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Best Ways To Segment Your Email Marketing List

No matter what business you're in, there are some general email marketing segments that will always be relevant: new subscribers, openers & losers. Your primary goal is to ensure that as many of your subscribers as possible fall into the openers segment and conversely, as few as possible find themselves in the losers segment. But how do you make sure that this happens? We're going to talk about a few best practices that help make sure this happens.

Provide New Subscriber Discounts

Often, rookie email marketers work hard to find fresh subscribers, and when they find them they simply toss them into a list with all of the other subscribers. This is very harmful to an email marketing campaign. Now firstly, ready this [email marketing comparison](#) and pick a software program that allows you to segment your email marketing list. Obviously, what you want is for your subscribers to convert and buy something and get comfortable responding to your email deals. In order to start your new subscribers off on the right foot from the get-go, you need to provide new subscriber-only emails; set-up an auto-responder series to ensure that new readers get special deals initially. It's important that you do this not only to show how valuable your newsletter is (thus keeping new subscribers for a long time), but also to get your subscribers into a purchasing mindset for your future emails. Read this [review of icontact](#) for more details.

Re-Confirm Loser Subscriber Dedication

Unfortunately, it's normal to have at least one third of your email list turn over every six months or so. You definitely want to be proactive about maintaining a clean list, but you also don't want to start eliminating loser subscribers without making sure that they don't like your emails. What you need to do, then, is to send out a "reconfirmation" email to your loser subscribers asking them to confirm their interest in your email marketing promotions. Include a subject line such as, "Confirm your subscription..." to double check that they still like your emails. If they ignore the email, then you don't have to feel guilty about deleting them from your list. After all, you're running a business and you certainly don't need to be wasting money on un-appreciative subscribers.

Provide A Poll

If your campaigns are like most people's, then you will have a major portion of your list that open your emails but don't convert or make a purchase. Certainly, you want these subscribers to start converting, and one of the best ways to improve your performance in this area is to send out a survey and collect data. Ask your subscribers what kind of elements or newsletter features they would like to see more, and then act on that data to raise your conversion rates. You need to capitalize on those subscribers that still read your emails and don't convert, and the only way to do this is to ask them what they would like to see. Note, however, that the longer your survey or poll is, the less likely people are going to fill it out. Make sure to keep it simple and very short.

Any email marketing campaign is going to require list segmentation and ongoing testing. Just make sure to implement the above action items to clean up your list and boost future performance, and then sit back and watch the sales increase.

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