

## **Tips & Tricks | Getting Smart With Email Marketing Segmentation** <sup>[1]</sup>

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Segmentation: a word that every marketer and communicator knows well. Even so, taking a closer look at this key component of marketing and communications can be highly beneficial. A [blog post](#) <sup>[3]</sup> from [emailmonday](#) <sup>[4]</sup> recaps basic principles of segmentation and also provides actionable steps for implementation.

Topics covered in this blog post include:

- Email marketing segmentation: The art of thinking in groups
- Look beyond segmentation for increased results
- An example of email marketing segmentation
- ?Segmentation as part of the email marketing plan

You can read the full post [here](#) <sup>[3]</sup>.

[Tools of the Trade](#) <sup>[5]</sup>, [Email Marketing](#) <sup>[6]</sup>

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