

Using Tags to Send Targeted Campaigns



All of your contacts are not the same.

Your contacts have different needs, interests, and reasons for choosing to receive your emails. Some of these contacts may be loyal customers who have been opening and reading your emails for years. Others may be completely new to your business and need more of an introduction to your products or services.

To effectively communicate with all of your different audiences, you need to make sure you have an easy way to organize your contacts and get the right message to the right people.

That's where tags come in.

Tags let you easily categorize or group people for targeted messages without having to make a new email list every time. You can create custom tags like VIP, prospects, did not open, donors—whatever groups make sense for your audience. That way you can focus on engaging specific contacts for better results.

What's the difference between tags and email lists?

Email lists are sets of contacts that you want to repeatedly email. Tags, on the other hand, can be used to classify your contacts even further, regardless of whether you have their email address yet or not. Tags allow you to keep track of your contacts' interests, so you can reach out them with relevant information when the time is right. Plus, even if a contact unsubscribes or changes their email preferences for lists they are on, all their tags are saved.

Tagging makes it easy for you to stay organized, and gives you the chance to reach your contacts with the right message at the right time.



In this guide, we will show you:

- 5 quick ideas for using tags
- How to add tags in Constant Contact
- A simple strategy for your first targeted campaign

5 Quick Ideas for Using Tags

There are a number of ways you can use tags to group your contacts and help generate better results from your email marketing:

1. Follow up with non-openers: If you have a piece of content or an offer that you know certain contacts would be interested in, but noticed that they didn't open your email, you can use the tag "did not open." Try modifying the subject line and/or content, and re-send to see if you can improve your open rate. Send to your original list but narrow it down by those you tagged "did not open."



2. Target based on topics: Are you planning to introduce a new service and want to identify customers who might be interested? In your next email newsletter, include a link to a piece of content related to the service you plan to offer. You can then tag those who clicked on a particular link and follow up with an email on that specific topic.



3. Thank loyal customers: Rewarding loyal customers is a great way to build strong customer relationships and generate repeat sales and referrals for your business. Tag loyal customers with the tag "VIP" and send a special coupon to thank them for their business.



4. Target based on location: While a lot of your contacts may live in your local community, you may also have a number of people who signed up while on vacation or who signed up on your website and do not live in traveling distance to your store or office. You can add a "local" tag to contacts that live in your area, and tell them about upcoming events or sales. You can also add a tag for "visitors," and use your emails to stay connected with links to your website or blog.



5. Reengage existing contacts: Do you have existing contacts that used to engage with you frequently, but haven't opened your emails for a while? You can add the tag "unengaged," and look for ways to catch their attention. Try using a special offer, or craft a subject line to let them know you miss them!



Want to try some of these ideas yourself? Read the next section to find out how you can easily add tags to your contacts within your Constant Contact account.

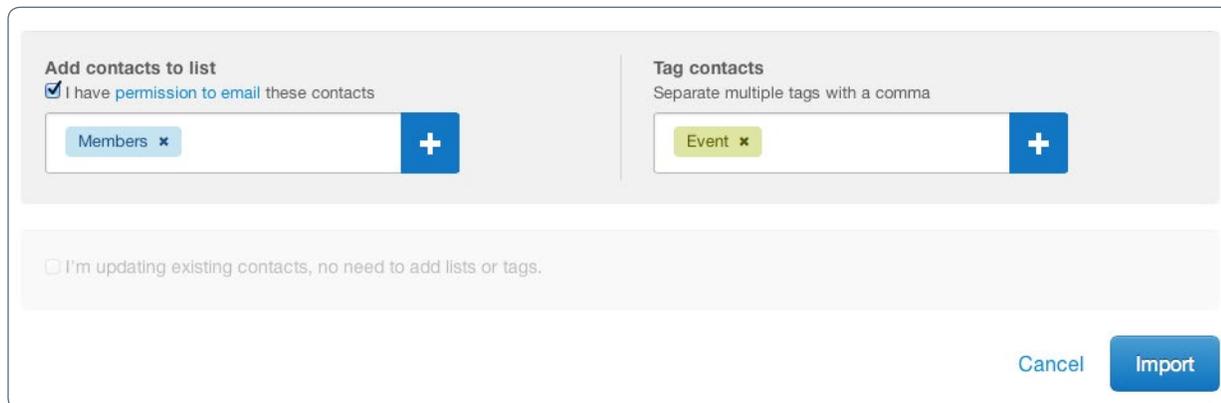
4 Ways to Add Tags with Constant Contact

Constant Contact's contact management tools are designed to make it simple and stress-free to manage your growing list of contacts:

1. Tag a whole group of new contacts

After you choose the file you're adding contacts from or type in the information, you can enter one or more tags that describe that group of contacts, such as prospects, members, etc.

Example: If you collected email addresses at a recent event and are adding them to your list, you could add the tag "event," and make sure they are the first to hear about future events.

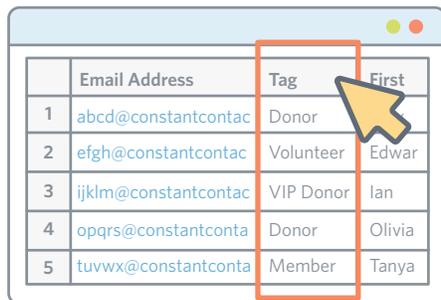


The screenshot shows a user interface for adding contacts to a list. It is divided into two main sections: 'Add contacts to list' and 'Tag contacts'. In the 'Add contacts to list' section, there is a checked checkbox labeled 'I have permission to email these contacts'. Below this, there is a text input field containing the word 'Members' with a small 'x' icon to its right, and a blue button with a white plus sign to its right. In the 'Tag contacts' section, there is a text input field containing the word 'Event' with a small 'x' icon to its right, and a blue button with a white plus sign to its right. Below these sections, there is a checkbox labeled 'I'm updating existing contacts, no need to add lists or tags.' At the bottom right of the form, there are two buttons: 'Cancel' and 'Import'.

2. Tag each new contact individually

When adding contacts from a file, you can add tags to individual contacts. Just have a column in your file where you have category information for each contact.

Example: The first contact in the file might have “Donor” in this column, while the second contact might have “Volunteer”, and the third contact might fit in multiple categories and so it would have “VIP Donor” in that column. When choosing which columns from your file go into which fields in your Constant Contact account, choose the Tags field for this column.



	Email Address	Tag	First
1	abcd@constantcontac	Donor	
2	efgh@constantcontac	Volunteer	Edwar
3	ijklm@constantcontac	VIP Donor	Ian
4	opqrs@constantcontac	Donor	Olivia
5	tuvwx@constantcontac	Member	Tanya

Add Contacts from File - Preview (2 of 2 shown)

Field in Constant Contact	Sample from your contacts.xls		
Email address - other	Email address	bsmith@constantcontact.com	jjones@constantcontact.com
Tags	Tag	Donor	Volunteer
First name	First Name	Bee	Jane
Last name	Last Name	Smith	Jones



You can also use this method to updated existing email contacts. Simply export an existing list from Constant Contact, and re-upload the contacts after adding your tags.

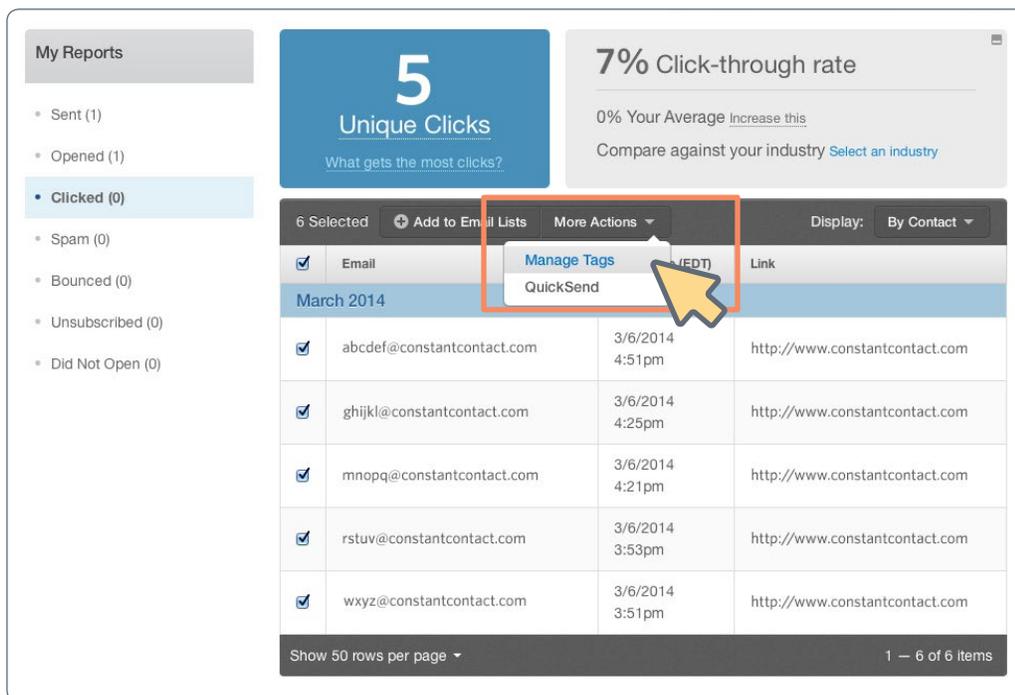
3. When they engage with you

When your contacts engage with campaigns you send out of your Constant Contact account, you can use that information to help categorize them.

Just go into the report for that campaign, click the number of opens for a recently sent email or the number of clicks on a particular URL in a sent email to see all the contacts who engaged with you.

Click the “select all” checkbox at the top of that group of contacts, then click More Actions > Manage Tags.

Example: If contacts clicked on a link to a blog post on new tax laws in an email, they’re probably interested in that topic so tag them as “New tax law interest”.



The screenshot displays the Constant Contact interface. On the left, a sidebar shows 'My Reports' with categories: Sent (1), Opened (1), Clicked (0), Spam (0), Bounced (0), Unsubscribed (0), and Did Not Open (0). The main content area features a report card for '5 Unique Clicks' with a '7% Click-through rate'. Below this, a table shows 6 selected contacts. A 'More Actions' dropdown menu is open, with 'Manage Tags' highlighted by a yellow mouse cursor. The table columns are 'Email', 'Date/Time', and 'Link'. The data rows are for March 2014, with dates ranging from 3/6/2014 3:51pm to 4:51pm.

6 Selected	Add to Email Lists	More Actions	Display: By Contact
<input checked="" type="checkbox"/>		Manage Tags	Link
<input checked="" type="checkbox"/>		QuickSend	
March 2014			
<input checked="" type="checkbox"/>	abcdef@constantcontact.com	3/6/2014 4:51pm	http://www.constantcontact.com
<input checked="" type="checkbox"/>	ghijkl@constantcontact.com	3/6/2014 4:25pm	http://www.constantcontact.com
<input checked="" type="checkbox"/>	mnoq@constantcontact.com	3/6/2014 4:21pm	http://www.constantcontact.com
<input checked="" type="checkbox"/>	rstuv@constantcontact.com	3/6/2014 3:53pm	http://www.constantcontact.com
<input checked="" type="checkbox"/>	wxyz@constantcontact.com	3/6/2014 3:51pm	http://www.constantcontact.com

Show 50 rows per page 1 — 6 of 6 items

4. Manually tag existing contacts

You can apply tags to new and existing contacts.

If you have an idea for a tag and you'd like to add it to a group of existing contacts, simply go into Contacts, search for the contact by name, and click to add a tag.

Example: If you have a group of customers who have been asking about a particular product, you can add the tag "notify," and send them an email once it's available.

The screenshot displays the 'Contact Management' interface. On the left, there is a sidebar with a search bar and a list of contacts under 'Active (22)'. The main area shows a table of 'Active Contacts List (22)'. A red box highlights the 'Manage Tags' button in the top toolbar. A yellow mouse cursor is clicking on this button, which has opened a 'Manage Tags' dialog box. The dialog box shows a list of tags: 'Customers (4)', 'Event', and 'VIPs (20)'. Below the list, there is a section titled 'What do these indicators mean?' with three radio button options: 'All with tag' (selected), 'Some with tag', and 'None with tag'. At the bottom of the dialog, there is a 'Create new tag...' link, a 'Cancel' button, and an 'Apply' button.

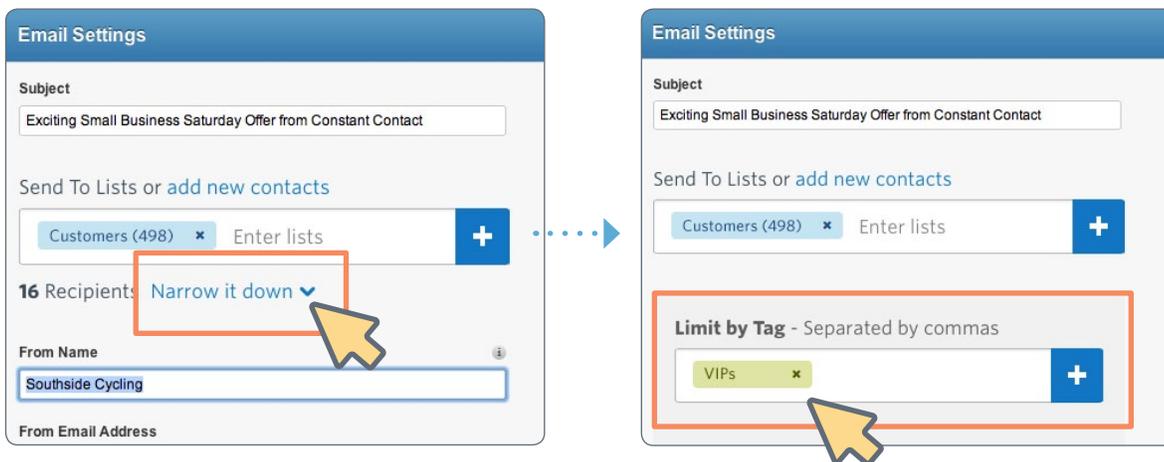
Name	Email	City, State
Bike Guy	southside@constantcontact.com	
Christopher		
Colin		
David		

I'm ready to use tags. Now what?

Start with a group of contacts you already know — your most loyal customers! You can search for these contacts by name within Constant Contact, and tag them as your 'VIPs.'

This is a great way to learn how tags work, while also helping you to identify your biggest supporters.

When you're ready to communicate with these contacts, you can use the narrow down feature, to send directly to your most engaged audience.



With a targeted campaign, you should be on your way to more opens, more clicks, and more opportunities to do more business with email marketing.

What are you waiting for?

We've put together some **helpful resources** to help you get started with using tags.

Get additional resources for managing your contacts.

Ready to get started? **Log in now.**