

# Segmentation Made Simple

Email list ideas for Small Businesses and Nonprofits

Effective email marketing isn't just about sending emails — it's about sending the right emails to the right people. While generic emails can get the job done, taking the time to group your audience by their preferences and behaviors can elevate your email game and provide your subscribers with the exact information they want and need.

Here are segmentation ideas to help get you started.



## Real Estate

Segmentation Success 

[Realtor Ricky Carruth](#) uses segmentation to manage and personally connect with his list of 30K+ subscribers.

### Contact Type

- First-time buyers
- Investors
- Clients looking to upgrade
- Sellers
- Local businesses

### Property Type Interest

- Residential
- Commercial
- Rental

### Buying Stage

- Leads
- Ready to buy
- Current clients
- Past clients

### Location and Budget

- Neighborhoods
- School zones
- Areas of interest
- Budget ranges



## Nonprofit

Segmentation Success 

The [Ronald McDonald House Charities of Rochester](#) creates separate lists to reach out to donors, families who have stayed at their facility, and volunteers.

### Donation History

- Regular donors
- One-time donors
- Potential donors

### Event Attendees

- Attendees
- Non-attendees
- Sponsors

### Areas of Interest

- Specific causes
- Programs
- Events

### Volunteers

- Active
- Past
- Prospects

### Membership Status

- Member
- Non-member
- Expired members



## Artist

### Segmentation Success

[John S. Dykes Illustration](#) uses segmentation to differentiate between fine art customers, event attendees, and media contacts.

### By Medium/Service

- Prints, sculptures, digital downloads

### Subscriber Type

- Buyers
- Prospects
- Repeat buyers
- Newsletter subscribers

### Event Attendees

- Exhibition attendees
- Workshop participants
- Online event attendees

### Location

- Local
- National
- International

### Professional Partners

- Publishers
- Editors
- Printers
- Distributors



## Retail/ecommerce

### Segmentation Success

Retail boutique [Parkleigh](#) has a separate list for their general interest customers and customers interested in their Mackenzie Childs product line.

### Purchase History

- Frequent buyers
- Occasional shoppers
- One-time purchasers
- Abandoned carts

### Service/Product Interest

- Clothing
- Gift items
- Luxury foods
- Brand interest

### Shopping Behavior

- In-store
- Online
- Seasonal

### Customer Type

- Customers
- Loyalty/VIP program members
- Wholesale vendors

### Location

- Local
- National
- International



## Healthcare

### Segmentation Success

[Senior Oasis](#) employs distinct lists to personalize their emails by healthcare organization, location, conference attendance, and more.

### Patient Demographics

- Pediatric
- Adult
- Senior

### Health Conditions

- Chronic illnesses
- Seasonal illnesses
- Recent surgeries
- Preventative care

### Patient Type

- New patients
- Current patients

### Health Interests

- Alternative medicine
- Wellness programs
- Specialists and specific treatments

### Insurance Type

- Private insurance by provider
- Medicare/Medicaid
- Self-pay

### Personnel

- Administrative
- Doctors
- Nurses