

How to Create and Email to Your List Segments

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All right, everyone. In a previous video tutorial, I explained to you in that video tutorial called the power of tagging and segmentation, I explained to you the different ways that you can tag email addresses, and then how you can segment those email addresses based on the tags they're in. So in this video tutorial, I'm actually gonna show you how to create, physically create the segment and how to email to that segment within one particular email list. So step number one, let's get started. Step number one, step number one, you're in the account dashboard. You make sure you're on the correct list, which in this case I am, the list is called traffic tips. Next step, go to messages. And once you're at messages, you either create your new message here, right? Like we've done in the past. I've showed you how to do that in the past, or you just go to drafts and click on that. And so this is an email. This is the email I'm gonna send out. And it's just a dummy email, a demonstration email. You can just open up one that you've previously created. You may want to edit it, by the way, this banner up here was created in minutes using the Canva inside AWeber feature. So here's the email it's called yoga and YouTube for generating traffic. And that's just kind of the look of the email.

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I'm gonna save and exit that. So we've chosen the list we've created the email. Now, what I need to do is create the segment of subscribers that are interested in YouTube traffic using YouTube to generate traffic. So how do I do that next step? I go to subscribers down here, click subscribers.

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Now, when you go to subscribers, by default, the filter setting is show all. What does that mean? If you scroll down, okay, you'll see that you

have a whole bunch of email subscribers or email addresses that are subscribed to the list. You have one that has unsubscribed and you have one that is pending. Pending means that in a double opt-in list, the person has signed up. They've gone to the opt-in page. They've put in their name and email address. They've clicked the submit button, but they never went back to their email account and looked for that email sent out by AWeber and clicked on that confirmation link inside the email. So it just stays perpetually in pending, and I think eventually it may be dropped from the email list, but anyway, so that's where you end up. When you go to filters all under subscribers. Now you can see right here, there are no search options designated, but what I wanna do is I want to go to currently subscribed.

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So these are all the people that are currently subscribed, and it's a dummy email list as I've told you before. So this is a dummy AWeber account. There are 12 people on the list. I don't wanna mail to all 12. I just wanna mail to those subscribers that are interested in YouTube traffic. How would I know that? Okay, first stop status is subscribed. So everybody on this list is subscribed, right? No pending, no unsubscribed. I click the blue button here and the search option is tag. The tag is, and I know I've got something in there to do with YouTube. There it is. So I start typing in, it gives me the auto complete. So there are tags on email addresses called YouTube traffic report. So once I click search, so there's 12 people on the list. Total, once I click search, it will create a segment of those email subscribers that are only interested or primarily interested in YouTube traffic.

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Okay. So you can see right now there's six subscribers in that segment, let's go to use this email address so you can see, I just took Larry he's there, he's on the segment. And under the tags, he's tagged for YouTube traffic report and he's also been tagged for a Black Friday. So

that lets me know at some point in the past, he was tagged even manually or through an opt-in form or what have you, because he was interested in the black Friday special that I was promoting. Now, if you, you can leave two tags, you can have multiple tags for each email address. In this case, I may decide, you know what? I don't need the Black Friday anymore. Cuz right now it's halfway through 2022 black. Friday's a long way away. So you can delete tags like that. This has, I'm gonna click save. And any other email in here, right? Will go to let's go to Willie Nilly, right? Once again, he has the black Friday tag and the YouTube traffic report tag. I don't need a click save because I didn't change anything. I can go back up here to search just to refresh the list. And there you go. So I've created the segment, but it's not permanent. So I've got to go up here, name the segment and then save it. I'm gonna put interested in YouTube traffic and I put generation. Perfect.

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Interested in YouTube traffic generation. I'm going to click save. So we've named, we've created the segment name, the segment. Now we need a save the segment for future reference. I'm click save. There you go. So after you click save, it just redirects you to the main list of subscribers under show all. So where did that segment go? That's easier. You just scroll all the way down here and you have the different email list segment. The one we just created is interested in YouTube traffic. So let's click there.

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And these are the six names. These are the six email addresses of people that I know are interested in YouTube traffic. How do I know that? How did they get that tagged? Lots of different ways in the previous email, the power of tagging and segmentation. I told you the different ways that an email address can get tagged, but we'll just assume that in this case, everybody opted in to the email list, using an opt-in form, gave their name an email address because they wanted to

get the free YouTube traffic generation report. So that's how they all got tagged with YouTube traffic report for this list for this segment. Now, if we don't want, let's click on this segment. Okay? So there's a couple of people in that segment. I don't need that segment anymore. I'm never gonna use again. You can just click here to delete it. Do I wanna delete it? Yes I do.

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Also, please note, there are still 14 people on the list. It's like, wait a second. I thought you just deleted the segment with two email addresses on it. I deleted the segment, which is a way of organizing the email addresses. Deleting a segment does not delete the email addresses. Always remember that you can delete a segment. It doesn't delete the email addresses in that segment. Okay. So we've gone to the list. We've gone to messages. We've created a message. We've gone to subscribers. We've created our segment. Now I need to email just to this segment here, interested in YouTube traffic. How do I do that? Let's go back to messages. I'm going to click here on the message that I wanna send. Actually, let's just click on schedule, and who should receive this message. People on the current list. Yes. All active subscribers on the list? Definitely not. So let's click edit once again.

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We are still on the current list, traffic tips, but we send to subscribers in this segment. I want to choose the segment. The segment we just created is called interested in YouTube traffic generation. I'm gonna click there. So now I'm gonna click in the white space. So now we're gonna send it to everybody on the traffic tips, email list, but only in the segment that is designated interested in YouTube traffic generation. We know there are six people on that list, right? I'm gonna click apply when should this message be sent. If you want schedule it in the future, you click on edit here. If you wanted to send immediately, you just click send message now. And once again, that message will only go to that

segment of people interested in YouTube traffic. And that is the list. Those are the email addresses that have the tag with the YouTube traffic report.

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So I'm gonna click here to send the message. It's gonna go out to six people. Are you sure you wanna send this broadcast? I'm gonna cancel it because this is just a demonstration. So I'm gonna click cancel there, cancel that there. One thing I do wanna show you just about tagging, let's go back to, and that's really all there is to it on in terms of creating a segment and emailing just to the segment. So that's all there is. I just wanna go back to subscribers. And in the previous video tutorial, the power of tagging and segmenting, I talk about manually adding tags for whatever reason I may want to go in here and just add another, another tag. Let's go to Jimmy Joe here and no, you know what? Let's go to Larry because this is pending, So I can't really modify it. Let's click on Larry here. And I can just manually add a tag in attended webinar and click enter or return on a Mac. I could also put met in networking event at Boca in Boca Raton. Once again, hit enter or return. So that's how you can tag email lists or email addresses manually by hand. You could also, for some reason, let's just say you want to tag

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some of the people in here, but not all of them. You could just go to actions and tag them all, everybody on the list or part of the list with whatever tag you want to add, or you can remove tags. Like I could remove the black Friday tag. Let's just remove that from every email click apply and your tag action is processing. Check the status in your bulk action history. So that removes the black Friday tag from all of these emails. And that's all there is to creating a segment and emailing just to that segment on your list. The reason you wanna do that once again is you want to increase open rates and you want to decrease

unsubscribe rates. Hope you found this helpful take care and I'll see you in the next video.