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Getting Smart With Email Marketing Segmentation [1]

September 13, 2017 by Kate O'Connell [2]

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 [3] from emailmonday [4] 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 [3].

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