

# LinkedIn



Vol 7. Oct 2024



FOLLOW FOR MORE

**TOP  
MARKETING  
TIPS**

**MARKETING  
SUPERHEROES  
TO GROW YOUR  
Business**

**BOOST YOUR  
EMAIL  
CAMPAIGN  
PERFORMANCE**



**Victor Lausas**  
@lausas


**THE POWER OF SEGMENTATION:  
HOW TO BOOST EMAIL CAMPAIGN PERFORMANCE**





# THE POWER OF SEGMENTATION: BOOST YOUR EMAIL CAMPAIGN PERFORMANCE

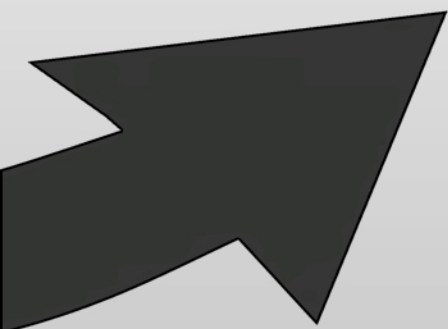


 **Discover how to  
deliver more relevant  
emails to your audience  
and drive better results.**

# Why Segmentation Matters

 **Sending one-size-fits-all emails no longer works.**

**By dividing your audience into smaller, targeted groups, you can tailor your messages to their specific needs, leading to higher engagement and better performance.**



# Demographic Segmentation



**Group your audience based on demographics such as age, gender, or location.**

**For example, a fashion retailer can create separate email campaigns for men's and women's clothing or target offers based on regional seasons.**

# Behavioural Segmentation



**Segment based on user behaviour, such as previous purchases, browsing history, or email engagement.**


**If someone frequently buys shoes, send them personalised product recommendations or exclusive offers on footwear.**

# Psychographic Segmentation

 **Divide your audience by lifestyle, interests, or values.**


**If you sell fitness products, segment users based on their workout preferences (e.g., yoga vs. weightlifting) to send more relevant content.**

# Purchase History

 **Tailor your emails based on past purchases.**

**If a customer bought a laptop, follow up with emails offering accessories or complementary products, or notify them about new models in the future.**

# Engagement Segmentation

 **Group subscribers by how they interact with your emails.**

**For example, send re-engagement campaigns to subscribers who haven't opened your emails recently, and offer exclusive deals to your most loyal readers.**



# The Benefits of Segmentation

- ✓ Higher open and click-through rates
- ✓ Better customer satisfaction
- ✓ Increased conversions
- ✓ More personal customer journeys

**Segmenting your email list ensures each message resonates with your audience, leading to higher engagement and better results.**



# Final Thought

**To improve your email marketing performance, segmentation is essential.**

**By delivering relevant, tailored content to different audience groups, you'll foster deeper connections, increase loyalty, and drive more sales.**



# Like, Share & Comment!

If you've found this useful or inspiring, I would surely appreciate a ping.

Let's connect - or just spread the word! All interaction is welcomed and highly appreciated!

**MARKETING**  
**SUPERHEROES**  
TO **GROW** YOUR  
*Business*

