

What's the Best Day to Send Emails?

If it's your intention is to engage your audience and get them to act, then timing is everything. Whether it's sending a service reminder, pinging a news update, or requesting feedback, learn from the cues below!

1

MONDAY MADNESS

Everyone has their Monday morning rush, so don't send an email that's only going to get lost in the digital crowd. Almost any other day will bring more success.



2

TUESDAY TOUCHPOINT

Tuesday is often agreed to be a great day for email. The week is still open to possibilities and a feedback request or reminder is more likely to get a response.



3

WEDNESDAY WISDOM

This day is 50/50: audiences will still be receptive on Wednesday, but might not act as quickly. It's a great day to send informative content like a news update, or even a deal to entice them to take action.



4

THURSDAY THOUGHTS

Another expert favourite, and especially good if you've not sent messages on Tuesday: Thursday can yield similarly successful results.



5

FRUITLESS FRIDAY?

True, Friday is often seen as the worst day to send actionable content, (who doesn't struggle on a Friday), but something a little different—perhaps fun, insightful or new, like video content—could perk-up your audience. Give it a try!



6

SATURDAY SURPRISE!

It's easy to brush off Saturday, but customers will have time to take action. If it's an urgent appointment, your email could be the timely reminder they needed.



7

SUNDAY SUCCESS?

Similar to Saturday, Sunday is another overlooked day that gets a surprisingly high open rate and could help you connect ahead of Monday Madness.



Final Thoughts...

Timing is everything • Be personable • Don't send spam

While useful, not all types of communication will follow these rules. Essential messages (like sending invoices) are best done *quickly* and even better if they can be automated! After all, the sooner it's sent, the sooner you can get paid...

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