

# Helpful Resources

Need help with the tools we talked about in our trends webinar today?  
Check out these resources:

## 1. Segment your list to send targeted emails



- [Set up Click Segmentation in your email](#)
- [Segment based on specific criteria](#)
- [Blog post: What are email marketing integrations?](#)
- [Connect your account with an ecommerce tool](#)
- [Tutorial: Use dynamic content blocks in your email](#)

## 2. Get started with automation



- [Create a Birthday or Anniversary email](#)
- [Create a series of automated emails](#)
- [Tutorial: Resend your email to non-openers](#)

## 3. Provide value to grow your business



- [Blog post: Build synergy between content and email](#)
- [Blog post: 20 Places to find email content](#)
- [Allow contacts to share your email on social media](#)