



SEGMENTATION TO INCREASE LEADS AND MEMBER SALES

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Mike Morrison:

Well, hello there. Welcome to episode 207 of The Membership Guys Podcast. I'm your host Mike Morrison, one half of The Membership Guys, and this is the number one rated podcast for membership site owners in the world. You have found us, you are in the right place for everything you need for running and growing your membership business.

So in our experience, content marketing is one of the best ways of building up your audience, demonstrating your expertise and ultimately bringing people into your funnel and directing them towards your membership. However, we see a lot of people creating great free content, but it's all very middle of the road. It's all a bit generic, a bit broad, a bit general. There's no clear idea of the specific person that this content is being created for. People go to such great efforts to make every article, every blog post, every video, every podcast as accessible to as many people as possible. But the truth is, the broader your content, the less compelling, relevant and effective it's likely to be for the individually reader. By trying to cater to everyone, you end up catering to no one. And this doesn't just apply to your content either. We see people putting out amazing content, but then when it comes to the actual call to action to get people to sign up to their email list, they're offering either a really generic, opt-in bribe or lead magnet, or even worse, they're simply asking people to subscribe to a newsletter. How boring, how bland, how generic?

Nobody in the history of the internet has ever got excited about the prospect of subscribing to a newsletter. So this is where segmentation can be a game changer. So rather than trying to cater to everyone, rather than putting out broad generic content, where you're trying to be all things to all people, instead, you identify three to five key segments within your audience and you tailor not only your content, but also your lead generation strategy, your funnel, your email marketing to those specific segments. By doing so, you can move the needle right across all of the important KPIs in your business. Segmentation can bring you more traffic, more leads, and ultimately, more membership sales, because it ensures that your content is going to be more relevant to the person reading it. It ensures that the call to action you then give that person to subscribe your email list, is more specific to their needs. And then the messages you follow up with are more tailored to the things that they're going to be interested in. And that makes the idea of joining your membership far more compelling, because it feels like a much more personal solution to their specific problem, to where they are in their business, and to what they're most interested in.

Now, generally, you're going to segment your audience in one of three different ways. Now, if your particular topic and the needs and interests of your audience are centered around helping people to achieve a specific outcome, a particular result, or solve a specific problem between where someone is now and where they want to be into the key stages, into milestones. So then your segment becomes around getting people from A to B, B to C, C to D, D to E, and so on. Stage one, stage two, stage three, stage four. Key milestones of the overall journey.

So for example, with the Membership Guys, and with Member Site Academy, then you have that linear journey there. You have people who start off in the planning stage, then





they move into the building stage where they're actually putting all the pieces together, then they're launching their membership, which is a different stage entirely. Then they're getting on their feet and running. And then they're going to be in that growth and scaling stage. Now someone at that growth stage isn't going to be interested in articles about membership plugins, because it'll have been years since they needed to worry about which plugin to choose. And similarly, you don't want to overwhelm people at that planning stage by bombarding them with content about how to grow their team and how to break from six figures to seven figures. They're going to get overwhelmed with stuff that just isn't relevant to them, because it's so much further down the line of the journey that they're on. So that's the first way of segmenting your audience and then using those segments to structure your content, to create lead magnets and so on. Look at that overall journey, break it down in a three to five key stages, and then use that as a guiding light when it comes to producing new content and tailoring things in your sales funnel.

The second approach to segmenting your audience is to segment by competency. So by difficulty level, beginner, intermediate and advanced. This is probably going to be quite obvious if you're teaching things like music instruction, where it is very skill based. It's very competency based. You're going to know which subjects are beginner level, which subjects are for the more experienced person, which subjects are more advanced. Again, identify these as clear segments in your audience and create separate content for each of those segments, making sure that the different segments each have a relevant call to action that is appropriate for that particular level that somebody is at.

Now, if you're covering quite a broad subject that's so multifaceted, there's so many different elements to it, then the third way of segmenting is perhaps the approach that you'll see people using most commonly. And that is to segment according to subtopics, subcategories. So if you're teaching something like online marketing, then maybe your segments are people who are interested in Facebook advertising, people who are interested in Pinterest, people who are interested in email marketing. Again, rather than treating this just as categories to bundle your content into, use these as segments that inform which content you create, and when, and also as focal points for your sales funnels, for your lead magnets, for your email marketing. So someone who reads an article about Facebook ads, they are offered a lead magnet to sign up to your email list that is specifically about Facebook ads. When they opt in, the emails they receive are about Facebook ads. And when you promote your membership to them, you focus on the features that again, are more aligned to their interest in Facebook ads.

So this isn't just about categories on your website. It's not just about tags, when you're posting new articles. It's about going deeper than that. It's about having those clear three to five segments. And I do say, it should be no more than three to five main segments. Otherwise, it's going to get a little too much. Use these key segments to help you decide which content you should be creating, so you can ensure there's a balance across all of those segments. Ensure that you have a unique lead magnet for each of those sections. So again, when someone's reading an article on a particular topic, or that is relevant to their stage in their journey, or their competency level, they see a call to action specific to that segment. The emails they receive once they're on your list are also specific to that segment. Doing this helps ensure a far more focused, more cohe-





sive user journey from someone simply consuming your content, all the way through to them joining your membership.

You can tailor your message and tailor your marketing according to the interest that they have shown you. To the interest they've shown you that they have to the stage of the journey that they've identified themselves as being into the competency level that they possess. You know, someone who's an advanced level guitar player is not likely to be reading articles about real beginner level stuff. So if someone's reading an advanced topic, and they sign up to your email list because you've given them a download, a guide, checklist PDF, that is again, centered around advanced stuff. It's a pretty safe bet that they are an advanced player. So you don't want to tell that person about your beginner courses, because that's going to put them off. Because they're going to think, "Well okay, this membership isn't right for me, because I'm way too advanced for it."

Using those segments to tailor your sales funnel and more personalized, that buying experience, is going to make it far more likely that somebody will join up because it'll be clearer to them why your membership right to their particular situation, their experience level, their competency, their interests. And the great thing is, you can take this segmentation further once someone actually joins your membership. So you can utilize the fact that you know that the person who just signed up for your membership is in stage three of a five stage journey. You can use that information to personalize the new member experience too, to determine what content you recommend that new member starts off with when they first join. Again, this helps them to really feel like they've made the right decision for their particular needs. And this is information that can carry through and filter through into all aspects of the member experience. Increasing the chances that someone's going to get the results that they join your membership to achieve, which is going to make them feel better about being a member, which is going to ensure that they stick around for months and years to come.

And you can see an example of this in action over at themembershipguys.com If you hit the homepage there, you'll actually see right, front, and center. We identify, we've got our three core segments: planning, building, growing. Right away, you essentially choose which of those stages you're at, you will be recommended content according to where you're at. And when you actually click through that content, you'll see that the lead magnet, the call to action we encourage you to sign up for is specific to that segment. The emails that you then receive, when you're on the list are all tailored to the segment that you've chosen. The sales messages that we send you are all specific to the stage that you're at. You have those three clear and distinct paths towards becoming a member. And actually there's a lot of similarities in terms of when we send certain content, the type of content we send, the overall way in which we structure our sales emails, it's just the specific details where we tailor things according to the stage that you're at.

So, take a look at your own business. Think about the topic. Think about what it is your members are interested in, whether or not they are trying to achieve a particular end goal if they're going through a journey, whether they easily break down in the competency levels, whether it's an interest or a topic-based segmentation you're going





to need to look at. And then from there, identify your three to five key segments that you're going to use as a guide point for what content you create. For ensuring you've got the right balance of content going out for all the different segments, making sure you've got lead magnets for each of those segments, and then tailoring your sales funnel, your email messages, and all that stuff around those stages, those interests, those competency levels, whatever it is for your particular audience.

I can honestly say that this sort of segmentation has been a game changer for us. It's been a major part in how we were able to grow our audience as fast as we were able to. It's also been a huge factor for clients we work with in the past as well as for members inside membersiteacademy.com too. So very, very well worth looking at how you can apply this to your own business if you're not all ready doing so.

All right guys, that's it from me for another week. Make sure you head over to membershipguys.com/207 for all of today's show notes and links to any resources and related content that we think you will find useful after today's show. I'll be back again next week with another installment of The Membership Guys Podcast.

