

18 Ways to Segment Your Member Data

1

Persona

Create detailed description of different members with demographics, goals, values, & interests.

2

Geolocation

Market by location using zip code, state, or region. Content can be personalized by geography.

3

Age/Generation

Using age or generation can help you to adjust messaging or understanding perspective.

4

Industry

Personalize by industry - using knowledge of general industry challenges & goals.

5

Job Function

Goals & interests may differ considerably by job function and drive programmatic content

6

Certifications/Education

Segmenting with this data can determine level of understanding on a topic or upsell opportunities.

7

Membership Type or Level

This can determine upgrade opportunities or help identify programmatic content.

8

Event Attendance

You can use the topic or theme of past events or use this data to automate event registrations.

9

Content Consumed

Monitoring content engagement gives you insight into interests and inspiration for future content.

10

Committee Participation

Stay connected with committee members and segment based on past participation.

11

Association Activity Level

Segment members based on level of activity with the association - tailor content for active. vs. non.

12

Volunteer Engagement

Segment based on volunteer activity for future events or themes around volunteer event.

13

Web Behavior

Use insight on forms submitted, downloads, or pages viewed to drive email communications.

14

Purchasing Behavior

Purchase patterns help inform communication like recommendations, cart abandon, and more.

15

Behavioral Changes

You can target members that show a change in typical engagement or participation behavior.

16

Channel Engagement

Understanding the preferred channel of communication can help guide messaging & CTA's.

17

Interests/Subscriptions

Use information on indicated interests or subscription to tailor messaging.

18

Email Client/Device Type

Emails can be customized by device or email client for sophisticated email design.