

# Email Timing

## TOP TIP TUESDAY!

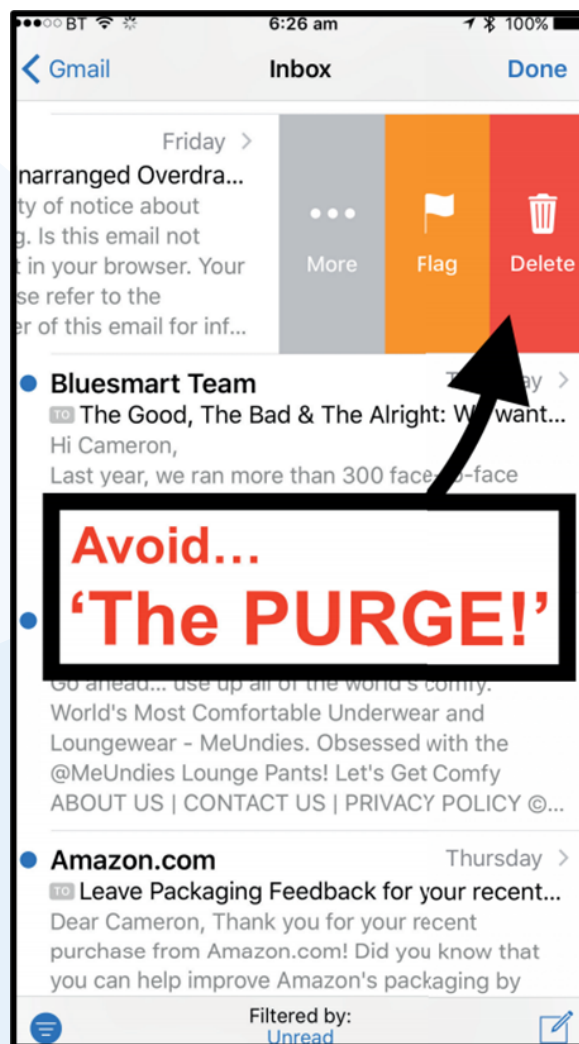
What's the first thing you do in the morning? If you're like the majority of the population, you'll roll over in bed, grab your phone and begin the daily ritual of PURGING THE INBOX.

It's true, almost half of your audience is reading their emails first thing in the morning, in bed. But guess what...

...they're not reading them to take action, to click through to your sales page, or even to read your lengthy email.

They're doing one thing.

Purging.



Call David Ruddle on 01323 406060 if you would like to discuss marketing your business with thebestof Eastbourne

thebestofeastbourne

# Email Timing

## TOP TIP TUESDAY!

Their fingers are swiping to delete email after email, BUT there's a simple way to minimise the chance of your messages being purged, deleted and unread.

Send them later in the day!

It really is that simple. Send your emails later in the morning when people are out of bed and in the office, or better yet – send them in the afternoon.

That way, they won't get caught up amongst everyone else's emails that are sent at a similar time.

### REMEMBER:

All markets and audiences are different, so the best thing to do is to test what time of day your email list responds to best.

And we're always here if you'd like to get some ideas down on what sort of emails to send and when.



Call David Ruddle on 01323 406060 if you would like to discuss marketing your business with thebestof Eastbourne

thebestofeastbourne