

Perfect timing: Scheduling and sending campaigns in Mailchimp

Timing is a critical factor in the success of your email marketing campaigns. By sending well-timed, strategic emails, you can reach subscribers when they are most likely to engage to help improve open rates, clicks, and conversions.

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- 1** Scheduling a campaign in Mailchimp

After writing and designing your email as usual, select **“Schedule”** and choose **“Schedule for later.”** Pick a time based on your audience’s behavior and time zones. Schedule your campaign.
 - 2** Factors to consider when scheduling campaigns

Consider your audience’s time zones to ensure your email arrives at a convenient time. **Test different days of the week and times of day** to see what works best. Use past campaign reports to see when your audience was most engaged, and refine your timing accordingly.
 - 3** Using Mailchimp’s Send Time Optimization

With **Send Time Optimization**, available on Standard plans or higher, Mailchimp reviews your past campaigns and audience behavior in order to **suggest the optimal send time**. The more campaigns you send, the better Mailchimp’s predictions will be.
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4 Planning your email calendar

Start with a regular schedule, like once a week, and adjust based on engagement. Take advantage of key holidays, sales events, and seasonal trends. Alternate between promotional, sales-focused emails and value-added content with tips, guides, or industry insights.

5 Best practices for frequency and consistency

Balance is key. Too many emails can lead to unsubscribes, while too few can cause low engagement. **Use preference centers** so subscribers can choose how often they hear from you (e.g., weekly, monthly). **Keep a regular schedule**—consistency builds trust, familiarity, and anticipation for your content.

QUICK TIP

Use Mailchimp's social posting feature to automatically share your email content across social media platforms, extending your campaign's reach.



KEY TAKEAWAYS:

- **Timing is crucial** to maximize email engagement.
- Use **Mailchimp's Send Time Optimization tool** to automate send times based on data.
- Plan your email calendar to **balance promotional and value-added content** while maintaining consistency.

By understanding when and how often to reach out, you can ensure your emails are seen at the right time and in the right context.

Send Time Optimization is available on a Standard plan or higher. Availability of features and functionality varies by plan type. For details, please view Mailchimp's various [plans and pricing](#).