



SEGMENTATION



CHECKLIST

As a government communicator, your initial success is often measured in clicks and opens, but your subscriber will only click or open an email if it is relevant to them as an individual. Segmentation creates a more relevant message for each audience member. Segmentation reduces a large pool of constituents and subscribers into audience subsets based on specific demographic or psychographic similarities, allowing you to design and implement strategies to target them. Increasing message relevancy personalizes the citizen experience, which can lead to greater engagement. This in turn creates a better one-to-one customer relationship. Use this checklist to segment your lists and foster that relationship.



Know Your Audience

Segment your audience into unique lists based on commonalities and preferences.

Interests

The personal interests of a subscriber – even those seemingly unrelated to your service – can offer valuable indicators of what information and processes are likely to engage subscribers. You can ask your audience to define their interests in prepopulated, checkbox menus or deduce their interests based on previous interaction with your services and emails.

Prior Communications Sent

Which emails has the subscriber received in the past? How did they react to them? Use these determinants to segment any list into smaller categories, based on previous communication.

Engagement

Based on website and email interaction, segment your audience by members who are actively engaged, passively engaged, and disengaged.

Tenure

How long a member has subscribed to and used your service is a key indicator of their familiarity and engagement. Use tenure as a way to reduce or increase assumptions in your communications.

Location

Especially if you want to promote in-person or time-sensitive events, use location to segment your list and ensure you don't target citizens who can't engage with your service due to geographic constraints.

Other Basic Demographics

Age, nationality, languages spoken and other basic demographics information can be crucial to ensuring the right government service is only promoted to eligible subscribers.



Set Your Goal

Decide what you want to achieve through your communication with subscribers.

Create Loyalty

Save segments of subscribers based on list tenure for campaigns that reward their loyalty to your organization.

Capture Inactive Audience Members

Target segments of subscribers who haven't heard from you in a specific time period for general messages or a survey.

Tune Your Subscriber List

Gather more information on your subscribers or use current information to refine your lists.

Customize Content

Use demographic data, as well as past communications, to match content to audience.



Define Your Action

Decide which tactic will best leverage new segments to support your communication goals.

Send Messages to a Targeted Segment

Use known audience details to send a specific message to interested and relevant subscribers.

Exclude Segment From Messages

Remove subscribers from a message or email campaign to avoid sending irrelevant information and risking disengagement.

Create a Campaign Based on Segment

After sending a first message, monitor interaction and engagement between subscribers and your communications. Use those actions to further segment your list over time, sending reminders to those who do not engage and removing subscribers who complete the requested tasks from further emails.

Monitor segment over time for changes

Check your assumptions by analyzing how segments respond to customized content. Evolve your content as you receive more information about your audience and keep them engaged.

Ready to get started on segmentation to boost your audience engagement? **Reach out Today!**