

ArtistsZone.net

Artists Email List Design

Use this guide to understand how your email list should be structured. A well-designed email list lets you send the right message to the right person at the right time.

Your Master List

All contacts live in one master list. Everyone who opts in — subscribers, customers, clients, and patrons — gets added here. Use Tags and Segments to do the organizing and targeting.

Custom Fields

Custom fields capture extra information about each contact beyond name and email.

Field	Type	Purpose
First Name	Text	Personalize emails
Last Name	Text	Full name for formal communications
Phone	Text	Direct contact (optional)
Source	Hidden Value: source	Tracks which form or source the contact came from (e.g., Website Opt-In Form, Hire Me Form, Artists Community Portal, Social Media Bio Link, Pop-Up Shop, Art Show)

Tags

Tags are labels applied to contacts based on who they are or what they've done. Use Tags to trigger automations and segment your list.

Tag	Applied When
New Subscriber	Contact opts in via any email form Tag: subscriber
New Customer	Contact makes a purchase Tag: customer
New Client	Contact hires you for a project Tag: client
New Patron	Contact commissions or buys an original work Tag: patron
Interested in Prints	Contact clicked a prints-related link Tag: interest-prints
Interested in Originals	Contact clicked an originals-related link Tag: interest-originals

Segments

Segments are dynamic groups of contacts filtered by tags, behavior, or custom fields. Use Segments to send targeted campaigns.

Segment	Filter Criteria
All Active Subscribers	All contacts on the master list
New Subscribers	Tag: subscriber
Customers	Tag: customer
Clients	Tag: client
Patrons	Tag: patron
Interested in Prints	Tag: interest-prints
Interested in Originals	Tag: interest-originals
Source: Website Opt-In Form	Custom Field Source = website-opt-in-form

Automations

Trigger Automations with Tags and send targeted email sequences automatically.

Automation	Trigger	Sequence
New Subscriber Welcome	Tag: new-subscriber	5-email welcome sequence
New Customer Post-Purchase	Tag: new-customer	3-email post-purchase sequence
New Client Onboarding	Tag: new-client	3-email onboarding sequence

IMPORTANT Pro Tip:

Test Automations before using them.

- Confirm subscribers get subscribed to the intended list.
- Confirm Tag(s) get added to the subscribers contact in the list.
- Confirm Automation emails get sent at the scheduled time(s).