

Tiny Course Empire Podcast Episode 66: Boost Your Email Profits With Simple Segmentation Strategies

PLEASE NOTE: This is a machine transcription. Some punctuation and spelling weirdness are to be expected.

Well, good morning. I'm recording this on Saturday, February 25th, and I've just scheduled five emails to send to my list tomorrow on Sunday. Now, before you rush off to unsubscribe from my list or fire up your email platform to send me a nasty gram about how I'm just being spammy, I want you to know one.

As my subscriber, you will most likely only see two of those emails or maybe just one, or maybe even none of them. That's because I segment my email list, and that's what we're talking about today on episode 66 of the Tiny Course Empire Podcast.

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Welcome to the Tiny Course Empire Podcast, a weekly show dedicated to helping you launch and grow your digital course business. Even if you don't have a big team or A six figure adds budget, we'll help you design. Smart systems take consistent action and achieve massive success on your own terms. Now, here's your host, Cindy Bidar.

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Hey everyone, it's Cindy, and I am really looking forward to digging into this idea of segmenting your email list with you today. Before we get started, you will find the show notes, the transcript, and all of the recommended resources that we talk about in today's episode over at TinyCourseEmpire.com/66.

Let's start with a definition of segmenting. What does it really mean when I say that you should be segmenting your mailing list? Segmenting your list means to create multiple smaller lists or smaller groups from one subscriber base based on the criteria that you. And the reason we want to do this is because segmenting your list allows you to serve your audience better.

It allows you to only send them the information that they want and that they need and that they can use right now. So they're much more likely to engage with your emails. So you're creating better engagement because you're only sending relevant inform. It also allows you to keep your open and click rates high.

So this improves your sender reputation, which in turn gets you into more inboxes. And of course, when you segment your list, you can earn more from your mailing list because you are creating more targeted promotions, including multiple promotions on the same day. Two different segments, which is what I was talking about at the beginning of this episode.

And you can segment your list based on lots of different criteria. In fact, before I got started with this podcast this morning, I did a quick little bit of research about different ways that people segment their mailing lists, and I found. Blog posts with lists of 50 ways to segment your list, or 75 ways to segment your list.

And I don't want you to get too overwhelmed. I don't segment my list in 50 different ways, for sure. I use about four different ways on a regular basis. We'll talk more about that in a minute. But the basic criteria that you can use to segment your list includes things. Buyers of a specific product versus non-buyers.

So if you are selling a product, if you are selling a course, if you are selling a freelancing service, if you are selling a coaching program, you can segment the people who have purchased that course or that program, or that service from people who have not. Another way to segment your list is customers versus non-customers.

You might have one group of people on your list who have purchased products from you before, and you may have another group of people who have never purchased anything, and you may want to send them different information based

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on what you know about them and whether or not they've ever purchased from you.

You might segment your list by interest. Maybe you have people who are interested in dog training and people who are interested in dog grooming, and people who are interested in traveling with their dogs all on the same list, and you might want to send them different information or different offers based on those interests.

You can also segment your list based on experience level. I have people on my subscriber list who are beginners in online business, and also people who are more intermediate as well as people who are advanced. I can segment my list based on that information. You might segment your list based on demographics, where people live, how old they are, what their gender is, if they have kids or not, what their kids' ages are, what their marital status is.

If you have this information, this can be useful to you. Depending of course on your business model.

You might segment your list based on when they subscribed. Are they a new subscriber or have they been around a while. And you may already be doing this and not even know it. If you have a follow up sequence or a funnel that people are in after they opt in for a lead magnet, they get maybe five or seven or 12 emails in a row after that.

That is a form of list segmentation, so you may already be using this tool in your email market.

You can also segment your list based on frequency of email. Do people want to receive a daily email from you or would they prefer a weekly update? That's another way to segment your list.

So those are the different criteria that you can use to segment your list, but how do you actually do it? What are the mechanics of actually creating list segments that you can use?

One of the best tools to use are tags in your list building app. So whether you're using Active Campaign or Convert Kit or another platform. You can tag subscribers based on things like what they purchased or what their preferences for contact frequency are, or whether or not they're a customer or what they're most interested in, or even how they answer questions in a survey.

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Make really good use of the tagging features that are available to you. These are by far the most powerful way that you can easily segment your list.

If your email platform allows it you can also create what are called custom fields. For example, I have a custom field inside my active campaign account that tells me whether or not someone is a member of [six figure systems](#).

You can think of custom fields as similar to a tag just handled a little bit differently within your email platform. And again, not all email platforms have that functionality but just be aware that that may be an option for you as well.

You can also segment based on the tools that are built into your email platform. These are things like behavior-based tools. For example, did your subscriber click a link? Did they open an email? Do you have contact scoring? This is a way that you can, uh, Basically award points or give points to a contact record based on their engagement level.

For example, maybe every time they open an email, you give them a point, and every time they don't open an email, you take away a point. And the idea here is. That contacts with more points in a contact scoring system are more engaged with your list and are more likely to purchase from you. So if you are using a contact scoring system, that's a really good way to segment your list as well.

You can also segment based on engagement level. Have they opened or clicked an email recently? Most email platforms will give you this information. I have my active campaign set up to tag my subscribers based on when the last time they opened or engaged with an email was. So I can see if someone is. Really engaged with my list. They open every email or if they haven't opened anything or clicked on anything in the last 60 or 90 or 120 days I can also see that.

You can even use different list platforms. For example, if you have a shopping cart and you have the ability to email your customers from that platform, that is a form of segmenting your list.

Or you might use one main email list provider for your primary list, and maybe you have a secondary list on a different platform altogether.

That's another way that you can segment or another tool that you can use to segment your email list.

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Let's look at some examples so you can see exactly how I'm using list segmentation in my email list management.

The first thing that I do is I segment my list based on what people have purchased. Buyers of specific products receive different promotions when I am promoting that product.

An example of that is this week as I'm recording this, I have a sale running for my course, Tiny Course Empire. People who have previously purchased that course and people who are members of [six figure systems](#) are not receiving those promotions because they already have access to that. It doesn't make sense to send them promotions for something they've already purchased or something that they have access to.

So I am segmenting them out and I'm sending them different information than I am sending to the rest of my list. I also segment my list based on their email frequency preferences. I have a portion of subscribers who choose not to receive daily emails from me, so I send those people emails on Friday instead, and everyone else receives more or less daily updates from me.

I also segment my list based on whether or not someone is a new subscriber or a long-term subscriber. If you are a brand new subscriber to my list, you are very likely in some sort of a follow-up sequence, or if you've recently made a purchase, you're in a follow-up sequence based on that purchase, and you are not receiving my daily email updates. In that case, I segment those people out.

I also segment my disengaged subscribers. Remember a few minutes ago I talked about tagging people based on their engagement level, whether they haven't opened an email in 30 days or 60 days or 90 days. Once you reach that 90 or 120 day point, if you have not opened or clicked on any of my emails, I segment you out and I put you into a different platform for a re-engagement campaign.

And one other way that I segment my list on a regular basis, and I just did this in this week's email, is I use a tool inside active campaign called Conditional Blocks.

What that allows me to do is to send a single email to my entire list, but to include or exclude different portions of that email based on segmentation criteria. What I did this week is I sent an email out on Friday to my entire list, but there was a section of that email where I was promoting Tiny Course Empire. Remember I said, that's on sale this week as I'm as I'm recording this.

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So in that section of the email that was promoting Tiny Course Empire, it was just a couple of paragraphs and a link. I used that conditional block feature within Active Campaign to not show that section of the email to anyone who already had Tiny Course Empire to anyone who had already purchased it, or to anyone who is a six figure systems member.

So if you are a [six figure systems](#) member, if you've purchased [Tiny Course Empire](#) in the past and you received my Friday email, then you will have noticed that there was no promotion in there for [Tiny Course Empire](#), even though the majority of people on my mailing list did see that section of the email.

And again, that's called Conditional Blocks. It's a feature of active campaign and I use it all the time to create segments for my email list within the email itself. Now I manage all of these segments with tags and with custom fields within my active campaign account. And then I set up segments that I can reuse.

So when I send any email, when I go in to schedule my email for the day, I just choose the segment that I want to send it to, and Active campaign handles the rest.

if you're brand new with segmenting your email list, this can all sound like a whole lot of work. So I have some tips for you to get started with this.

The first thing that you need to do is you need to understand your subscribers and the different groups that they fall into.

Do you have both customers and non-customers on your same email list? For example, do you have subscribers who have opted in for different lead magnets? Those different lead magnet choices can be used to identify customers by interest or by level of expertise or level of experience.

Do you have maybe multiple streams of income? Maybe you are a freelancer and a course creator. Maybe you are a coach and a blogger. You can use that information to segment your list as well.

Do you have different business models? My friend Debbie teaches blogging and she has a home day course site. She probably wouldn't want to send the same information to both segments of her list.

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Karen Thackston is another example. She owns a copywriting agency and she creates courses that focus on building online businesses and those two segments of her list would be served better by receiving different information from her.

So get out a notebook and jot down what you know about the different people who may be on your mailing list. What different groups do they fall into?

The next thing you need to do is get comfortable with the tool that you're using, whether it's Active Campaign or AWeber or MailerLite or ConvertKit, whatever tool it is that you're using, you need to understand how does the tagging work within that tool? How do you create and send to a particular segment, and how can you identify the subscribers who open or click?

Once you know those three things and you're comfortable with those three things, it's going to be a lot easier for you to create segments in your mailing list and to send to them.

And then finally, the next time you send out an email, ask yourself, who on my list most needs to have this information that I'm sending? Does everybody need it or is there something else that would better serve some of my subscribers? In other words, Should I be segmenting this email or should I just send this out to everyone?

And if there is something that could better serve a segment of your subscribers, then you need to ask, how can I identify those people so that I can get them the information that they most need right now and not take up space in their inbox with things that they can't or won't use.

If you'd like to know more about how I manage my email list, including how I plan my email content, how I keep my subscribers engaged, and how I seemingly never run out of things to say, then I want to invite you to join me inside [six figure systems](#).

Email marketing is a large part of what I teach, and we have [several courses](#) devoted to strategies that you can use to start. Grow and profit from your email list. All you have to do is go to TinyCourseEmpire.com/join to start a seven-day trial today for just \$7, and I will see you on the inside.

That's it for me today. Remember that you'll find the show notes and recommended resources at tinycourseempire.com/66. I'll talk to you again next week. Have a terrific day.

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