

Email Frequency Planner

List Name: _____

Formats	#/year	Frequency	Day	Time	Notes
Newsletters					
Promotions					
Event Invitations					
Announcements					
Press Releases					
Other_Holiday Card__					
Other_____					

N = Newsletter; P = Promotion; E = Event Invitation; R=Event Reminder; A = Announcement; PR = Press Release																															Tracking Totals					
																															Total emails	Bounce Rate	Open Rate	Click Rate		
January	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31		%	%	%	
																																			%	%
February	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29				%	%	%	
																																		%	%	%
March	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31		%	%	%	
																																		%	%	%
April	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30			%	%	%	
																																		%	%	%
May	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31		%	%	%	
																																		%	%	%
June	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30			%	%	%	
																																		%	%	%
July	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31		%	%	%	
																																		%	%	%
August	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31		%	%	%	
																																		%	%	%
September	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30			%	%	%	
																																		%	%	%
October	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31		%	%	%	
																																		%	%	%
November	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30			%	%	%	
																																		%	%	%
December	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31		%	%	%	
																																		%	%	%
Totals																																%	%	%		