

The best newsletter schedule

Web Design & Pay Per Click Marketing Campaigns aren't the only thing that can benefit from statistics or analytics analysis. It is very important to monitor and adjust according to your data in order to better serve your audience and create a symbiotic relationship.

It is from our observations, from our own newsletter, as well as all of our clients, that we have determined that 2 weeks is the best time to allot between newsletters.

2 weeks is the best newsletter schedule!

With all of your efforts online keep the following in mind:

You're damned if you do too much.
Damned if you do too little.

As I've stated before the web crowd is fickle and across all audiences, too little valuable content will either lead to nothing, no signups, contact, conversions, etc. or will mean your already established user base will begin to fall off.

Inversely, the same is true. Provide too much in your face content (usually through the use of an newsletter) and users will get upset, delete your emails immediately, or worse mark them as spam.

The balance you must strike between content and delivery varies across industry and is, in large part, determined by your relationship with your existing users or newsletter base.

You need to give your audience time to digest your suggestions (give them time to reap the benefits) and then allow them to develop a thirst for more.

2 weeks seems to be the best overall schedule to allow this. Author your blog and add content to your web site as much as you'd like, get that content in there! I often spend nights and weekends typing posts that I have to get out of my head, but don't feel it necessary to send an email with every post.

This post had to be written for a few reasons. First, it is a common question we are often asked... "How often should I schedule an Newsletter?" Second, upon analyzing our own efforts it became clear the effects over saturation (sending newsletter too often) can have on the amount of opens and the amount of clicks (people who would like to know more about the topics or information within your newsletters and click through to your article or site).

The following picture is a great example of how too many newsletters can drop readership:

All things the same, our own newsletter (which only has a few hundred very close friends and colleagues) was drastically affected by a decrease in the amount of time between posts. Almost everything was the same, the from address, the day, the time, the only difference, instead of two weeks, we shortened the lifecycle to just one.

Our open rate fell 22%, and our click through rate fell even more, from 25% to less than 10%, a decrease of 60%!

Don't feel that your audience needs every update post. Be especially wary of newsletters, think of them as a phone call or a physical visit, space them out, make them special and use them with discretion.

To review: What is the best schedule (or amount of time) between sending newsletters?

2 weeks