



Creating a Contact Management and Segmentation Strategy

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WHY IS CONTACT
MANAGEMENT AND
SEGMENTATION
IMPORTANT?



Your contacts are the
real people that you
provide value to.

In return, these are the people that help
you grow your business.

Two aspects for creating a successful email marketing strategy:

- Contact Management
- Segmentation

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CONTACT MANAGEMENT

A strategy that focuses on using a software program to easily store and source a contact's information, including their name, contact history, email information, and so much more.

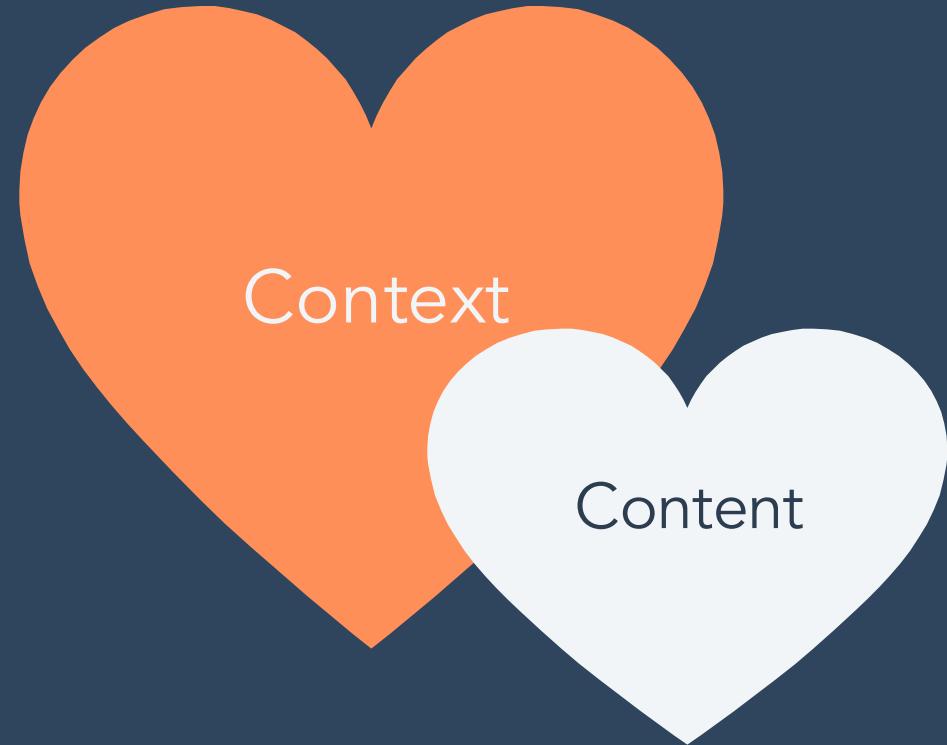


Imagine returning home from the grocery store but having no place to **store** the food you bought.

Use your database and contact management strategy to:

- See the whole picture of every contact
- Segment your contacts
- Remove and organize contacts
- Integrate with every other tool you use

Inbound is all about
the happy marriage
between context
and content.





When you **divide** your contacts into smaller groups based on similarities, you can tailor your message to be more relevant and engaging to the people receiving the email.

Your contact database naturally decays every year by

22.5%

Some reasons to delete a contact:

- Spam submissions
- Ineligible contacts





In this way your contact database is the foundation for every email you send out.

HOW DO YOU BUILD A
SEGMENTATION
STRATEGY?

C.A.T.S

- The right **content**
- To the right **audience**
- At the right **time**
- Equals **success**



DO YOU HAVE PERMISSION TO
SEND TO THEM?

Segmented campaigns receive less un-subscribes by

9.37%

The more **relevant**
the message
the more likely your
subscriber is to engage
with it.



3 Best Practices for a Successful Segmentation Strategy

- Have a clean and organized database.
- Collect the right information.
- Understand explicit and implicit data.

The 3 best practices for creating segmentation strategy:

- Having a clean and organized database.
- Collecting the right information.
- Understanding explicit and implicit data.

Three key pieces of data:

- The Contact
- The Contact properties
- The Company and their properties

CONTACT

Anybody your company communicates with in the course of doing business. This includes subscribers, leads and customers, but it also might include partners, competitors, employees or anyone else your company is in contact with.

CONTACT PROPERTY

Stores information about an individual contact. This includes information like their first name, last name, and email address but also other information that's important for your company to know, like location, products or services of interest, when customers purchased, and much more.

COMPANY PROPERTY

Stores information about a group of contacts from a single company, like the company's name, size, location and website url.

The 3 best practices for creating segmentation strategy:

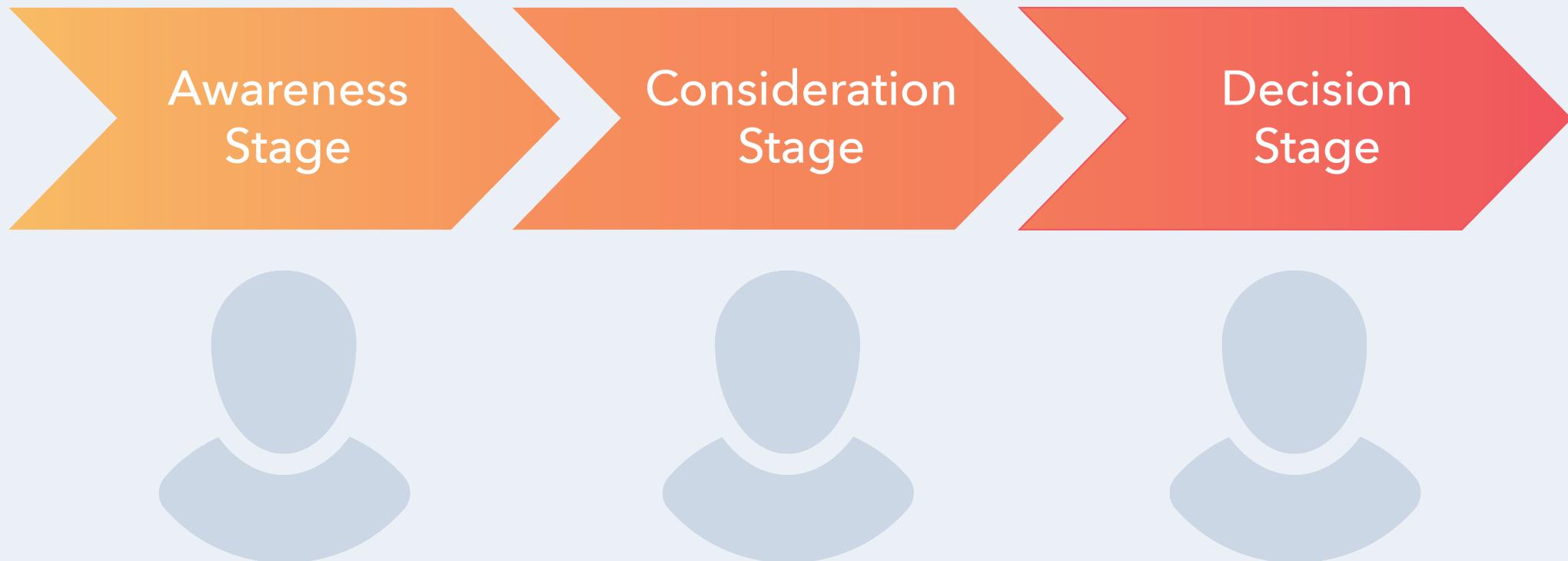
- Having a clean and organized database.
- Collecting the right information.
- Understanding explicit and implicit data.

You collect data all
day every day



This segmentation will help you identify the contact's **placement** in the buyer's journey.

The Buyer's Journey



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EXPLICIT DATA

Information that is intentionally shared between a contact and a company.

IMPLICIT DATA

Information gathered from user behavior.



The most successful segments is when you start to **layer** segmentation criteria. The possibilities are almost endless. It is only limited by the available data.

“Marketing is no longer about the stuff that you make, but about the stories you tell.”

Seth Godin

WHAT DOES A
SEGMENTATION
STRATEGY LOOK LIKE

Lifecycle Segments

- Subscribers
- Leads
- Customers

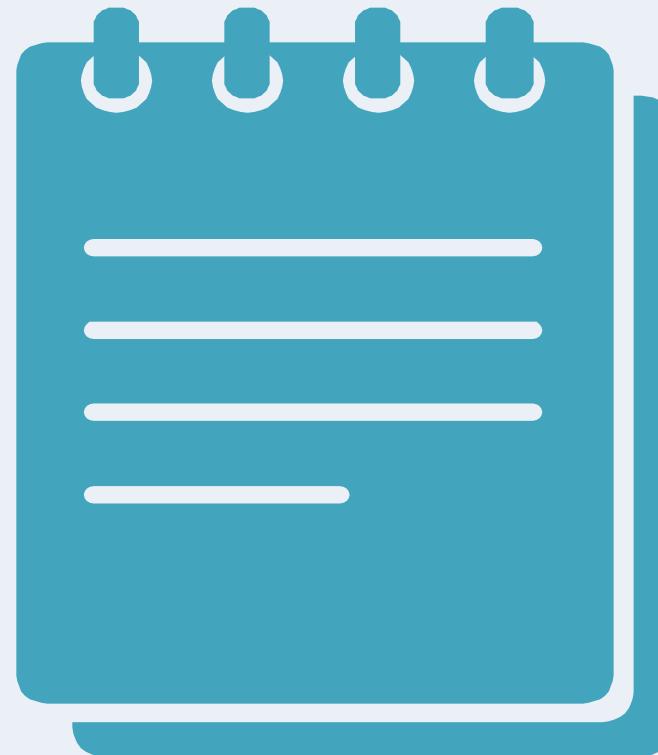


LIFECYCLE STAGE

Properties that designate where your contacts are in your funnel

Buyer Persona Segments

Great foundational
segments that you can
build on





Every email marketing strategy and program should have a few segments that monitor the **health** of the contact database.

Monitor the health of your database:

- A list that tracks contacts who have unsubscribed
- A list that tracks people who have hard bounced
- A list that track all ineligible contacts
- A list of contacts that have not opened an email in a year



For example, after every SmartBug webinar, they send a selection of **targeted follow-up emails** that are based on segments for whether someone attended or didn't attend the webinar.

The latest version of this email
got a 62% open rate and a
23% click rate
because it's highly targeted.

