



YARDSTICK

**The definitive guide
to why you should
send newsletters
monthly not quarterly**



A word of warning before we begin. This guide's topic is something we feel strongly about.

Expect robust arguments (supported by data) and, in parts, the occasional rant at the myths and misconceptions we see believed and perpetuated by many.

So, let's get started.

Over the years I've heard many advisers, planners, and some marketing professionals (who frankly ought to know better) say that you should send your newsletters quarterly.

Every time I ask for the rationale, the closest they get to anywhere even approaching a compelling argument is "cost". In reality, that's far from convincing when you consider the price of a monthly newsletter can be as little as a couple of hundred pounds a month (plus the pesky VAT).

In truth, quarterly is the frequency chosen by those who don't understand the benefit of newsletters, want to save a few quid (despite the obvious false economy), or simply want to put the smallest tick possible in the "client communication" box.

So, in this guide, here's our definitive case for sending newsletters to your clients, prospects, and professional connections every single month without fail. Not every three months.

1. A MONTHLY NEWSLETTER ADDS 3 TIMES MORE VALUE

A well-written, interesting and, above all else, relevant newsletter adds value to everyone who receives it and demonstrates your expertise.

Do you want to do those things 4 or 12 times per year?

2. IT'S A MYTH THAT CLIENTS DON'T WANT TO HEAR FROM YOU EVERY MONTH

Many advisers/planners worry that monthly newsletters will annoy, bombard, or alienate the people receiving it.

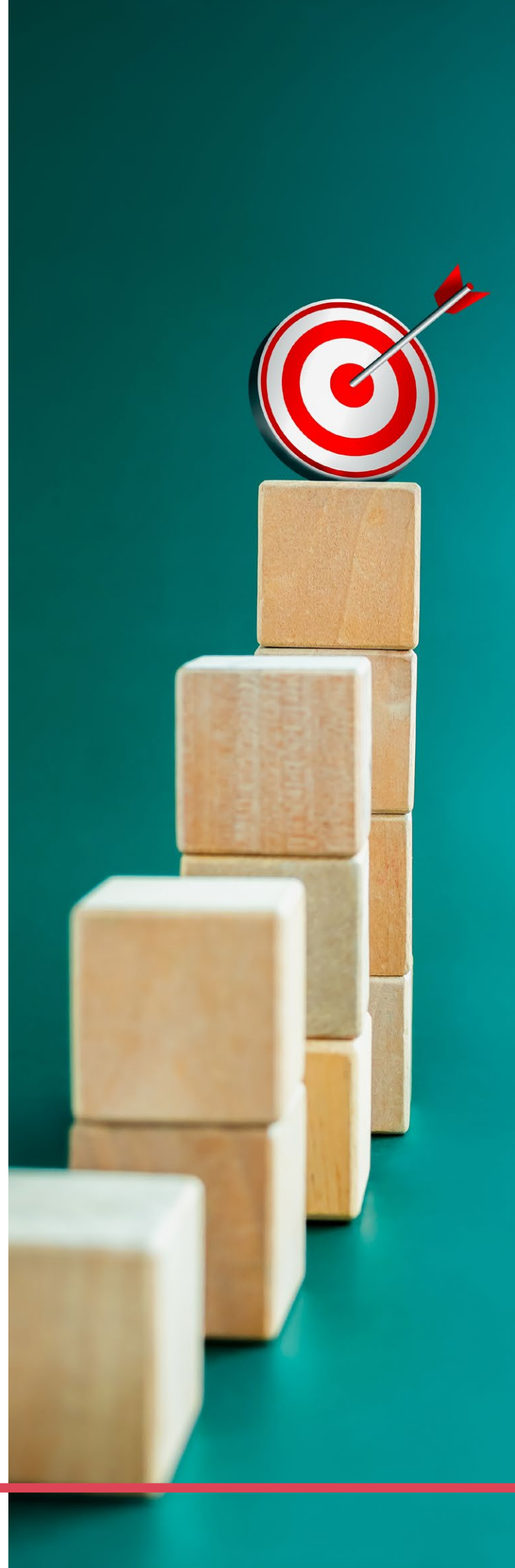
If you're one of those advisers/planners, here's some data to show that you really don't have anything to worry about.

Recently, we took over a client from another marketing agency that previously recommended sending newsletters quarterly. The two they sent in the first half of 2022 had open rates of 48.99% and 43.57%.

Towards the end of last year, we moved them to monthly newsletters. The open rates rose to:

- 76.76%
- 76.84%
- 72.07%
- 70.21%

Hopefully, that significant increase in open rates is enough to kill the myth that monthly newsletters are unpopular with clients.



3. A MONTHLY NEWSLETTER DOES A BETTER JOB OF NURTURING PROSPECTS

If you don't nurture "right-fit" prospects who don't immediately become clients, you waste the time and money you've spent generating the enquiry.

Your newsletter aims to position you as a go-back-to expert in the minds of prospects. You'll achieve that objective far more quickly if you send the newsletter monthly, not quarterly.

4. IT SUPPORTS YOUR CLIENT ONBOARDING PROCESS

How long does it take to onboard a new client these days?
Three, four, even five months?

That's a long time when they might go weeks without hearing from you. And that's where your newsletter comes in. If you send it monthly, they're guaranteed to hear from you every four weeks or so. That touchpoint will help to remind them why they chose you.





5. CONSISTENCY DEMONSTRATES RELIABILITY

Every time your monthly (or weekly) newsletter lands in someone's inbox, it boosts your reputation for reliability.

The length of time between quarterly newsletters means this just doesn't happen. It feels like you're starting all over again every time you send it.

If consistency demonstrates reliability and breeds confidence, the opposite is also true.

A lower send frequency can mean prospects, who are naturally less familiar with your brand, are more likely to forget who you are and why they're on your distribution list, increasing the likelihood that they'll unsubscribe.

Advisers and planners also tell us that lots of clients start to expect and anticipate a monthly update – sometimes going as far as complaining if it doesn't arrive!

6. IT'S THE FASTEST WAY TO DISTRIBUTE YOUR CONTENT

Once you've invested time and money in producing high-quality content, you want as many people to read it as possible, right? So why hide it away on your website where people are unlikely to find it?

Over the years we've spoken with some advisers, planners, and marketers who write content monthly but only share it in their newsletter every quarter.

That's madness!

People aren't bookmarking your website and regularly checking back to see if you've published something new. If you want to maximise the number of people looking at your content, you must put it under their noses. The best way to do that?

SEO? Nope. Social media? Think again.

A newsletter? That's right!

It's all about making sure the balance between content production and promotion is right.

Writing monthly and sharing quarterly = wrong.

Writing monthly and sharing monthly = right.

7. YOU'LL COMMUNICATE IN A TIMELIER WAY

Quarterly newsletters make it hard to be bang up-to-date.

For example, right now there's talk of another banking crisis after the problems at Credit Suisse and Silicon Valley Bank. In the long run, all will be well, but some of your clients might be concerned. If you send your newsletter every month, it won't be long before your clients get the information, confidence, and reassurance they need from you.

That might not be the case if you publish every three months.

Equally, if you're sharing news that is no longer hot off the press (which it won't be if it happened two months before your newsletter goes out), you're not presenting yourself as a go-to expert with your finger on the pulse.

If your clients, prospects, and professional connections can get relevant and timely information elsewhere, why would they sit around waiting for your quarterly update?



REMEMBER: MONTHLY > QUARTERLY

There we have it: seven reasons why you should publish your newsletter at least monthly, and not quarterly. If, by now, you don't buy my arguments, we can't be friends.

Only kidding. I still love you.

But come on, what possible reasons can there be for sending a newsletter less frequently than once a month? If you can think of any, email hi@theyardstickagency.co.uk i'd love to hear them.

And if now's the right time to review how you do newsletters, [click here](#) to request our newsletter pricing.

Phil Bray
Founder and Director
The Yardstick Agency

- ☎ 0115 8965 300
- ✉ hi@theyardstickagency.co.uk
- 🌐 www.theyardstickagency.co.uk

📍 The Yardstick Agency,
3-7 Middle Pavement,
Nottingham, NG1 7DX



YARDSTICK