

Email Marketing / Email Segmentation

Segments B2B audiences by industry, company size, role, or revenue for personalized B2B email campaigns.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: B2B Segmentation, Account-Based Marketing, Personalization

Updated: May 2026

Why This Prompt Exists

Most B2B email sends the same message to small startups and enterprise companies — missing both.

You get:

- content that's too basic for enterprise (ignored)
- content that's too advanced for startups (confusing)
- no personalization by industry (irrelevant)
- no personalization by role (wrong audience)
- lower engagement from mismatched content

But firmographic segmentation is not optional for B2B.

Different companies need different messages.

- Company size: startup (1-50), mid-market (51-500), enterprise (500+)
- Industry: vertical-specific messaging and use cases
- Role: executive, manager, individual contributor
- Revenue: budget and decision authority signals
- Geography: regional offers, events, compliance

Without firmographic segmentation, you speak to no one.

This framework forces AI to create B2B demographic and firmographic segments.

The Prompt

Assume the role of a B2B email strategist who segments by company and role.

Your task is to create demographic and firmographic segments.

Generate:

1. COMPANY SIZE SEGMENTS

- Startup (1-50 employees)
- Mid-market (51-500 employees)
- Enterprise (500+ employees)
- Content recommendations for each

2. INDUSTRY SEGMENTS (3-5 industries)

- Specific industries you serve
- Use cases per industry
- Content recommendations for each

3. ROLE-BASED SEGMENTS

- Executive (C-suite, VP)
- Manager (Director, Team Lead)
- Individual contributor
- Content recommendations for each

4. REVENUE-BASED SEGMENTS (if applicable)

- Under \$1M
- \$1M-\$10M
- \$10M+
- Content recommendations

5. GEOGRAPHIC SEGMENTS (if applicable)

- Regions or countries
- Localized content, events, offers

6. DATA COLLECTION METHODS

- How to capture this data (forms, enrichment, CRM sync)

INPUTS:

Your Product/Service:

[DESCRIBE]

Typical Buyer Personas (roles):

[LIST]

Industries You Serve:

[LIST]

Pricing Model:

[SEAT-BASED / USAGE-BASED / ENTERPRISE]

CRM Integration Available:

[YES / NO]

RULES:

- Startups: cost-effective, quick time-to-value
- Mid-market: scalability, integration, support
- Enterprise: security, compliance, dedicated support
- Industry segments: use specific use cases and examples
- Executive: ROI, strategic value, competitive advantage
- Manager: implementation, team productivity, metrics
- Collect data via forms, progressive profiling, CRM sync

How To Use It

- Startups: focus on cost-effectiveness and quick time-to-value.
- Mid-market: focus on scalability, integration, and support.
- Enterprise: focus on security, compliance, and dedicated support.
- Industry segments: use specific use cases and examples for each.
- Executive: speak to ROI, strategic value, competitive advantage.
- Manager: speak to implementation, team productivity, metrics.
- Collect data via forms, progressive profiling, and CRM sync.

Example Input

Your Product/Service: CRM automation software for sales teams

Typical Buyer Personas: VP of Sales, Sales Operations Manager, IT Director, Sales Rep

Industries You Serve: SaaS, Professional Services, E-commerce, Manufacturing

Pricing Model: SEAT-BASED (\$15-50/user/month)

CRM Integration Available: YES (Salesforce, HubSpot, Pipedrive)

Why It Works

Most B2B email is generic.

This framework improves outcomes by forcing:

- company size segmentation (scale relevance)
- industry segmentation (vertical relevance)
- role-based segmentation (audience relevance)
- revenue segmentation (budget signals)
- geographic segmentation (local relevance)

Great B2B segmentation doesn't send the same message — it sends the right message to the right company.

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See also [The Lifecycle Stage Segmenter](#)