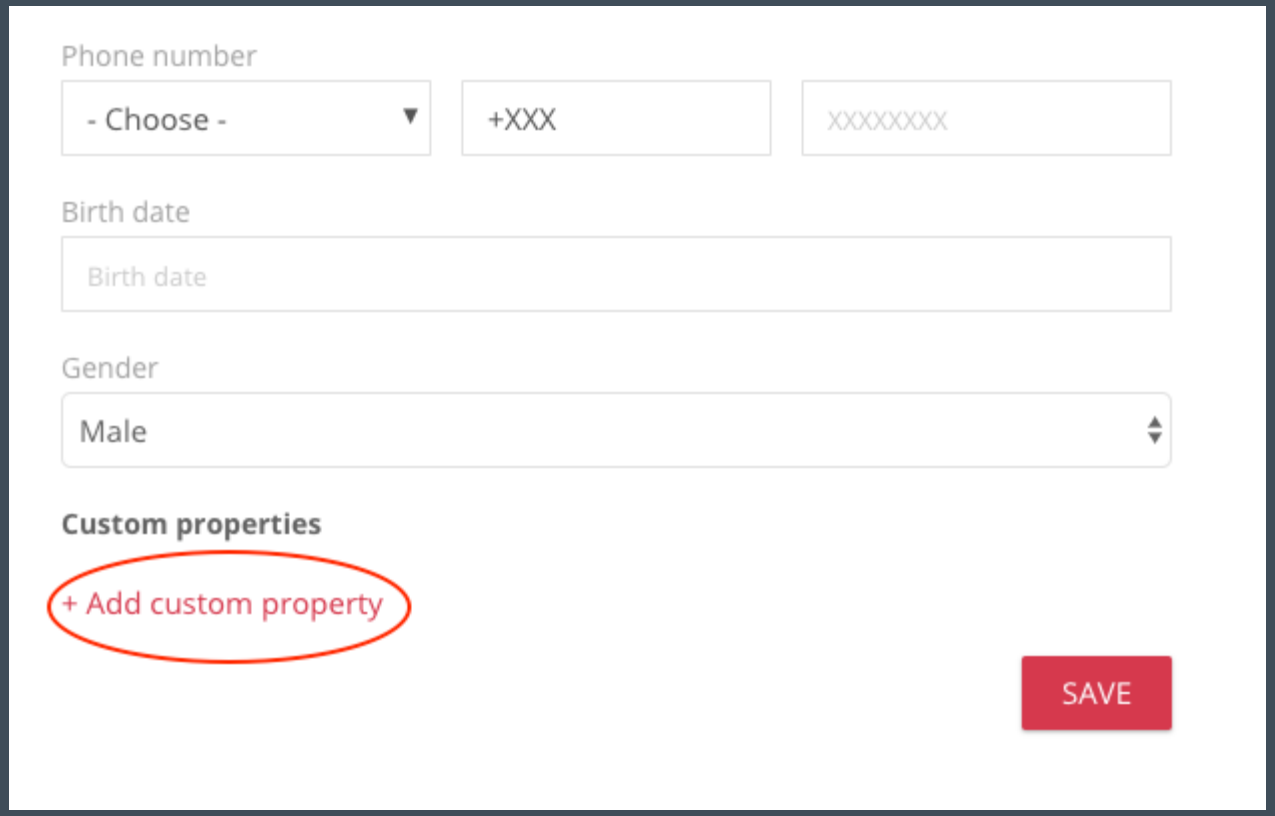
hy, & Inter

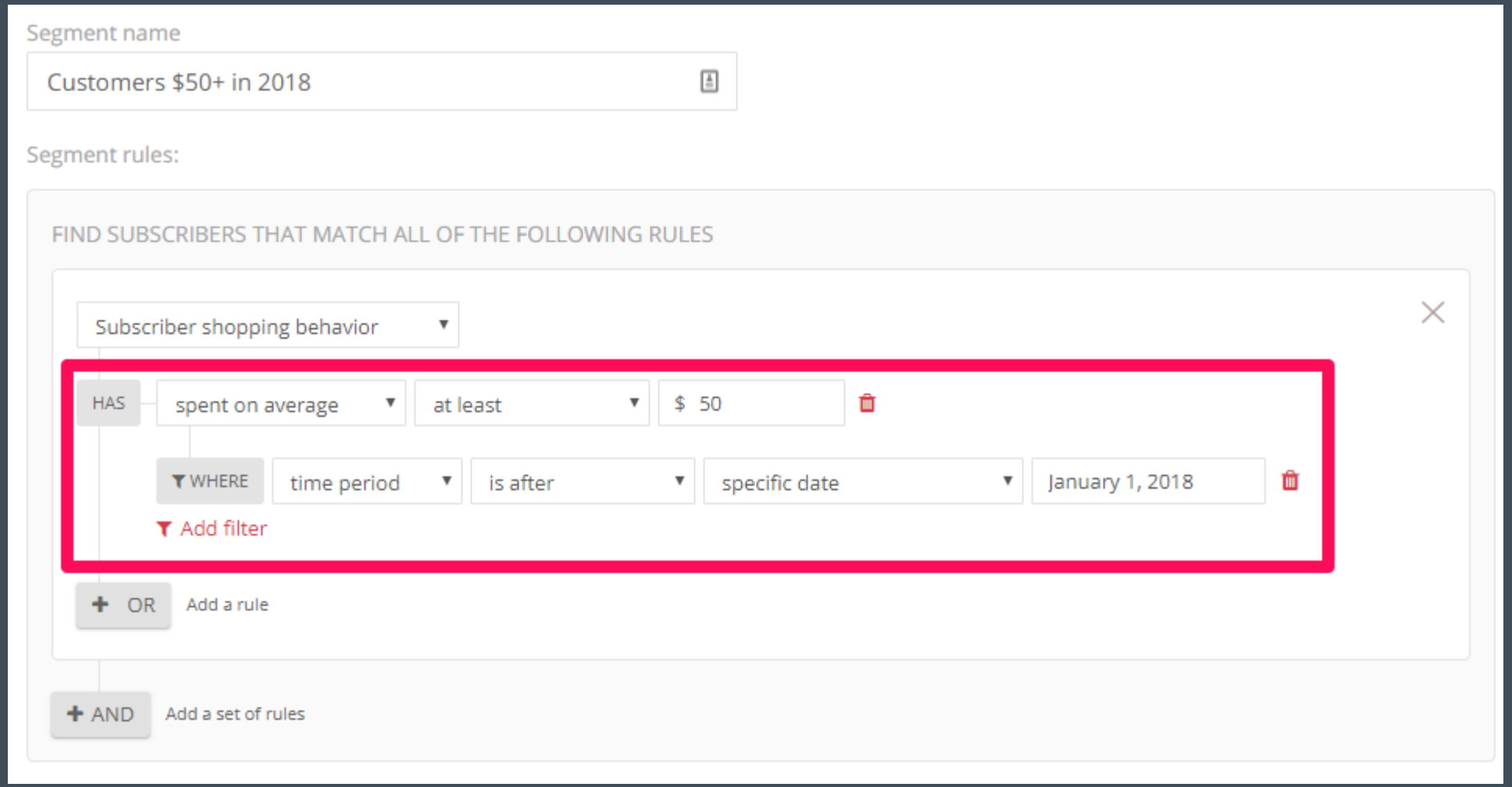
Age
Gender
Income bracket
Education
Family
Life stage
Job

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

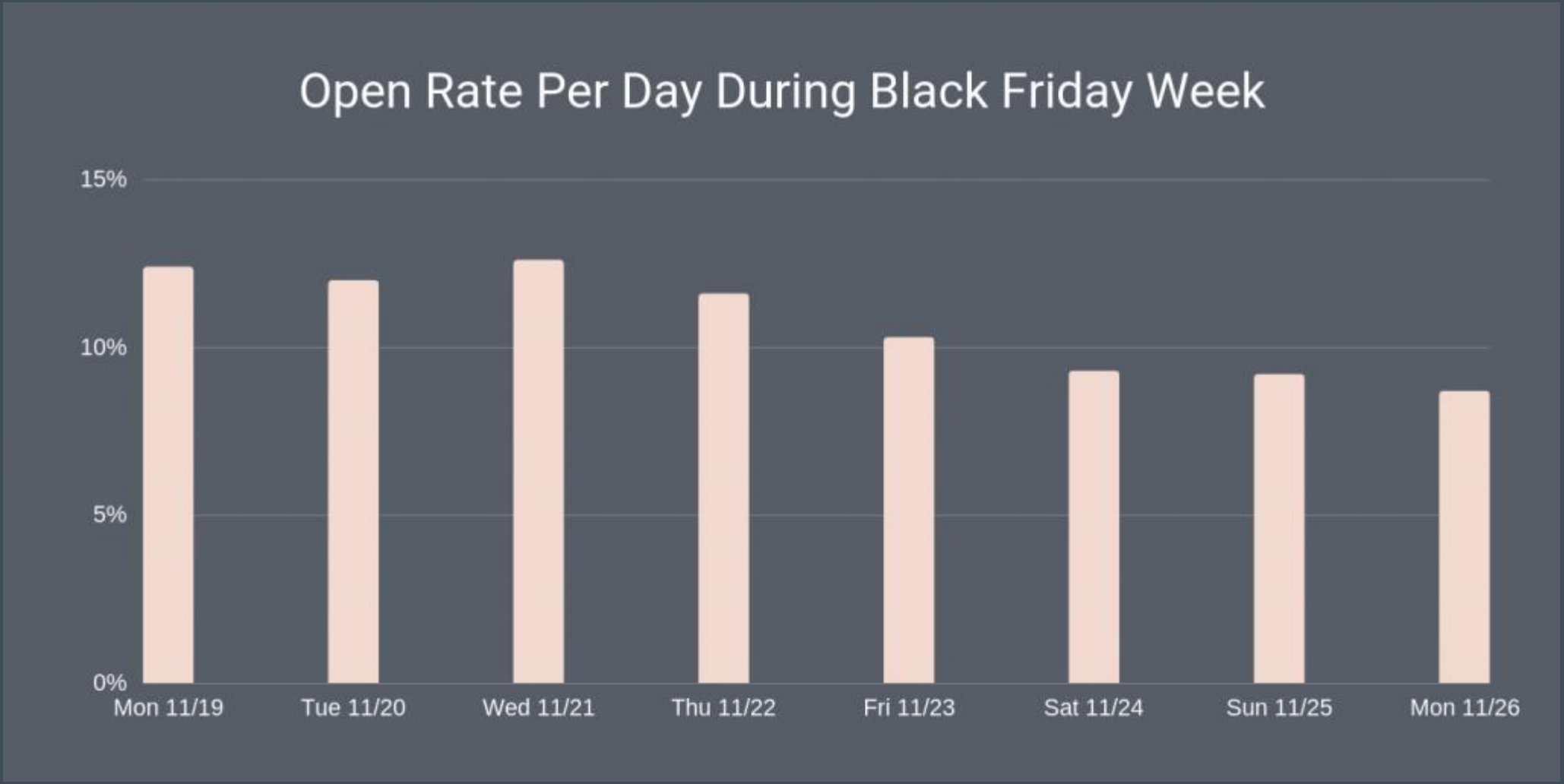
specific date January 1, 2018

Add filter

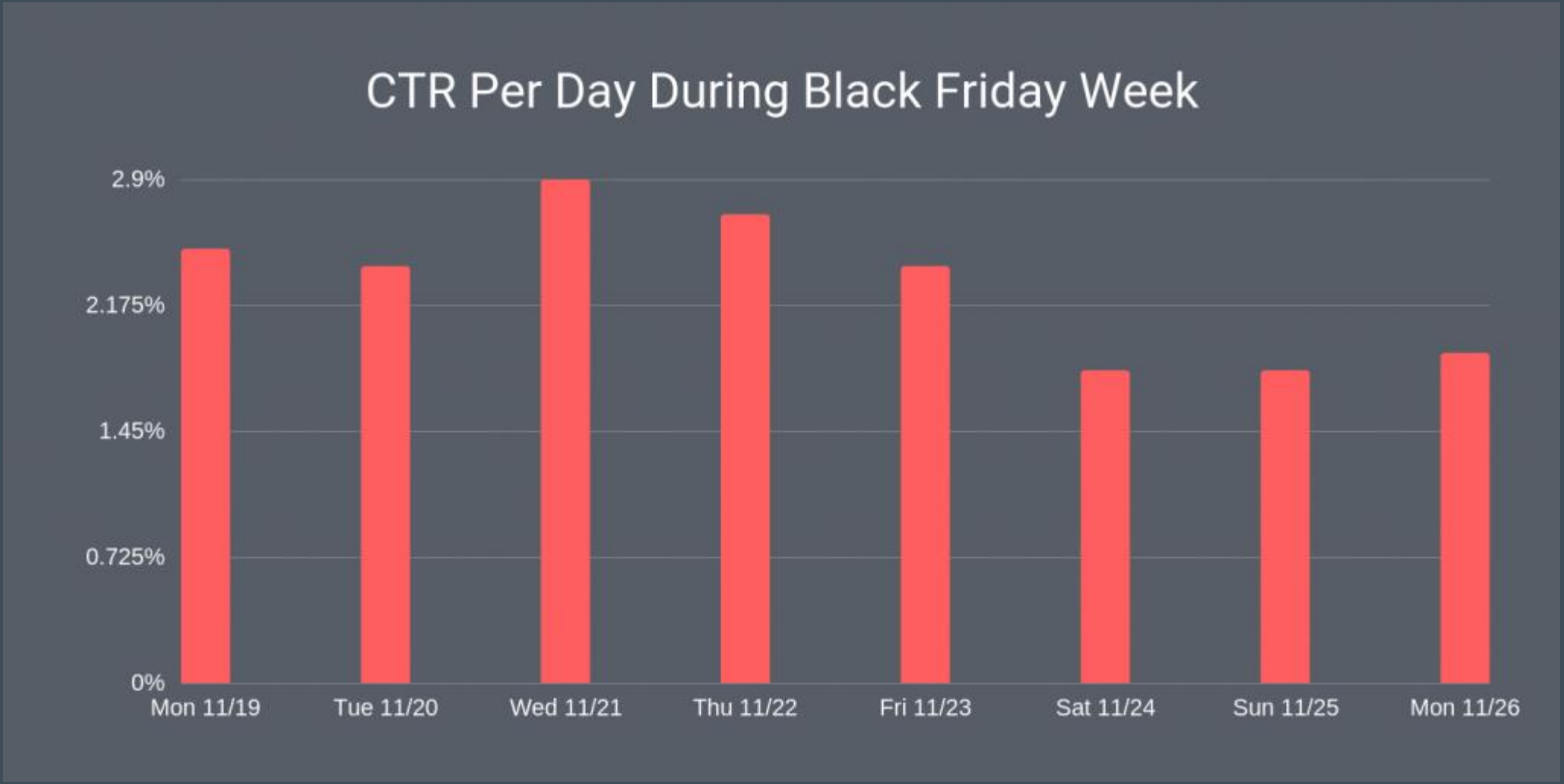
OR Add a rule

AND Add a set of rules

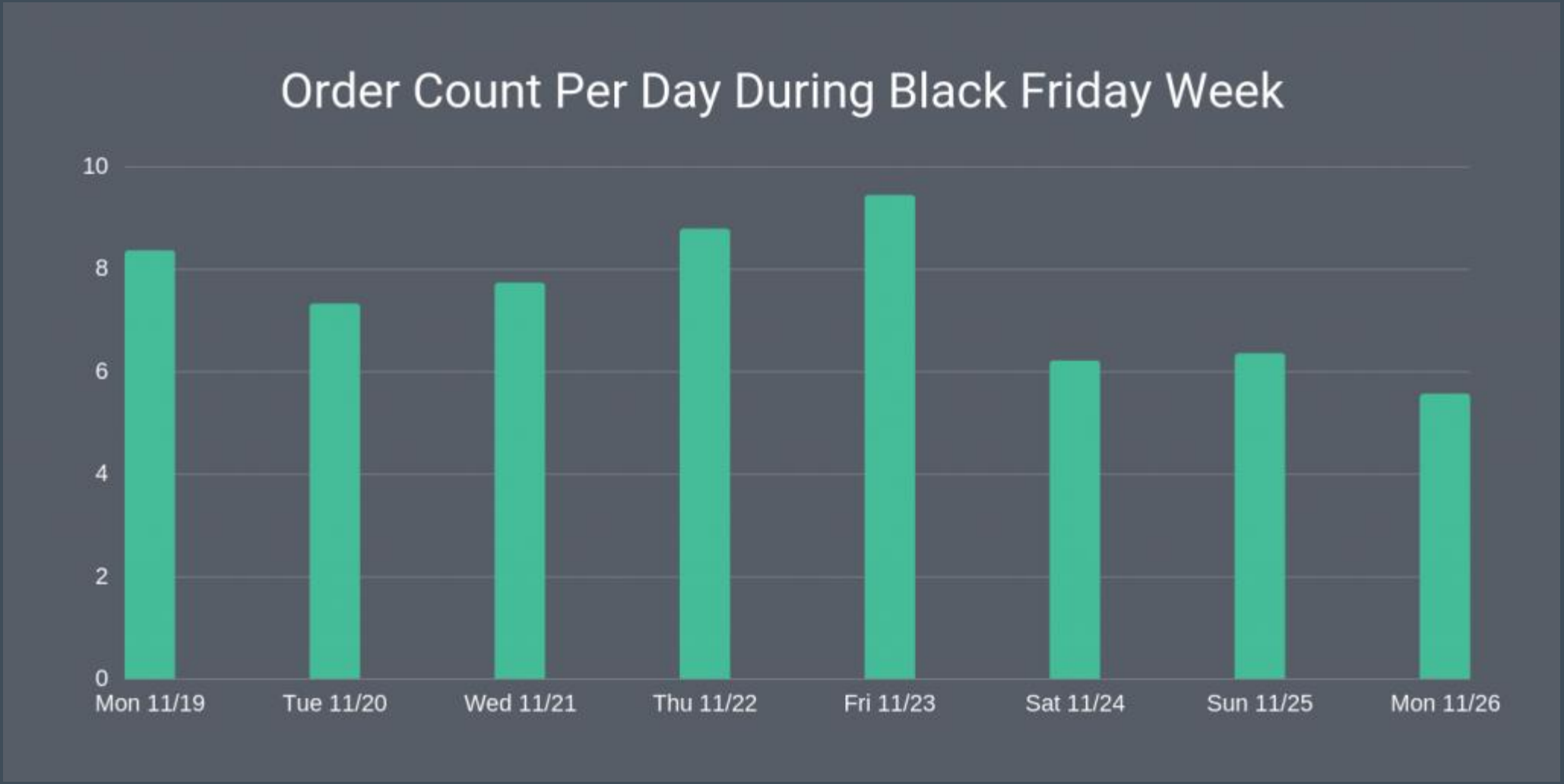
Example: Black Friday



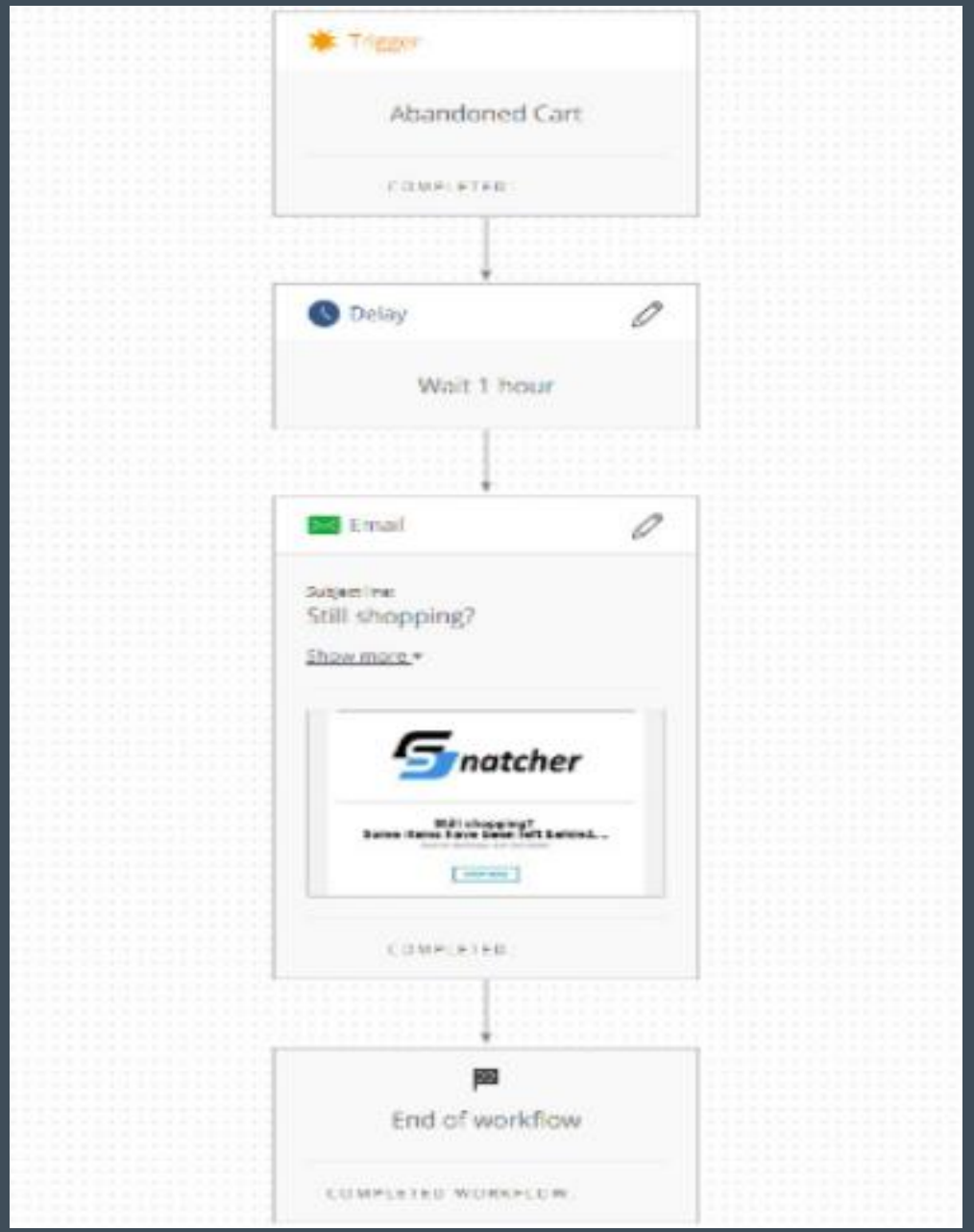
Example: Black Friday



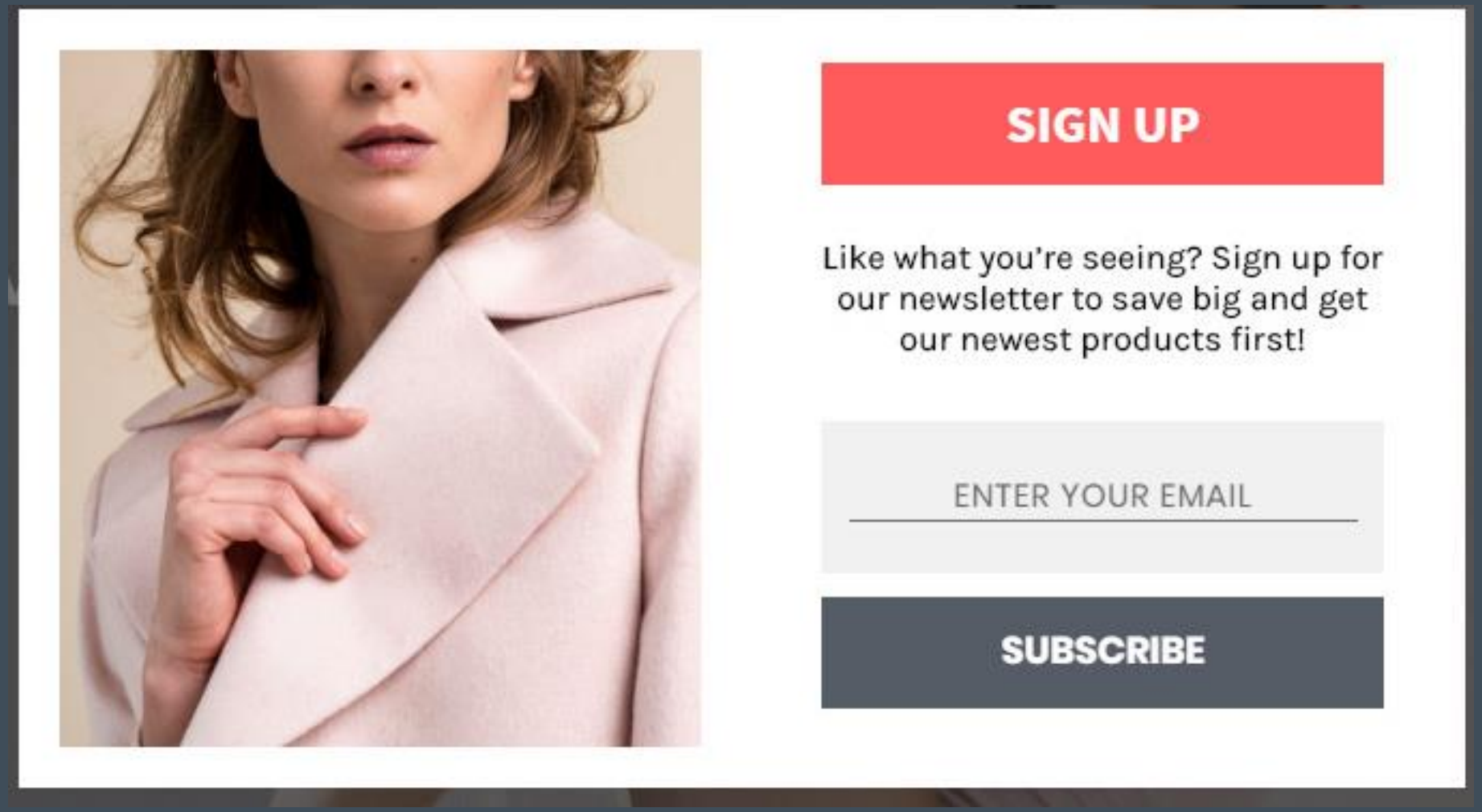
Example: Black Friday



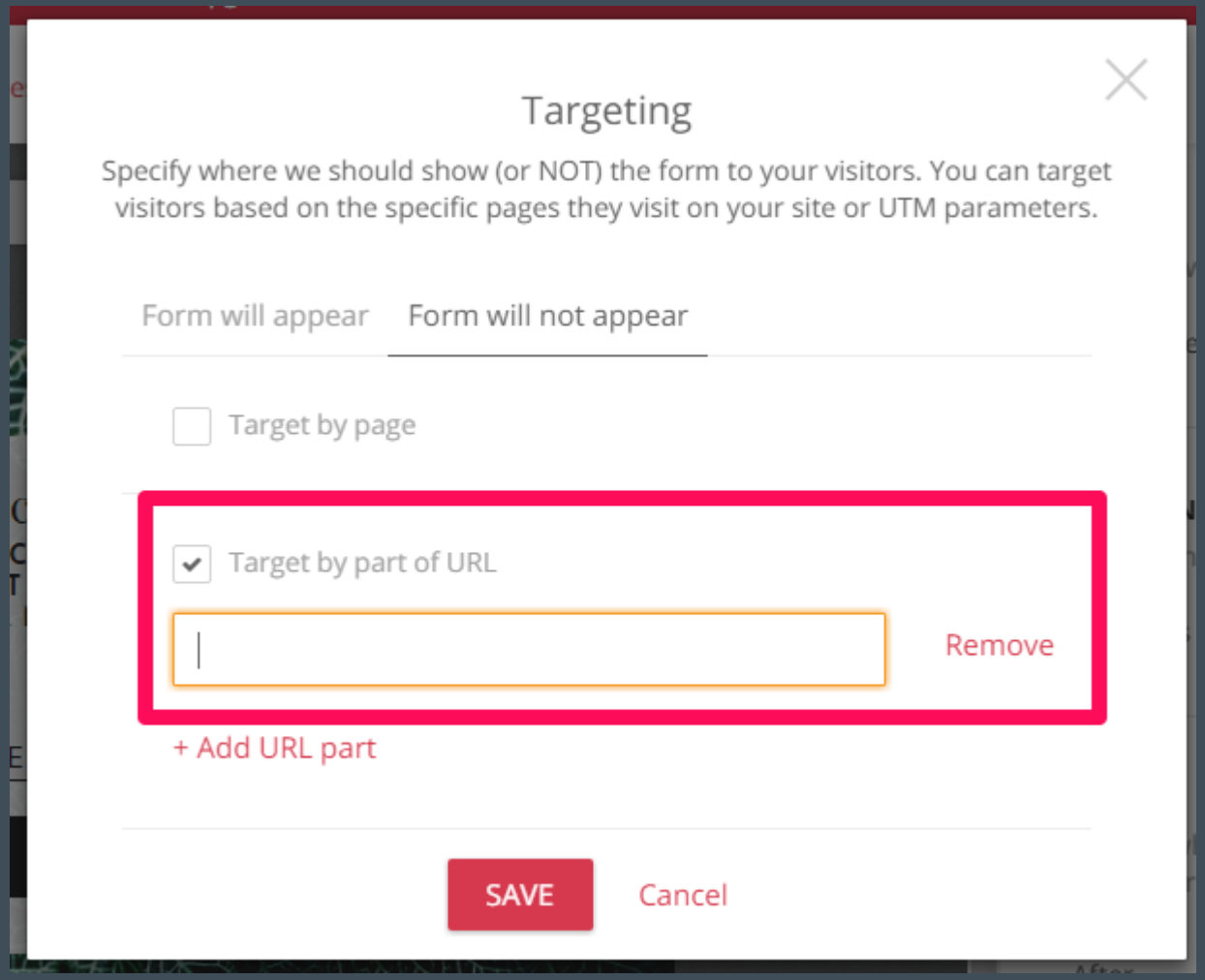
Simple automation workflow



Highlight your winners

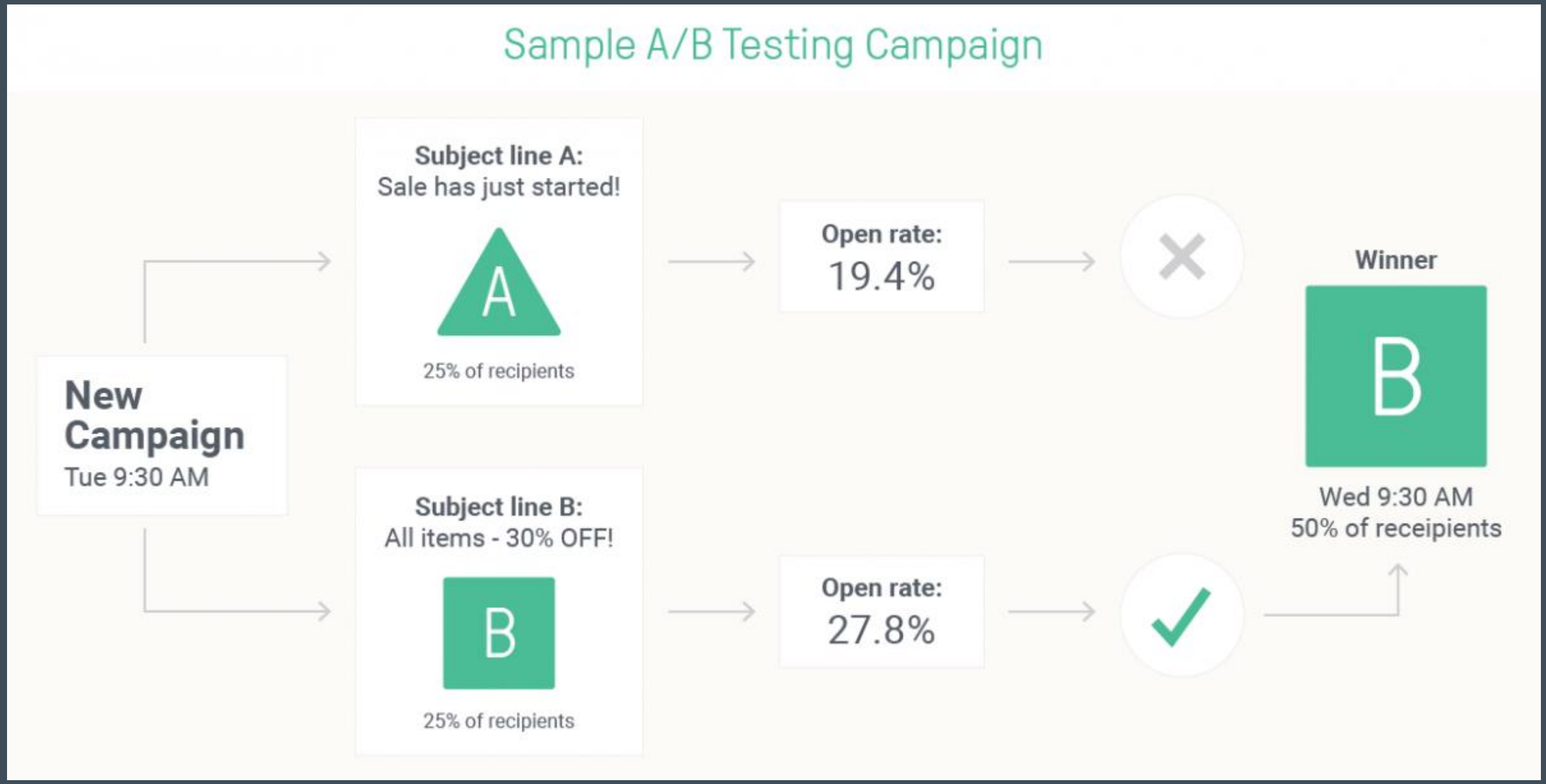


Targeting


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

A/B testing


Sample A/B Testing Campaign
New Campaign
Tue 9:30 AM
Subject line A:
Sale has just started!
A
25% of recipients
Open rate:
19.4%
Subject line B:
All items - 30% OFF!
B
25% of recipients
Open rate:
27.8%
Winner
B
Wed 9:30 AM
50% of receipients

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

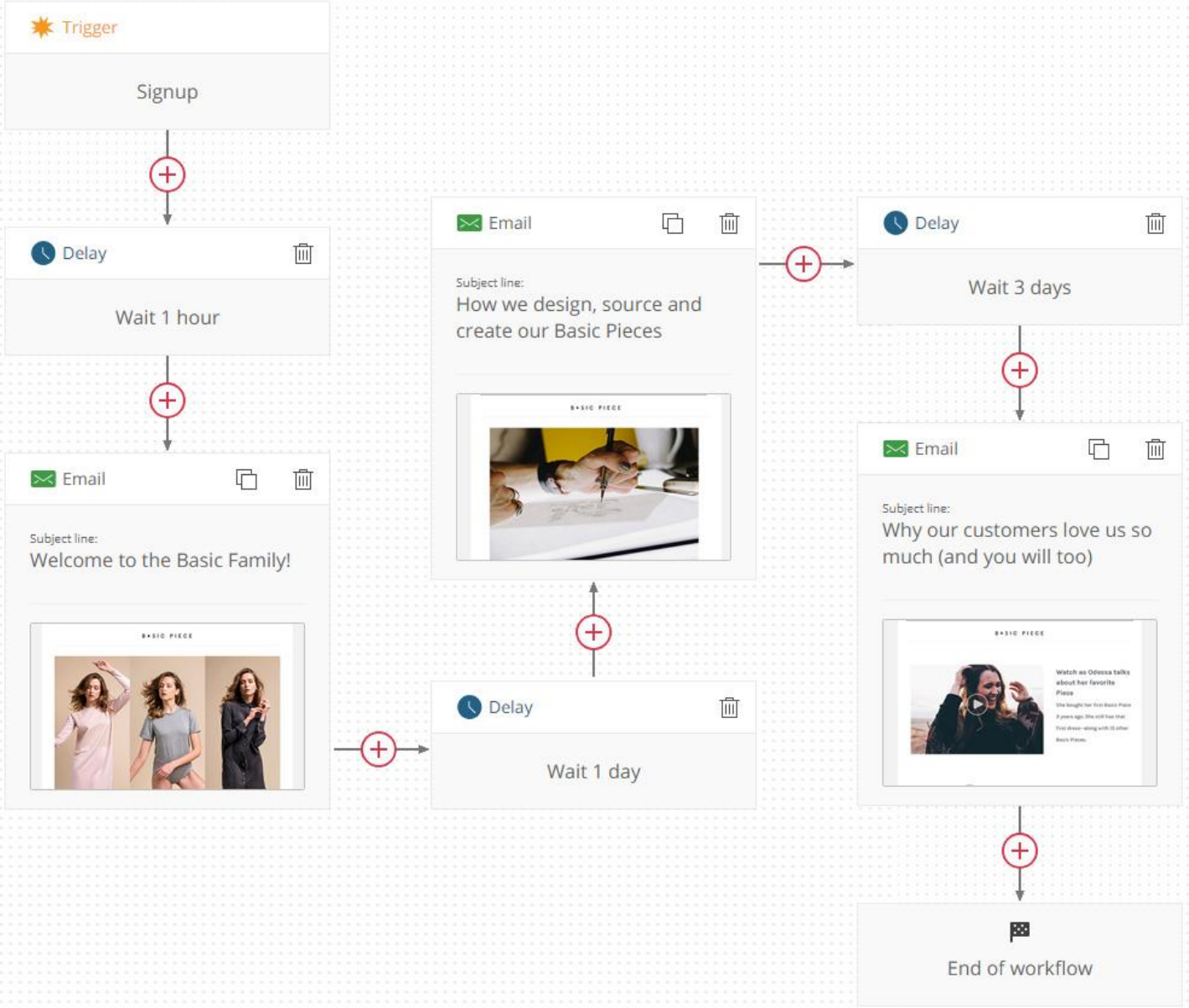
Send an email based whether contacts open or click on transactional emails.

For big lists, create supertargeted segments

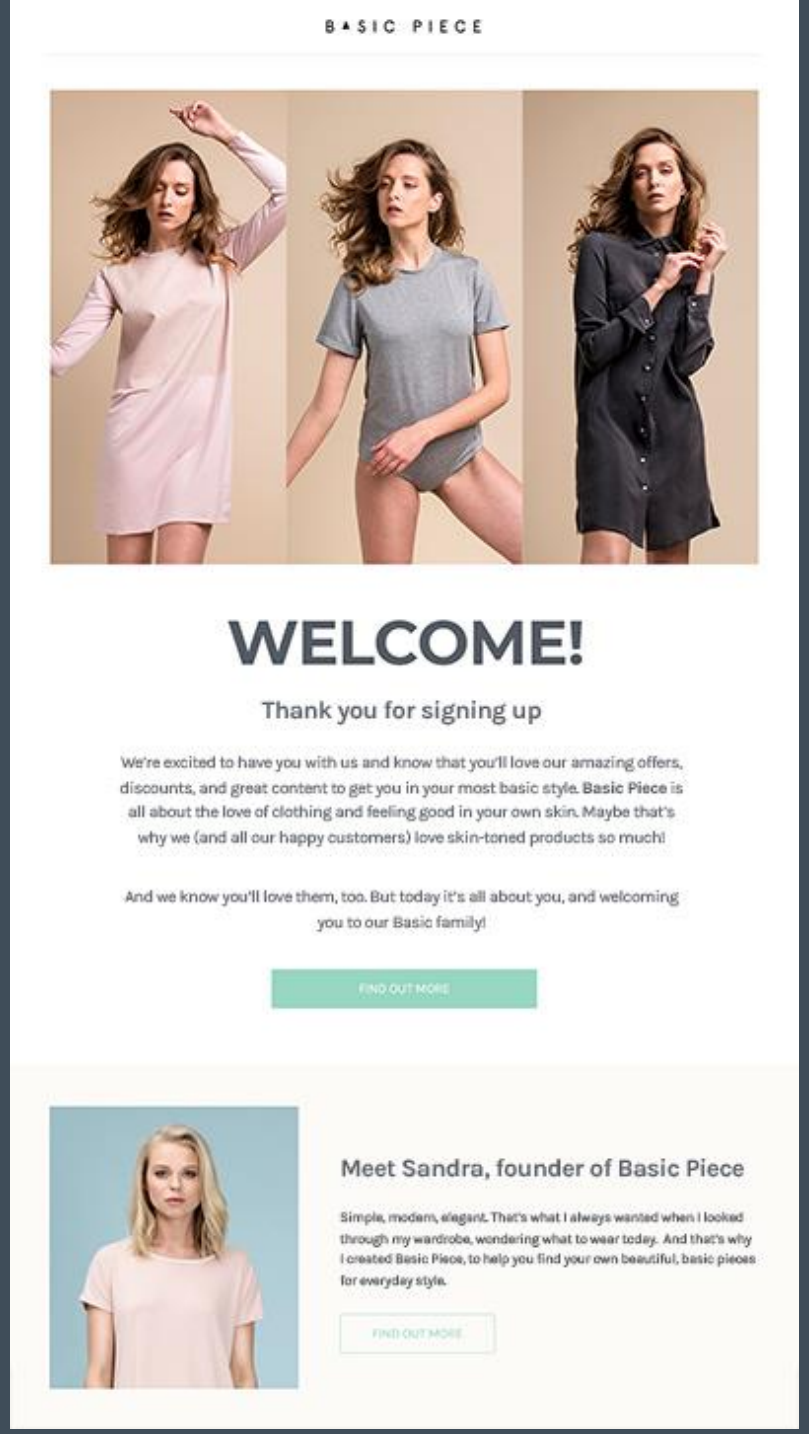
Welcome series

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

Welcome series



Welcome series
01



Welcome 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

Welcome series 03

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.

- Maria Narot

★★★★★

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

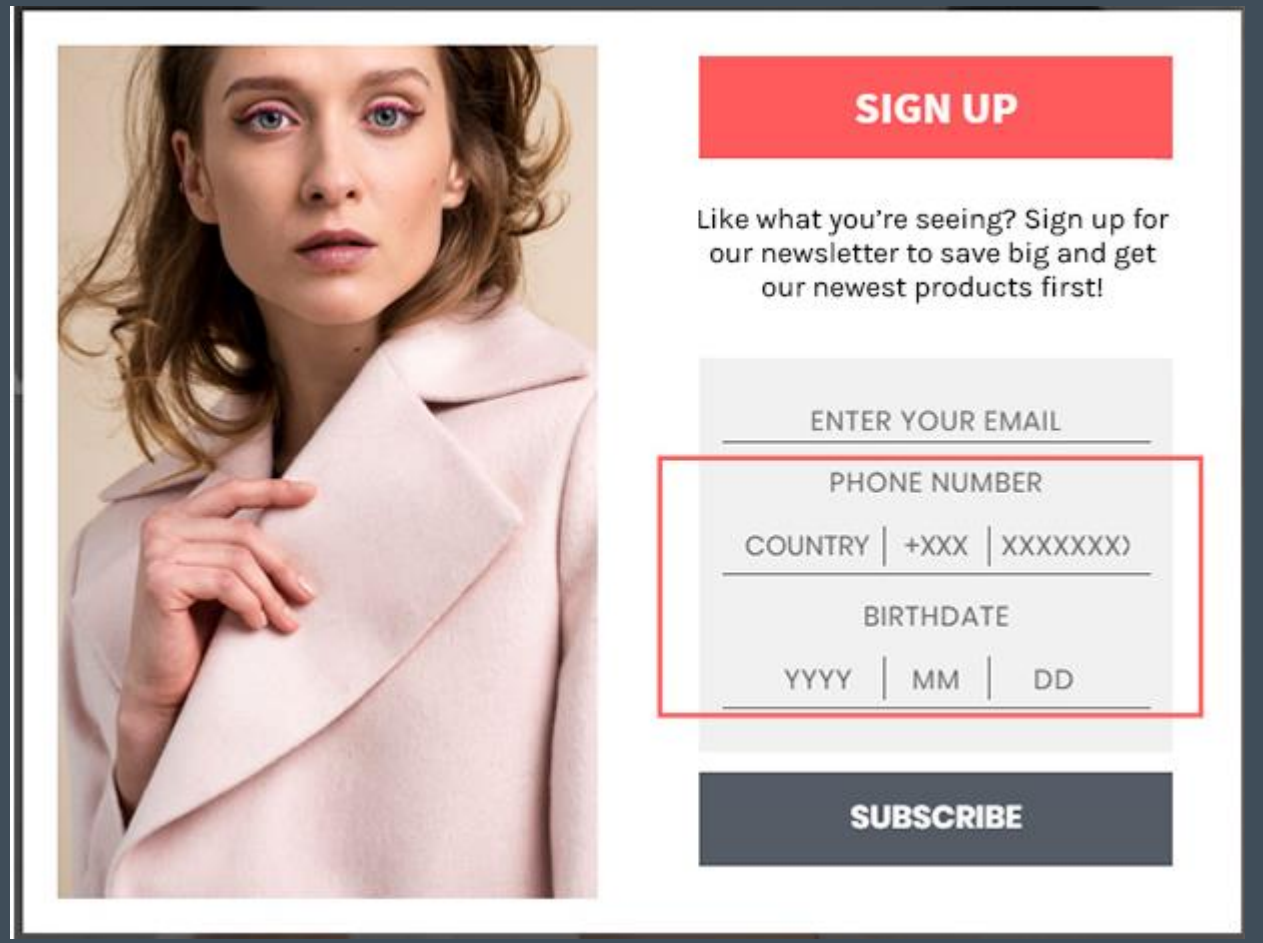
Get your first Basic Piece now (with 25% off)

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.

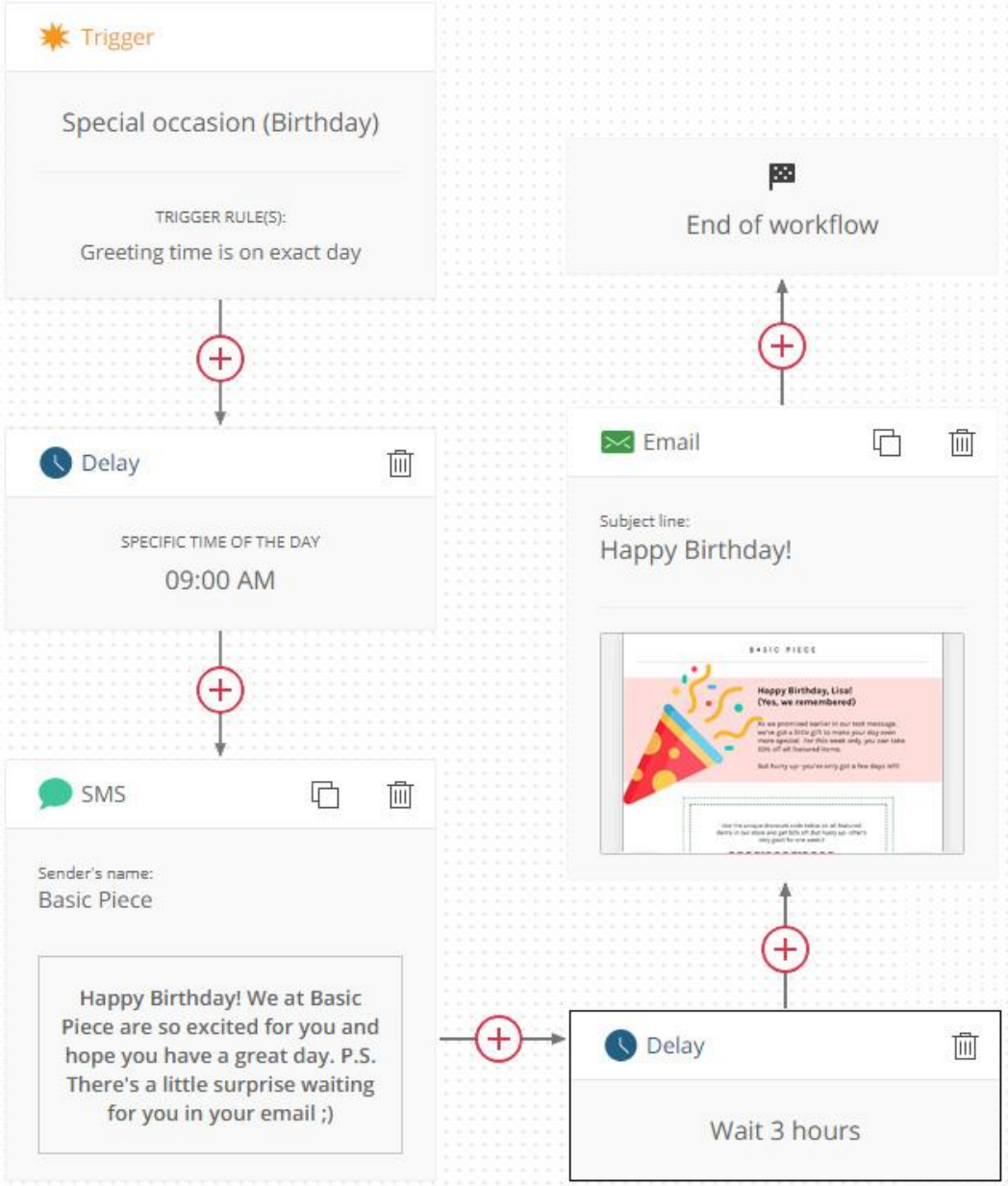
See? Now there's no excuse to not get your own Piece.

START SHOPPING

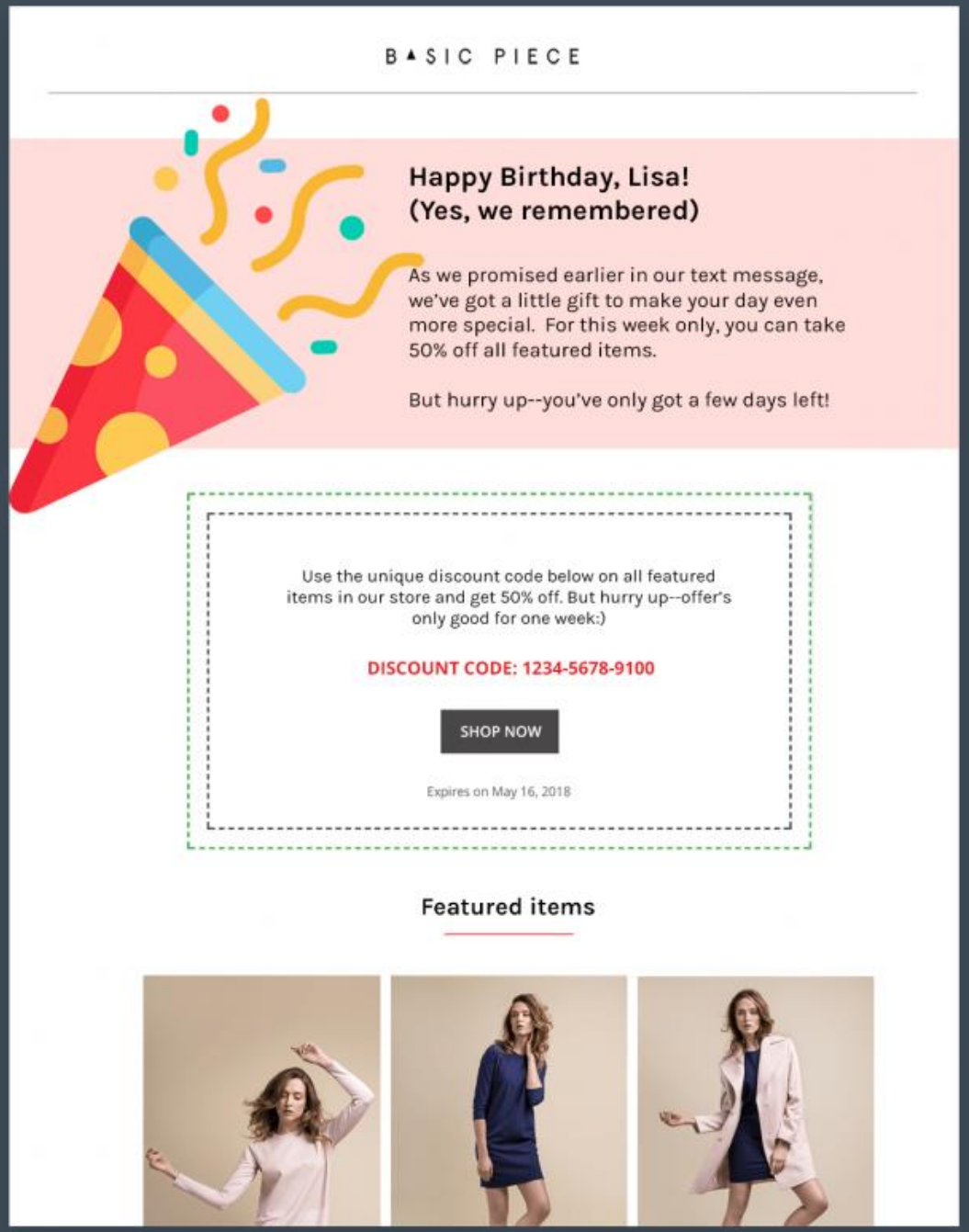
Bday series


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 | XXXXXXX)
BIRTHDATE
YYYY | MM | DD
SUBSCRIBE

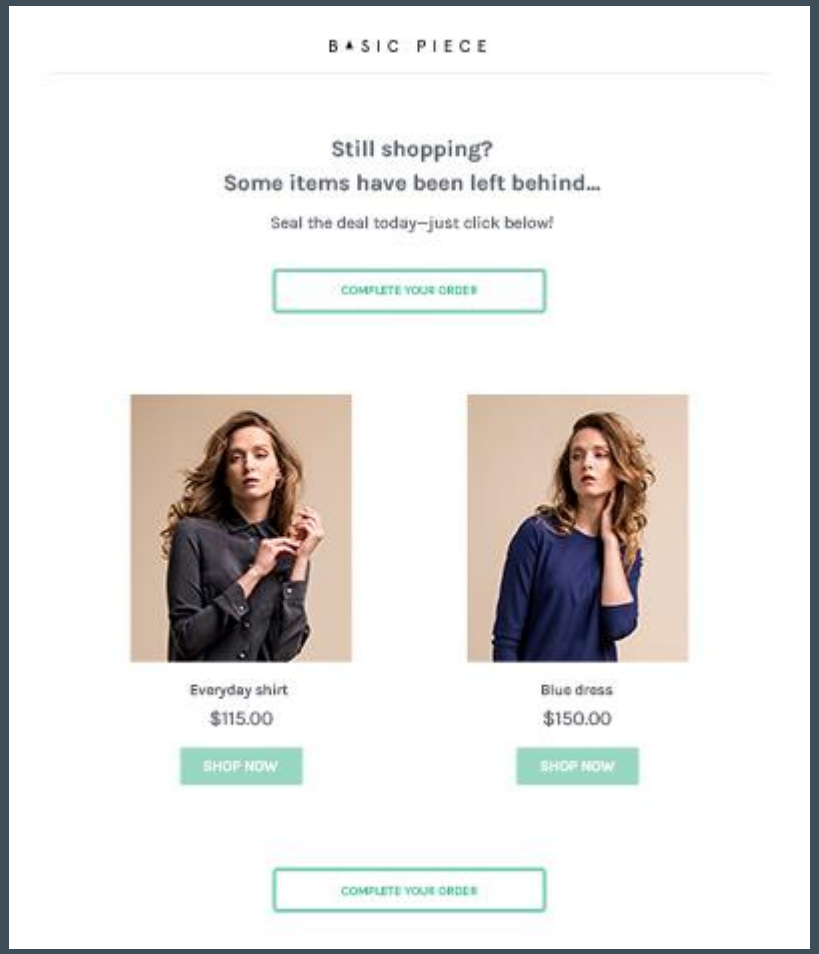
Bday series


Trigger
Special occasion (Birthday)
TRIGGER RULE(S):
Greeting time is on exact day
Delay
SPECIFIC TIME OF THE DAY
09:00 AM
SMS
Sender's name:
Basic Piece
Happy Birthday! We at Basic Piece are so excited for you and hope you have a great day. P.S. There's a little surprise waiting for you in your email ;)
Delay
Wait 3 hours
Email
Subject line:
Happy Birthday!
Happy Birthday, Lisa!
(Yes, we remembered)
End of workflow

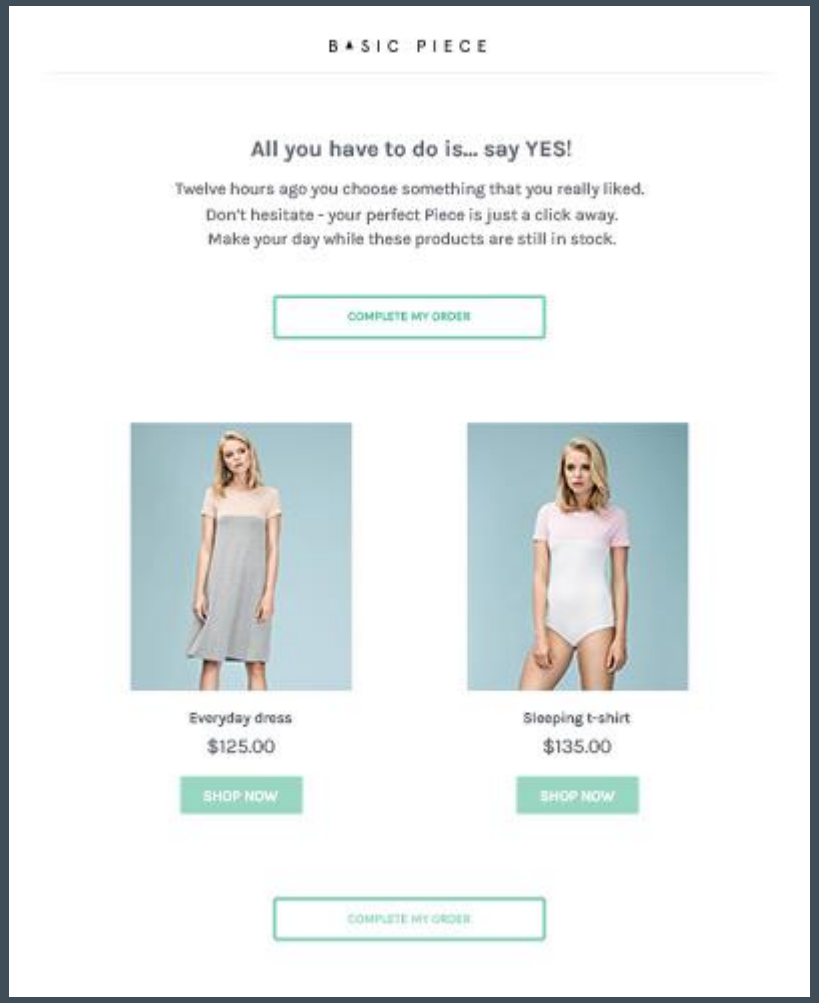
Bday series


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

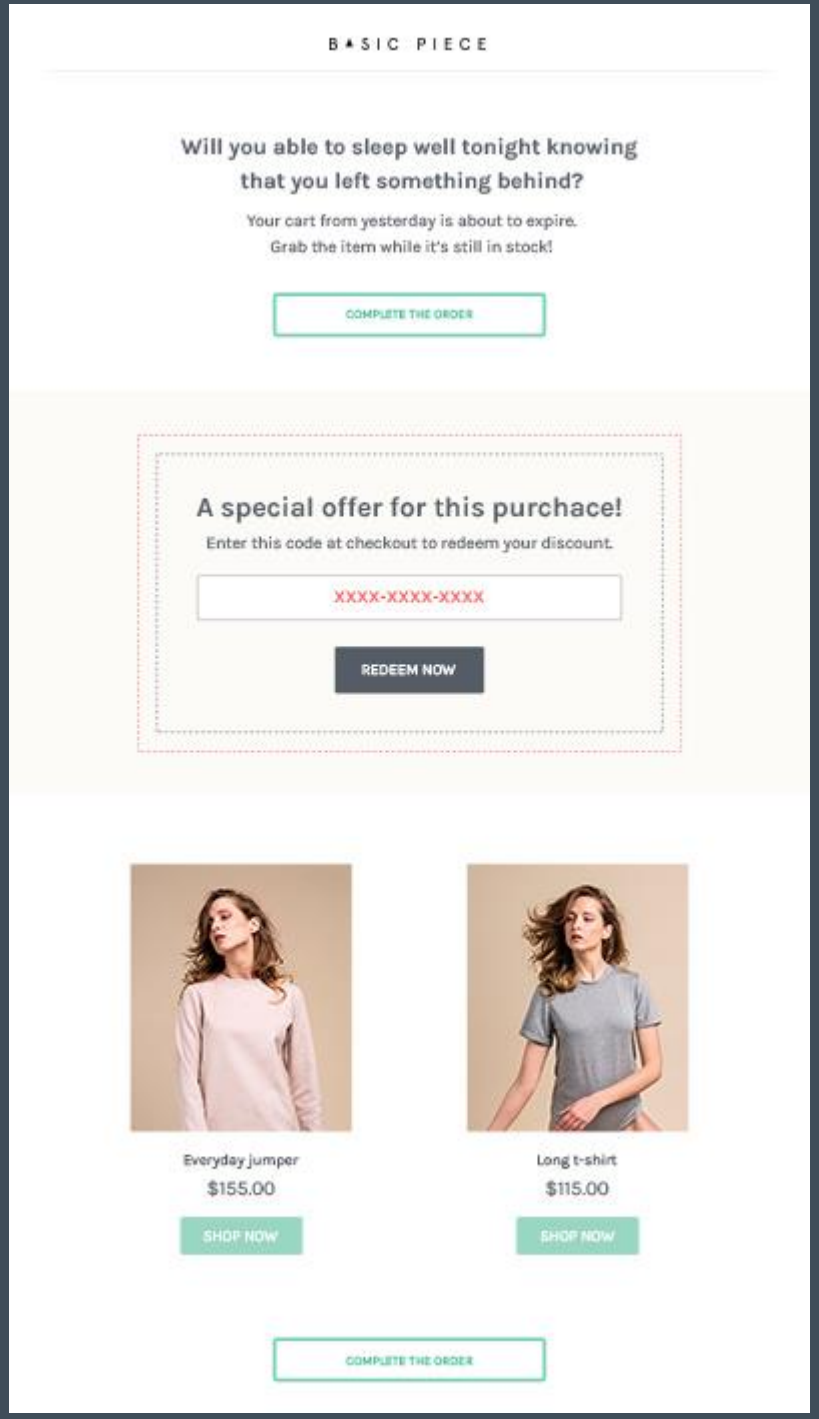
Cart Recovery Series
01



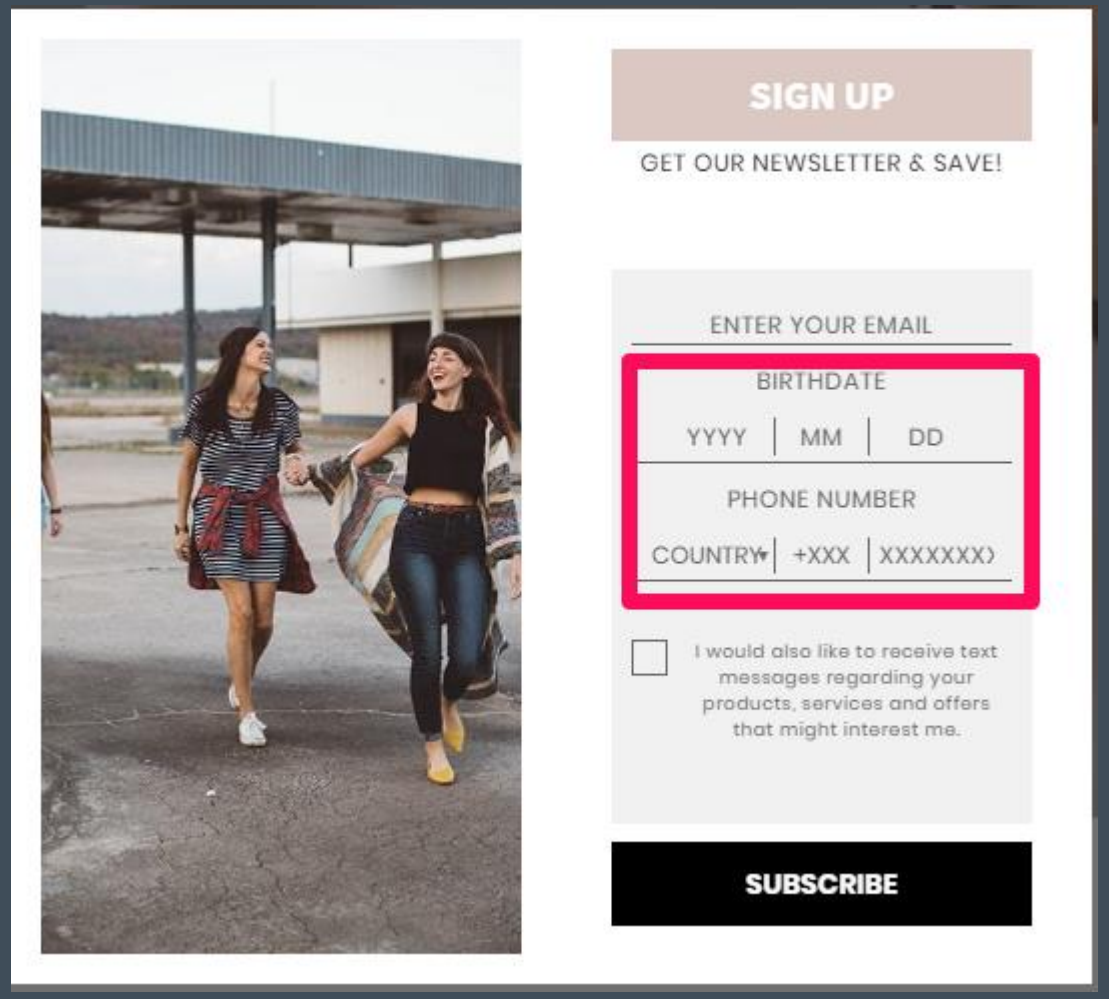
Cart Recovery Series
02



Cart Recovery Series 03



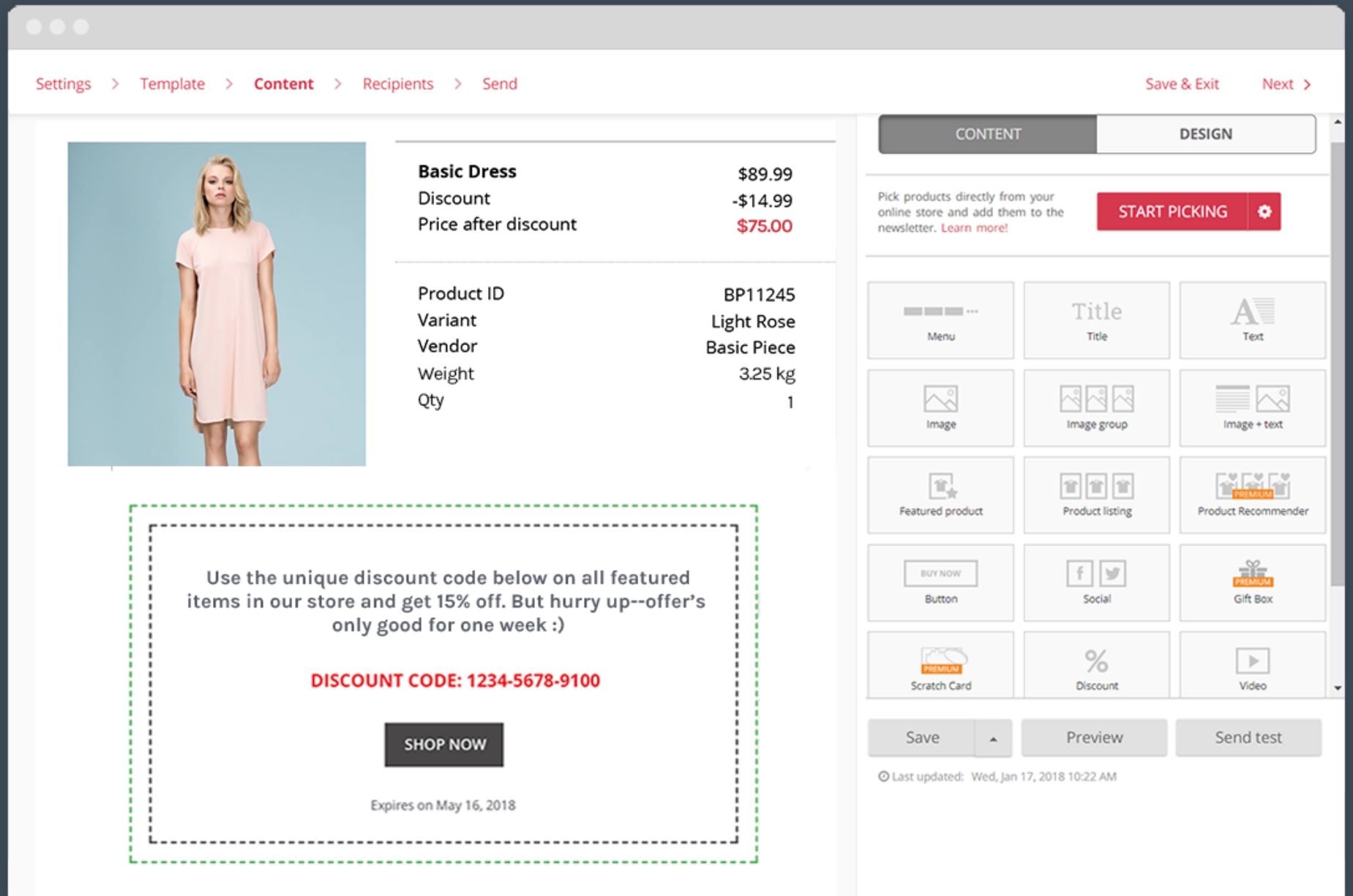
Gathering important data (and using it correctly)



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



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