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How often to send a newsletter, and on which day: regularity without tiring your list

SEO & Marketing

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How often to send a newsletter, and on which day: regularity without tiring your list

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The short answer: more important than «how often» is **regularity**: sending **on the same weekday at the same time**, at a pace you can keep up, with content worth reading. Months of silence followed by a flood of e-mails is the worst of both worlds.

Why regularity matters

E-mail services learn from how you behave. A sender who always sends at the same pace, to people who open, earns trust. One who goes quiet for months and then mails the whole list at once looks like someone who bought a list. The reader gets used to it too: the Tuesday newsletter becomes something they expect.

Choosing the pace

Type of business	A pace that usually works
Restaurant, café, retailer with frequent news	Weekly, if there really is news every week.
Services, consulting, real estate	Every two weeks or monthly, with useful content and not only offers.
School, training centre	Following the calendar: enrolment, start of term, events.
Events	Invitation, reminder near the date and thank-you. Little beyond that.

1. **Start slowly**, for example once a month, and only step up if you have something to say.
2. **Pick a day and a time** and use scheduling to stick to them. See **sending now or scheduling**.

3 **Watch the unsubscribes.** If they rise when you send more often, the pace is too much for that list.

More e-mails is not more sales.
Past a certain point, each extra send brings more unsubscribes and complaints than clicks.

Not everyone needs everything.
With **segments**, your most active customers can get more and the rest less.

RECOMMENDED

Want to send e-mail campaigns to your customers? Tell us how many e-mails you send a month and we will prepare a proposal.

Talk to us →

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- Sending an e-mail campaign now or scheduling it: choosing the time and cancelling in time
- E-mail campaign segments: sending only to the customers of a city or a product
- Reading an e-mail campaign report: sent, opens, clicks, top links and unsubscribes
- A new domain sending e-mail: how to build a reputation without landing in spam

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