



SCHOOLS EMAIL MARKETING TOP TRENDS

DID YOU KNOW?



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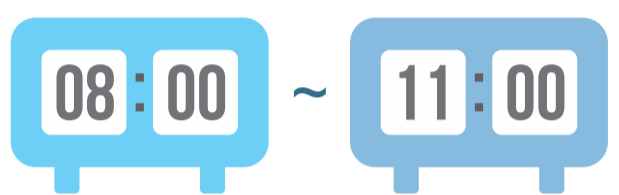
WHEN TO SEND MY EMAIL?

What day?



Emails sent on Tuesdays and Thursdays perform the best. On average, they have a higher open and click through rate than emails sent on other days of the week.

What time?

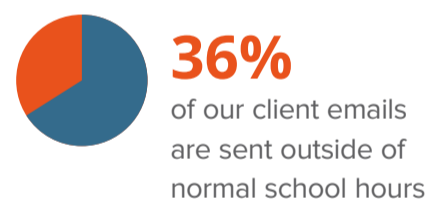
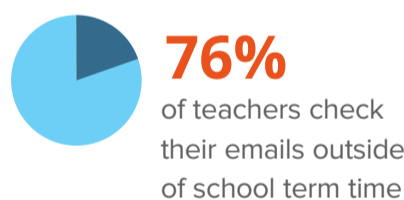
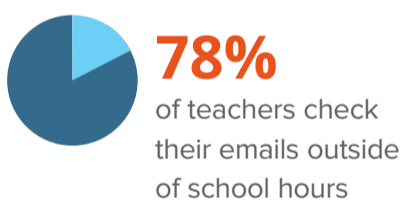


Emails sent between 8am and 11am perform better than emails sent in the afternoon.

So if you combine these together and send your email between 8am and 11am on a Tuesday or Thursday, you'll find that more people engage with your email.

IS IT WORTH SENDING EMAILS OUT OF SCHOOL HOURS?

Teachers are often busy during the typical school hours of 9am until 3:30pm so sending your email before or after this can be a great time to catch their attention.



WHO TO SEND MY EMAIL TO?

Emails sent directly to the email inbox of the teacher or decision maker get higher open and click through rates than emails sent to a generic school email address.



BUT THAT'S NOT ALL...

Remember, a successful email campaign is not only down to when and who you send the email to. There are a number of other things that can affect the success of your campaign, including:



Email Subject Line
Six to eight words works best



Email Content and Design
Eye-catching and engaging – keep the reader interested



Call To Action
What do you want the reader to do?

For more useful advice to make your schools marketing campaign a success visit:

www.schoolmailings.com/marketingresources