

# The Bulk Sender's Guide

To Higher Returns  
From Email  
Campaigns



**Critical**Impact

# Part 1:

## Optimizing Your Newsletter Sending Frequency

---

### **How many times a month should you send newsletters?**

Typically, we see newsletters going out to subscribers anywhere from one to five times a month. Most newsletter subscribers though will look for and are comfortable with one email per week. This means that your newsletter should have great content and be able to stand up to the challenge for good open and click-through rates.

Employ restraint in your strategy with send amounts. Your situation may require more or less sends. Conducting a review of your open rates of your subscribers will determine your optimal send rate.

### **What day of the week is best to send newsletters?**

Weekdays perform marginally better than weekends. Of the weekdays, we consider Tuesday and Thursday the best days for not only open rates but also click-through rates.

All these numbers in the data that we have looked at however are showing nominal (less than 0.2%) difference so depending on your list size it may or may not pertain to you.

Unsubscribe rates do not show any trend up or down relating either time or day of send.

### **What time should newsletters go out?**

As you can expect the most popular time to have emails opened is during the typical 9-5 work hours as people are in front of their computers and checking not only work, but home email as well. The challenge though for national email lists is the time zones.

Don't wait until mid afternoon if you are on the West Coast. Mid afternoon is the most popular time during this 9-5 time frame, but for the US, that means anywhere from 9am to 3pm. Look to schedule your sends for 10 am Eastern Time to ensure they are getting in the boxes that day and will be seen and read (if not right away) that day.

If you are targeting the home subscriber – maybe it's a retail orientated email newsletter, or a fitness gym – then you can schedule for a little later in the day if those on the East Coast are going to get it by supper time. This is where there is an uptick of retail newsletter opens.

## What is a good newsletter open rate?

First let's make sure we understand what an open rate is. Here is the definition and formula:

---

$$\text{Open Rate} = \frac{\text{Unique Opens}}{\text{Emails Delivered}}*$$

---

*Note that emails delivered is emails sent minus emails that were bounced.*

Now let's look at open rates as they pertain to your industry. Rates are going to fluctuate depending on who you are going to target.

The types of newsletters with higher open rates are going to be the ones pertaining to personal finance, interest, and family. And of course, ones related to health updates (including going forward notices about Covid). These will be in the mid to high 20s percentile.

Ones where one has subscribed for news about a retail product line will be less inclined to be opened, but temper that with the average of 17-18%, if you beat that, then be proud of your efforts and set that as a benchmark.

The overall open rate, if you wanted to lump them all together, should be about 21% in 2022.

Now, what else can help you make your email newsletter campaign more effective?

## Part 2:

### How to Leverage Proper Newsletter Layout

---

While there are literally thousands of layout possibilities, this layout is to give some creative direction on a monthly newsletter that has product, service or organization news items. This can be replicated with most drag and drop email layout builder such as ours here at Critical Impact.

LOGO	DATE
<h1>Newsletter Title/Name</h1> <p>Header 600 x 145</p>	
<h2>Main Headline Here</h2>	<h3>What's Covered</h3> <p>Here is a bullet list of the contents in this newsletter.</p>
<div>Image 420 x 160 Max 140 K</div> <p>Preliminary article copy. This is the first part of the article which then has a link (if needed) to the longer article.</p> <p>Read more &gt;</p>	<div>Product Showcase Block</div> <p>170 x ??</p> <div>BUY NOW</div>
<div>Image 600 x 125</div> <p>Preliminary article copy. This is the first part of the article which then has a link (if needed) to the longer article. This 6 second article area is the full width of the 600 px wide email.</p> <p>Read more &gt;</p>	
<p>Two or three more short article snippets below - with images for each.</p> <div>  <p>Save this last section for a special offer, links to other content or something of value beyond what you want to highlight in your newsletter content above. Announcing and appearance at an upcoming trade show works well here.</p> </div>	
<p>Social Links</p> <div>      </div>	
<p>© 2022 Company/Organisation. All rights reserved. To ensure future delivery, please add news@yourdomain.com to your address book, contacts, or safe sender list. PLEASE DO NOT REPLY TO THIS MESSAGE. To obtain information on how to contact Company/Organisation, visit the web at yourdomain.com/contact-us or call +1-425-643-9866. Your privacy is important to us. Please review Sea-Bird Scientific's Privacy Policy.</p> <p>Company Name Street, State Zip Code</p> <p>yourdomain.com   UNSUBSCRIBE   Customer Service info</p>	

## **Brand your header**

The top of your newsletter should include important branding and information. This includes your logo, the name of the newsletter and the date. The logo should not take up between 20 to 25 percent of the header graphic. As emails are formatted for 600 px wide, the image should be as well. The height should be in the area of 150 px.

As with all image files, it should be scalable to mobile display using CSS.

## **First headline must shine**

To ensure that the newsletter gets a good read, think hard about your initial article. This should be the most valuable information of the whole newsletter and the title should also reflect this.

### **Examples can be:**

- Great Ideas for your Holiday Parties
- New Product Line Announced
- Have You Heard About Our Product Recall?

## **Copy rules apply**

Write for clarity and be clear with language that reflects your company's/organization's tone. If you are a financial institution, then a more formal approach is warranted. Likewise, if you are retail you may approach tone in a more casual style.

You get the idea. Would you enjoy or be willing to keep reading what you've written?  
This brings us to...

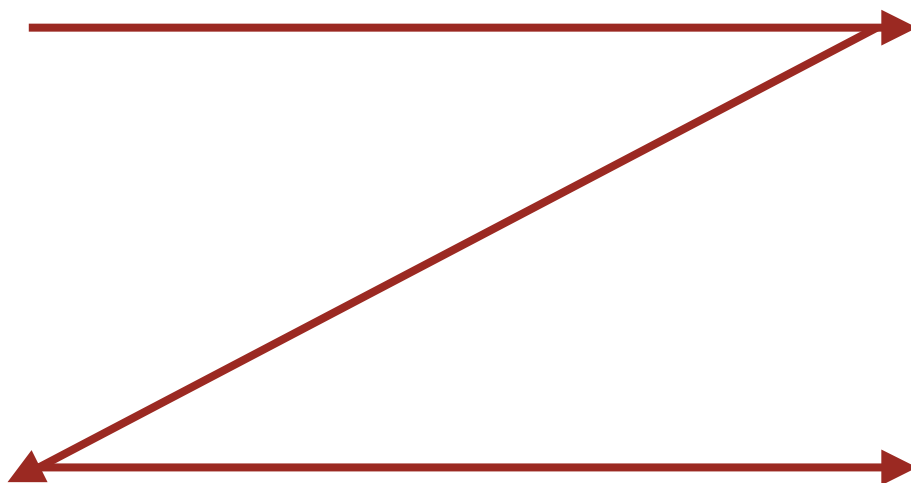
## **Bite sized articles with links for more**

You may not be able to get the whole article copy in your newsletter. Actually having more than two articles works better as not everyone will respond to articles equally. Write a short summary paragraph about what you are wanting to cover. Include at the end of this a 'Read More' link to a page on your site or blog that expands on that summary and can include as much copy as you need.

## The *Z design* layout

Designing page content also applies to your newsletter layout. You may have heard of the *F layout* where the eye scans the page in an F pattern but that is more fitting for where there is content that is very dense. Think of a news site.

*Z design* layout is for pages with simplicity and minimal copy. Your newsletter should be in this bucket and the content laid out with the *Z design* in mind.



*Z design* traces the readers eye path as they view and read your content. This path is left to right, top to bottom. As the eyes move, the viewing path forms in the shape of an imaginary “Z”.

## Beautiful but small graphics

Your graphics should be foremost small in terms of byte size. The total graphic size of the newsletter should not be larger than 1 MB with most graphic files being no larger than 150 KB. Be respectful of your subscriber’s data plans on mobile. Not everyone has a great plan and may turn graphics off.

This brings us to the important part of the ‘alt’ tag. If graphics are turned off does the newsletter still make sense? Did you give every single graphic a description or name to describe it? Even small social graphics can use one letter such as f for Facebook or Li for LinkedIn.



Finally make sure your graphics are unique, stunning and professional grade. If you do not have a graphic designer resource, there are great stock photo and icon imagery sites out there.

## Promote your products

While the newsletter may not be all about your products, talk to your product or sales team to see what products might need a lift. You can then give a small 'ad' space for that product/service that sends them to a landing page specifically from that newsletter. Tracking the clicks will allow you to see if there is any correlating bump in sales.

## Conclusion

Of course, there is more to email and newsletter campaigning, but these points will help you with a good head start to become a powerful email marketer and an expert on your organizations marketing team. Your campaigns can shine in their generic format if you have the right content.

Make sure what you deliver relates to your customers so that they will welcome you into their inbox month after month. If you are not taking care of the basics and undertaking due diligence in your campaigns, then you are not helping to grow your brand.

Want to Discover How to Enhance Your  
Email Marketing With a Platform That's Easy  
to Use, Easy on Your Wallet, and Supported  
By Great Customer Service?

Click Here to Schedule  
a Live Demo Now!

