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The BEST Time to Send Marketing Emails to Your Database

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Dr. Frank Luntz recently released a new book titled "*What Americans Really Want... Really.*" It's a great book for those of you who are serious about marketing. Dr. Luntz has conducted over 1,500 surveys and has studied how people live and what they really want in their lives.

Hint: It's a fast-track guide on how to understand and communicate with your prospects.

Early in the book, he summarizes the typical day of an average person. This little study is very revealing from a marketing perspective. As an example, he found that most people begin their day in the dark because they have long commutes to work. More than 3 million people travel 50 miles or more to work. He pinpointed this as being a great opportunity for connecting with your prospect because you may have their uninterrupted attention.

He also found that most people now go online within minutes of waking up to see what's going on in their community, the weather and to get updates from their friends and family. This finding indicates that you should try to deliver some of your marketing messages, newsletters or other client communications so that your prospects have them first thing in the morning. My testing has shown this to be true. My email open rate tends to be higher when the emails are delivered at 6:30 a.m. This doesn't mean you have to personally send the

email at 6:30. It simply means you have to program your email to be delivered at 6:30 a.m.

In fact, most people have checked their email before leaving their home for work. Dr. Luntz even found that if someone is under the age of 30, they've probably received a text message, too.

On surfing the Internet he wrote:

"Only a handful of people acknowledge surfing the Web at work for personal content, even though it is well-known that website traffic spikes when people first get to work, during lunch hour, and again right before they leave for home."

Seems to me these three time zones might be very helpful for delivering your marketing messages or driving traffic to your website. They tell you when and how to deliver your marketing messages. Simply by engineering your marketing around how people live, you'll notice an increase in your response rates. More emails will be opened. More people will visit your website. And you'll ultimately sell more homes.

Rob Minton, who reinvented his real estate sales business to sell 269 homes to a limited number of clients in one year, has written a very practical book on how real estate agents can sell more homes. For a limited time, you can download this book for free by visiting <http://www.FreeRenegadeBook.com>