

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

September 13, 2017 by [Kate O'Connell](#) <sup>[2]</sup>

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>

### **Display Title:**

Tips & Tricks | Getting Smart With Email Marketing Segmentation

### **Send email when Published:**

Yes

---

**Source URL:**<https://www.cu.edu/blog/ecommerce-wiki/tips-tricks-getting-smart-email-marketing-segmentation>

### **Links**

[1] <https://www.cu.edu/blog/ecommerce-wiki/tips-tricks-getting-smart-email-marketing-segmentation>

[2] <https://www.cu.edu/blog/ecommerce-wiki/author/292> [3] <http://www.emailmonday.com/smart-email-marketing-segmentation-the-art-of> [4] <http://www.emailmonday.com/> [5] <https://www.cu.edu/blog-tags/tools-trade> [6] <https://www.cu.edu/blog-tags/email-marketing>