

C8 Blog Summary

When Is The Best Day to Send Emails?

Topic: Improve Your Email Campaign Results.

There really is a best day to send emails? Studies show that day and time do matter when reaching out to specific audiences but that is not all you need to know. It is important to adhere to the following practices:

- *develop a well-crafted message with pointed copy that appeals to your audience.*
- *understand the meaning of 'nurture'. a strong email campaign does not have to start and end with 'click here to buy' widgets. offer information or something of value to your audience that is tangible.*
- *know what the competition is doing. subscribe to their emails. its not sneaky to be aware of what is or is not being communicated. plus its a good way to keep track of their messages, the frequency and time.*
- *the best practices of email marketing are analyzing behavior, testing strategies (message, date &/or time) and monitoring the competition for content and delivery.*
- *a little tidbit of information (part art and part science) recent tracking shows that the best days to send business-to-business communications are Tuesdays & Thursdays. the best business-to-consumer (retail) is Friday but not by a wide margin.*

Remember these are good ground rules but still no match for testing your own results for continued success. For the complete article, click here.

Target Marketing May 2013

When Is The Best Day to Send Emails?
By Debra Ellis

Somewhere, in the world just on the other side of the rainbow, there is a magical day for sending emails. The messages sent to customers and prospects on that day get more responses and generate more revenue than any other email. There is only one problem for marketers—catching a leprechaun is easier than identifying that day.

I know that finding that special day is important to marketers because they consistently ask me, "What is the best day to send emails?" For some consultants, this is a perfect segue into a sales pitch. Finding the best time to send emails is a project that can take months of testing. For me, the question is extremely challenging because I am not an "it depends" consultant. I am a teacher who happens to consult. Showing clients how to solve marketing problems is what I do best. My clients operate in continuous improvement mode. We work together to identify what works best and then dig deeper to improve on that.

The real answer to the question is this: The best day to send an email is the day that the recipient is most likely to act. This is not the answer people want to hear. They want a day of the week, not a response that generates more questions than answers:

- How do we know when a person is ready to act?
- What action should the recipient take?
- Can't you just tell us what our competition is doing?
- Aren't there best practices for choosing the day to send emails?
- Why is this so hard?

If it wasn't hard, everyone would do it! Since it is and they don't, doing it well gives your company a competitive edge.

How Do We Know When a Person Is Ready to Act?

People act when they have a need, real or perceived. Timing emails to match when people are most likely to act requires behavior analysis. Reviewing historical data to see what prospects and customers do before they buy gives insight into action patterns. Once the patterns have been identified, test copy and timing to find the most effective messages and delivery.

Well-crafted emails create perceived needs. Reading copy that speaks directly to the individual motivates even the toughest prospect to complete the next step. Invest in good copywriters and designers who can create messages that appeal to multiple senses. Timing becomes less important when the needs are clearly defined.

What Action Should the Recipient Take?

Most emails are blasted out to customers and prospects in hopes of generating some revenue. Products or coupons are posted in a gallery to be sent to everyone on the list. This shotgun approach gets sales so marketers keep doing it until subscribers die from email fatigue. The only actions for the recipient are to buy or not buy.

Buying action doesn't create customer loyalty. A good email marketing strategy is designed to get people involved enough to be loyal. It includes actions like asking, learning and sharing. The ownership established by participating in a marketing program that include more than "click to buy" increases lifespan and lifetime value. Test emails that include call to actions beyond buying to see what works best for your business.

Can't You Just Tell Us What Our Competition Is Doing?

Implementing a marketing strategy based on your competition's activity is risky. What if your competitors aren't testing to find the best methods? Ignoring your competitors' activity is equally risky. What are they telling your customers and prospects? Monitor what your competitors are doing by subscribing to their emails, watching online reviews, and shopping their business (when being a secret shopper is feasible).

When people are ready to buy, email timing can determine who gets the sale. If your company is sending emails once a week and your competitors are sending them five times, then they are more likely to be in the front of the line when the buying decision is made. Find the right balance between what you know works and what your competitors are doing to keep your business in the forefront.

Aren't There Best Practices for Choosing the Day to Send Emails?

There are always best practices. The top three have to work together to get the best results. They are:

1. Analyze behavior to find the factors that move people into the sales funnel.
2. Test different strategies to find the best message and delivery time.
3. Monitor competitors for content and delivery to insure that your strategy is competitive.

In addition to monitoring specific companies, [services like the Who's Mailing What! email archive provide additional insight.](#) Last month the email activity by day and industry was:

	Mon	Tues	Wed	Thur	Fri	Sat	Sun	Total
Retail	15%	15%	15%	15%	18%	10%	12%	100%
B-to-B	17%	21%	20%	21%	17%	3%	2%	100%
Non-Profit Fundraising	15%	19%	13%	23%	23%	5%	3%	100%
Financial Services/ Investments	4%	9%	30%	4%	48%	0%	4%	100%
Travel	13%	21%	17%	21%	20%	6%	2%	100%
Insurance	24%	10%	19%	0%	48%	0%	0%	100%

Looking at this gives you an idea of when your customers and prospects are receiving competitive messages. You can use this information to create tests that will go head to head with the competition or you choose send times when the competition is less likely to be present.

The magical send day remains elusive, but hopefully this post helps you find the best strategy for your business. Investing the time and effort required to understand more about the things that make people buy from your business is guaranteed to deliver a good return. The more you know, the better you can serve and the less likely they will shop elsewhere.