

The Best Time to Send an Email Newsletter

Does it matter which day of the week you send out your email marketing campaigns? Does your email stand a better chance of being opened on certain days of the week whereas it might be ignored on others? And what's the best way of finding out?

When sending out an email marketing campaign, it's worth considering that some days of the week seem to attract better response rates than others. Although it does vary from one type of business to another, there are some general rules to be followed. If you want a high click-through rate for your email, which days should you avoid?

Although there will always be exceptions, most agree that Monday is one of the worst days to send out an email newsletter. There are a number of reasons. Firstly, it tends to be a day when most email inboxes have filled up over the weekend. Faced with an overcrowded inbox first thing on a Monday morning, most people will be keen to hit that delete key for anything that's not absolutely crucial – sadly, this often means your email newsletter won't even get opened. Statistics indicate that Monday has the lowest open and click-through rate of any weekday, suggesting that people simply aren't in email marketing campaign mode on a Monday.

So what days show the best performance? Thursday is the most popular day for sending email campaigns (almost a quarter of email campaigns are sent on a Thursday). The theory is that people are starting to wind down in readiness for the weekend, putting them in a more responsive mood. They may also be thinking ahead to their weekend activities and planning what they might need to buy.

Friday is generally thought of as a bad day to send email because many people take Fridays off and therefore may not see the email until Monday morning. That said, many firms send newsletters on a Friday based on the assumption people will be more likely to open it over the weekend. Again, it depends on the nature of your business.

Statistically, email campaigns sent on Wednesdays scores the highest open rates and click-through rates. There's no clear reason for this result although some claim people have more time on a Wednesday, having settled into the working week and recovered from the weekend. Fewer people take Wednesday off work so it seems more likely the email will hit its target on Wednesday than any other day.

The only way to determine what works best for your email marketing campaigns is to test. Try sending them on different days of the week and track the results. Even the time of day could have an impact on the response rates and results may differ depending on whether your campaign is B2B or B2C.



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