

Source : <https://www.business.com/advice/answers/question/what-is-the-expected-customer-response-rate-to-ema/>

The best you can hope for is 1%-2% Response Rate if your newsletter is well-targeted. However, you need to take a step back and think from the customers perspective.

Timing: What day of the week do you send your newsletter out?

- Forget Monday (catching up on the last week and weekend spill over)
- Forget Friday (TGIF – people are psychologically unplugged and going home for the weekend)
- Weekend depends on your business but if your business lends itself to Facebook & social media your efforts are best focused over there than in a newsletter.
- That leaves you with you with Tue-Wed-Thu, so not much window of opportunity and then you are fighting for attention for 100's of other companies trying to sell their product or service!

Content:

Most people write about them or their company so is all about “ME ME ME”. The client doesn't care as they are thinking about “Me Me Me”. So unless you address subjects of interest to them and then give them a reason to act (Special Offer, Money off Coupon, Freebie product, etc.) then they will ignore it. Sorry but OUR business is not important to THEM!

You have to make it about THEM.

Call to Action

Refinement of the above. Why should they respond? What is it that should make them want to Click on that link or pick up the phone and call you? If you can't see that, they won't see it either.

Expectations

Newsletters are not always about generating leads. Sometimes they serve to keep your name in front of their mind. Seeing your name and communications means you become part of their subconscious so recognition and awareness pays off in the long run.

Numbers

300 is not big enough for you to get much response. Even if you double the average response and get 4% it is only 12 responses. Will that be enough to justify the costs? I don't know as it depends on your product price and margins. As a Web Design company we would love 12 leads because the margins and value is high enough to justify it, but if you are selling low value or margin product or service, then it is not near enough.