



SEGMENTATION

WHO YOU GONNA EMAIL?

Segmentation of your audience *can* be a spooky prospect. Though, you should imagine segmentation as scary a prospect as Slimer, while the real Gozer in your email marketing strategy is the potential saturation of your audience.

But how do you catch Slimer? How do you successfully segment your audience for the needs of your campaign? Well, where better to start than with the five little W's? If they're good enough for the rhetoricians of Ancient Greece, it's good enough for your campaign.

WHAT

What is the purpose of your email campaign? What are you promoting? One of the most pertinent reasons for large unsubscribe rates is that the content is of no interest to the recipient. Make sure you have worked out exactly what you are saying and what your success of the campaign rides on. A spooky, roller coaster ride.

WHO

Who is this campaign going to? What are the prerequisites for receiving this campaign? Picking your target audience is not just guessing work, it's half of the battle in a successful campaign. Work out your demographic, ensure you can justify each and every recipient being sent this particular email.

WHERE

Where is the hotel in question based? And where is the campaign recipient based? Imagine living in Shetland, and receiving a half price code for a lovely boutique independent in central London for tomorrow night. Receiving that email serves absolutely no purpose for anyone and will inevitably lead to your recipient seeing your brand as a nuisance or cutting the marketing tie altogether. Now THAT'S scary.

WHEN

When was the last time you heard from your recipient? And what was the nature of the exchange? Similarly to the location of a guest, when a guest last transacted with you is just as important as how far away they are. With GDPR being chucked into the cauldron of guest data regulations, it's important to have engagement tiers and a clear point of exit for your (ex)guest from your databases.

WHY

Why should any person in particular be avoided? And why does this campaign not apply to them? This is one of the most important questions you can ask yourself when deciding who receives a campaign. And it encapsulates the above 4 W's. What in the message really applies to the person it's going to? Are they the actually the correct person to receive this campaign? Are they even in the correct location to be enticed by your campaign? Have they shown any recent engagement or interest in your brand's services? If you don't have substantial evidence to lay to rest the above questions, then you have the answer to whether you should avoid this recipient.

And that's it. Whoever you have left is therefore a fangtastic recipient for your campaign.

Oh, and Happy Halloween. Ooooooooooh.