

ELEVATE YOUR EMAIL STRATEGY TO A SUPERHERO LEVEL

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**SECRET TACTICS  
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Victor Lausas  
@lausas

**BEHAVIOURAL INSIGHTS:**  
SEGMENTING AUDIENCES BASED ON REAL ACTIONS



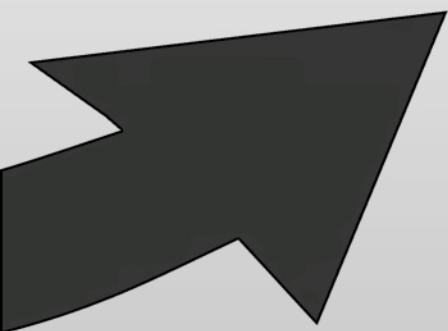
# THE KEY TO PERSONALISED MARKETING SUCCESS

**Understand how actions like clicks, purchases, or browsing habits define your audience - and how you can leverage them to create email campaigns that convert.**



# Why Behavioural Segmentation?

- ◆ **Boost engagement with tailored messaging.**
- ◆ **Increase ROI by targeting based on real actions, not guesses.**
- ◆ **Foster customer loyalty through relevant communication.**



# Core Types of Behavioural Segmentation

- 1. Purchase Behaviour: First-time buyers vs. repeat customers.**
- 2. Engagement Levels: Active users vs. dormant users.**
- 3. Occasions: Birthday or holiday-specific buyers.**
- 4. Usage Patterns: Heavy, moderate, or light product users.**

# #1 Secret: How to Segment by Purchase Behaviour

- ◆ **Track buying frequency (e.g., loyal repeat customers).**
- ◆ **Use incentives: Offer discounts to first-time buyers or loyalty rewards to repeat customers.**

**Example: Amazon's tailored email recommendations based on past purchases.**

## #2 Secret: Trigger-Based Messaging

- ◆ **Automate emails based on actions: abandoned carts, webinar sign-ups, or product browsing.**

**Example: Remind users of items left in their cart, coupled with a time-limited discount offer.**

## #3 Tip: Timing is Everything

◆ **Use tools like Time Travel or Perfect Timing to send emails aligned with user behavior.**

**Example: Send morning offers to coffee drinkers or evening promotions for grocery shoppers.**

**Data shows send-time optimisation can increase click-through rates by over 10%.**

## #4 Tip: Occasion-Based Segmentation

- ◆ **Birthday discounts or holiday promotions (Christmas, Ramadan, etc.)**
- ◆ **Personalise greetings and offers to build stronger connections.**

**Example: Hallmark uses holiday data to suggest relevant products at the perfect time.**



## #5 Tip: How to Leverage Usage Behaviour

- ◆ **Identify heavy, moderate and light users.**
- ◆ **Offer premium plans to heavy users or incentives to light users to increase engagement.**

**Example: Verizon adjusts plans and offers for its customer base based on usage patterns.**

## #6 Tip: Track the Customer Journey

**Align messaging with stages:**

- ◆ **Awareness → Share tips and case studies.**
- ◆ **Consideration → Send comparisons or testimonials.**
- ◆ **Decision → Offer time-limited discounts.**

**Example: Airbnb curates content for each step in the customer's journey.**

## #7 Tip: Quick Start Checklist

- 1. Identify key behavioural triggers: clicks, purchases, or subscriptions.**
- 2. Use segmentation tools in your email marketing platform.**
- 3. Personalise emails with dynamic content tailored to each group.**



## #8 Tip: Advanced Tactics for Power Users

- ◆ **Use heatmaps to track user interactions on your site.**
- ◆ **Combine behavioural data with demographics for super-segmentation.**
- ◆ **Upsell or cross-sell products based on similar user profiles.**

## Pro Tip: Behavioural Loyalty Programs

- ◆ Reward engagement like clicks, referrals, or frequent purchases.

**Example: Gamify your emails by tracking points and offering exclusive rewards.**



# Conclusion: Segmentation = Smarter Marketing

**Behavioural segmentation isn't just a tactic - it's a growth strategy.**

**Start small, but keep refining to achieve maximum ROI.**



# Like, Share & Comment!

What's your go-to behavioural segmentation strategy?

Share in the comments! 🙌

Save this post for future reference and follow for more email marketing insights!

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