Constant Contact

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

Location and Budget

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

Buying Stage

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

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

Volunteers

- Active
- Past
- Prospects

Event Attendees

- Attendees
- Non-attendees
- Sponsors

Membership Status

- Member
- Non-member
- Expired members

Areas of Interest

- Specific causes
- Programs
- Events

Artist

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

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

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