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Generated on 13/11/2026 19:21

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How often to send a newsletter, and on which day: regularity without tiring your list

SEO & Marketing

CODE	VERSION	COUNTRY · LANGUAGE
RLX-MZ-KB-2458	v2026.11.13	Mozambique · English

Interweb Mozambique
RLX Holdings, S.A. · Group RLX Holdings
Tax ID (NUIT) 401 191 607 · Legal entity no. (NUEL) 105 045 974 · Economic activity code (CAE) 62022

https://www.meu.interweb.co.mz/knowledgebase/2458

How often to send a newsletter, and on which day: regularity without tiring your list

SEO & Marketing Created on **November 13, 2026** 2 min read



The short answer: more important than «how often» is **regularity**: sending **on the same weekday at the same time**, at a pace you can keep up, with content worth reading. Months of silence followed by a flood of e-mails is the worst of both worlds.

Why regularity matters

E-mail services learn from how you behave. A sender who always sends at the same pace, to people who open, earns trust. One who goes quiet for months and then mails the whole list at once looks like someone who bought a list. The reader gets used to it too: the Tuesday newsletter becomes something they expect.

Choosing the pace

Type of business	A pace that usually works
Restaurant, café, retailer with frequent news	Weekly, if there really is news every week.
Services, consulting, real estate	Every two weeks or monthly, with useful content and not only offers.
School, training centre	Following the calendar: enrolment, start of term, events.
Events	Invitation, reminder near the date and thank-you. Little beyond that.

1. **Start slowly**, for example once a month, and only step up if you have something to say.
2. **Pick a day and a time** and use scheduling to stick to them. See **sending now or scheduling**.

3 **Watch the unsubscribes.** If they rise when you send more often, the pace is too much for that list.

More e-mails is not more sales.
Past a certain point, each extra send brings more unsubscribes and complaints than clicks.

Not everyone needs everything.
With **segments**, your most active customers can get more and the rest less.

RECOMMENDED

Want to send e-mail campaigns to your customers? Tell us how many e-mails you send a month and we will prepare a proposal.

Talk to us →

SEE ALSO

- **Sending an e-mail campaign now or scheduling it: choosing the time and cancelling in time** →
- **E-mail campaign segments: sending only to the customers of a city or a product** →
- **Reading an e-mail campaign report: sent, opens, clicks, top links and unsubscribes** →
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TAX ID (NUIT)	401 191 607
LEGAL ENTITY NO. (NUEL)	105 045 974
ECONOMIC ACTIVITY CODE (CAE)	62022
REGISTERED OFFICE	Bairro 7 de Setembro Vilankulo 1304 · CEP 0411-02, Inhambane, Mozambique
CONTACT	info@interweb.co.mz · +258 84 635 1111 · +258 86 635 1111 · www.interweb.co.mz
OPENING HOURS	Monday to Friday - 08 AM to 04 PM Saturday & Sunday - Closed

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