

EMAIL LIST SEGMENTATION AND ITS EFFECT ON BUSINESS!



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In the beginning, we start with the premise that all of us are convinced about email marketing being one of the best ways of getting heard. Including this as a part of the marketing strategy is always a big yes because of its great efficacy and low investment quotient. Email as a marketing method has always been around and by the looks of it, will continue to coexist with other newer platforms like social media marketing.

So, for an already established method, what is it that you can do to increase its efficacy? Segmentation of your email list is one easy to do task which will further strengthen this medium of marketing for your business. You will see the efficacy of your campaigns increasing and the message being sent to the customers becoming more relevant and therefore more rewarding. This can be even accentuated by data released by a report by MarketingSherpa in 2012. The report reveals that marketers constituting 32% of the total database consider email list segmenting as one of their top priorities in the coming 12 months. A whopping 52% also confessed to the need of improving their emailing database segmentation. Such is the importance of email lists segmentation that is slowly and surely making its presence felt purely due to the difference in the results it produces.

Here are the top 4 reasons as to why you should also adopt email list segmentation as one of your top priorities:



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1. Different Buyers Have Different Profiles!

This goes without saying! While it appears as common sense but the fact of the matter is that if this is known, then the need for email segmentation is right there... in front of your eyes! Whether your business is B2B or B2C, the type of customers and even the type of service and product offerings are not same for everybody. You can have vastly different customers availing your services for different needs and of different types. Therefore, for this wide variation in your customers, your services also need to be different and the communication of these services also has to be accordingly different.

Sending same emails to this set with just a broad message will definitely lead to as many conversions as being specific in your email will. Flip the situation and put yourself in the shoes of the customer. Now, do you understand the expectations of your different set of customers? If you do, then you have the answer that to deal with these expectations, you need different approaches. Build these into your emails and provide the solution to your customers... the one that they want to hear rather than generalized information.

Having understood this, it is easy to now segregate and segment your emailing list as per the demographics of your customer and further as per their needs. This will take some research, effort and time but once you set the pace, it will be easier to add new contacts in this manner henceforth. Therefore, it will essentially be a onetime exercise until there is a major change in the marketing strategy of your business. Starts with broad segmentation first and then further segment your email list to make finer targeted groups and customize emails for those.



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2. Different Stages Of Sales Cycle For Different Contacts!

If you really look at your emailing database intently, you will realize that your contacts appear at different points of interaction when concerned with your business. If their stage in the sales cycle is so different, their need to know will also be different! Hence, the information that you should be feeding to these groups should also ideally be different.

Consider a scenario where you offer home decor services. With this premise, it is obvious that you will have a wide variety of customers. There will be one customer who would be just moving in to a new house and will need your services to do up his entire house and there will also be a customer who will need your services only for renovation of his room/house. As per their needs, your services, inputs and pricing will be different.

The person in scenario 1 will leave it up to you to decide the decor, articles, colors and the tone that you want to give to the house. You may also suggest him to look up on your website for designs, show pieces etc and give a discount on the purchases. Alternatively in Scenario 2, you will offer a customized solution for him so that the new decor matches well with the existing decor of his house. Any suggestions for changes will have to be approved of by him and the products if bought from your website may not come to him at discount as for the person in Scenario 1. These are realistic situations and while reading these, you could think about the situations that may arise for your business.

Accordingly, revise and segment your emailing lists so that you get business from both these types of customers and many more that exist at different stages of your sales cycle.



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3. It Will Contribute Towards Building Your Reputation!

From a customer's perspective, if there is a service/product provider (business) that completely understands their requirement and provides the exact solution, then what could be better than this? Creating your emails in such a manner so as to address the requirement of your customer will build more engagement and will also provide you with the way forward of converting them as they make the effort of communicating with you.

Making this a part of your process will slowly and steadily build your reputation as one who can really nab the pulse of the customer and provide custom made solutions. Then, your promotion will also start happening by word of mouth which means more business for you. Credibility to the business always matters a lot as a business name known by its reputation always attracts the customers. Chances are that your cold emails and cold calls will also generate some business for your owing to your reputation.



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4. Your Results Will Improve!

Segmentation of your email lists will definitely lead to better results. All of the points stated above lead towards this. But, there is also some data to prove this. Lyris Annual Email Optimizer Report says that 39% marketers experience higher open rates with segmented email lists and 28% marketers achieved lower unsubscribe rates. Relevance of the email was at 34% while 24% experienced better deliverability. Sales leads and revenue increases were both at 24% in the eyes of the marketers.

The increased word of mouth publicity that we spoke about in the last segment stood at 14%. There were many other benefits that also came out like increased click through rates and lower bounce rates. All in all, engaged recipients definitely translates into more business and there is no denying this fact.

As you become convinced about the many benefits of email segmentation, also remember that it may not be as easy as it may sound. You will definitely have to put in much effort to understand the profiles of your customers, their various life stages, remove overlapping customers, remove inactive customers and segment them. The process of communicating customized messages to your database will involve much effort from your marketing team. And all this will be wasted if the segmentation is not proper. Therefore, consider this as one of the grueling activities that needs to be done to make your marketing campaign an astounding success.



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About Us

Techno Data Group is b2b marketing firm in Wilmington, Delaware focusing on business success. We can help you targeting key accounts using real time verified data; we can identify your buying personas, analyze your existing database and fill in the missing information.

We work with some of the world's leading brands and Fortune 500 companies. We are proud to say that we are their preferred database partners.

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