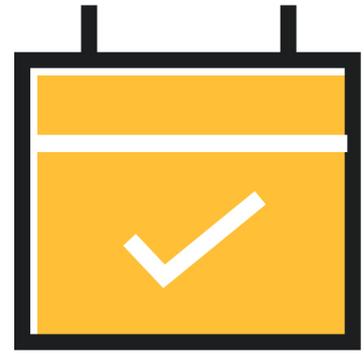


How do you determine

THE RIGHT EMAIL FREQUENCY?



1

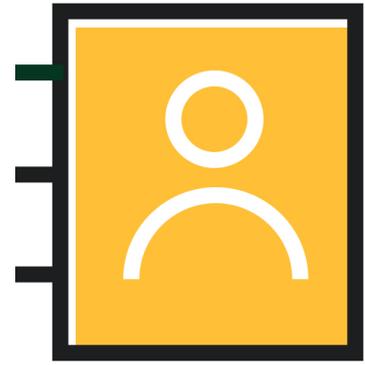


Create a

MARKETING CALENDAR

Plan and organize your complete strategy for sending out marketing emails with the help of a calendar. Mark and map your campaign schedules, important holidays, events, etc. in your calendar so that you don't miss out reminding your audience at the right time.

2



Focus on

CONTACTS

Ask your contacts right away when they'd want to receive emails from you. This makes them realize that they also have a say and you value their time and preference. You can attach polls or surveys to the emails you send out to discover what works best for them.

3



Learn from

THE PAST

If you've previously sent a few emails, taking a look at your campaign reports and analyzing their statistics can also help decide your email frequency. Study the click-through rates, email opens, bounces, and unsubscribes to see which time of the day and what frequency worked well for you. This will guide you through your future email campaigns.



Smart email marketing software that drives sales



"Zoho Campaigns utilizes a straight forward interface for efficient usage, and the subscriptions suit the company's needs, whether it's a small business, growing, or an established conglomerate.



Kieran Stafford

Marketing and Design

Church Pharmacy

Owner, Bright Owl Copywriting & Communications



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