



Email Best Practices

When should I send emails?

Emails sent on [Tuesdays tend to receive the most engagement](#), followed by emails on Mondays and Wednesdays. The [optimal time of the day for email engagement](#) is late morning (9 a.m. to 12 p.m.) and early afternoon (12 p.m. to 3 p.m.). Evenings and weekends typically receive the lowest engagement rates, so avoid sending emails during these times.

How often should I send emails?

Less is more when it comes to email marketing. You should aim to send 1-2 emails per month, not exceeding 4 per month. “Emailing too often” is the number one reason subscribers unsubscribed from a list, according to [Campaign Monitor](#). However, you should **send at least one email monthly** and be consistent about when you send it so your recipients don’t forget about you!

How do I measure my email’s success?

The beauty of email marketing is that you can measure your email’s performance in real time. The [top three metrics tracked by marketers](#) are the email open rate, click-through rate, and conversion rate.

- **Open rate** is the percentage of email recipients who opened your email. Per the Hubspot article in the prior link, the average email open rate for the finance industry is **41.4%** (the second HIGHEST rate when benchmarked against other industries).
- **Click-through rate** is the percentage of email recipients who clicked on a link or call-to-action in your email. The average click-through-rate for the financial industry is **4.9%** (second LOWEST rate when benchmarked against other industries).
- **Conversion rate**: the percentage of email recipients who complete your intended action (how you ask them to respond) after opening your email.

Note the performance rate discrepancy between the open rate and click rate (a lot of opens, not a lot of engagement). Be sure to consider the RELEVANCE of the email topic to each recipient!

- Are you sending a blast email about Medicare to your entire mailing list? Recipients under 55 are going to wonder why you’re wasting their time (it’s not relevant to them!).
- Are you sending your entire client list an email about market performance/fluctuations or analysis? If so, why? Most of your clients *hired you* because they *don’t* want to have to scrutinize or worry about that info. You tell them, “Don’t pay attention to market turbulence because your plan is built to withstand it.” So why do you keep pushing that info at them?
- Instead, send emails that are of interest to each recipient (use a CRM to segment your clients, and send relevant emails to those segments).
- We ALL suffer from email fatigue. **If the topic of the email isn’t important or interesting to the recipient, your email is doomed.**

How can I increase email engagement?

- Your clients expect an authentic experience when working with you. Your messages should feel like they are uniquely FROM YOU, not generic, vanilla, robo-messaging that is

the same thing the advisor down the street is sending out. Share something about why the topic is important to you, or how you help people overcome that topic's challenge, or even just a funny anecdote about your kids or your favorite sports team... etc. Just take a few moments to insert a few sentences that **feel authentic and personally from you**.

- **Personalization** is one of the most effective email marketing strategies. By grouping (segmenting) your mailing list based on *their* demographics and *their* interests, your subscribers will be more likely to engage with your email since it will *target their unique needs and interests*. **Your goal should be that each recipient is excited to open your email** because it's something *they* love to read about (not just something *you* like to talk about!).
- Focus on crafting a **compelling subject line**. Your email subject line can make – or break – your email performance. Statistics show that [47% of email recipients](#) reportedly decide to open an email based solely on the subject line. Through tapping into human tendencies such as curiosity, humor, and FOMO (Fear of Missing Out), you can naturally spur subscribers to open your email.
- Be sure to include a **clear call-to-action**. Encourage clients or prospects to call or email you (be sure to list multiple ways for them to get ahold of you within the email). Use buttons to make important links stand out, such as RSVPs to an event. And don't forget to double-check that all your links work!
- **Robo-emails don't move the needle very much**. Name ANYthing in your life where you can put in ZERO effort and get good results. If you simply push a button/use a service that floods your mailing list with emails that don't incorporate your "secret sauce" (and don't consider the message's appeal to the recipient), you can't expect it to deliver results.

Social Media Best Practices

Why should I use social media?

Nearly 5 billion people worldwide use social media, and most likely, many of your clients and prospects do too. [Social media usage](#) tends to skew toward younger demographics, with 84% of 18-29 year-olds and 81% of 30-49 year-olds actively using at least one social media platform. However, **73% of 50-64 year-olds** and **45% of 65 years and older** use social media! People spend a significant amount of their time on social media - [an average of 2 hours and 7 minutes per day](#). If you want to catch the attention of your audience, social media is a great place to start.

How often should I post?

It's recommended to **post 2-4 times per week** on your social media pages. You should aim to remain consistent with your posting frequency, so avoid posting several times one week and zero times the following week.

When to post on social media?

According to performance statistics, [9 a.m. to 2 p.m. is the ideal timeframe](#) to post on social media. However, you should pay attention to the analytics provided by each social platform for your specific pages. The analytics will show the time and days of the week your posts perform best for your particular audience.

What types of content should I post?

Use the 80/20 rule when creating your content: 80% of your posts should be lifestyle content, and 20% should be financial-related content. Lifestyle content is non-business-related and is meant to connect with your audience on a personal level. This type of content tends to create

more engagement, which can help build your visibility on social media. When you post financial content, be sure to use information that will relate to and educate your audience.

Your social media post format can also impact your engagement rates. [The five most engaging types of social content](#) are short-form video (less than 2 minutes in length), images, live video, GIFs/memes, and text-based posts.

How can I expand my post's reach?

Social media platforms use algorithms to prioritize the content that people see in their feeds. As a constantly changing and complex set of rules and calculations, algorithms consider multiple factors, such as users' past behavior, content relevance, and the popularity of posts, among other things. Conforming to social media algorithms is like trying to hit a moving target while wearing a blindfold... they are always evolving. However, one key metric that surprises people is that most social media platforms heavily prioritize the time you spend *engaging with other people's content!* This means that **for every minute you spend posting your own content, you should spend two or three minutes engaging with other posts** (liking, commenting, and sharing to your own feed). This behavior will help increase the number of eyeballs who see your content. And if people *comment* on your content, *always* take the time to reply or thank them.

How can I measure my social media strategy's effectiveness?

You will first want to determine the key performance indicators (KPIs) that will help you reach your social media marketing goals. Tracking your posts' engagement performance is a great place to start: the likes, comments, clicks on any links, or shares your posts receive. You may also want to pay attention to the number of followers for your page or profile, social mentions (when other social pages tag your page in their posts), and traffic to your website coming from social media.

Consistency Over Time pays off.

We heard from an Osaic advisor who had recently signed a new client, and the client told her they'd been following her for two years on social media. TWO YEARS. **Persistence can indeed bring rewards.**