

## Broadcasts

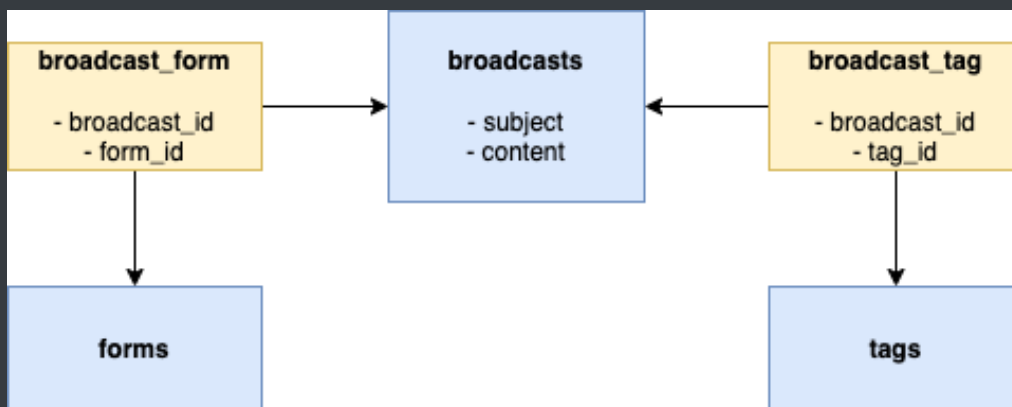
Now let's move on to broadcasts. A broadcast itself is straightforward; we only need to store some basic information such as the subject line or the content. But as you can see in the user stories, when we're sending a broadcast, we need to filter the subscribers based on the broadcast's filters. These filters can be:

- One or more forms
- One or more tags

This can be implemented in at least two ways.

### Separate tables for the filters

This solution looks like this:



It's not a bad solution, but I see some problems that may occur:

- We need two extra tables and possibly six eloquent relationships to implement filtering by tags and forms.
- I don't like to predict the future, but filters are almost always something that will change over time. And being a ConvertKit user myself, I can say that a production e-mail marketing system also has filters like:
  - Landing pages (similar to forms)
  - Segments. It's a subset of subscribers based on some criteria.
  - Products and purchases. They also have e-commerce features.
  - Integration with other services. For example, Gumroad products.