Email Blast Rhythm

You may have sent a [postcard](http://www.artbizblog.com/2010/04/postcard-strategy.html) or mentioned your event in your newsletter or on your blog, but you still need to call attention to it.

Let’s say you have an exhibit opening. You could send the following four messages.

1.    A “Save the Date” announcement – 4 to 6 weeks out

2.    An official [invitation](http://www.artbizblog.com/2011/03/exhibit-invitations.html) to the opening – 2 weeks out

3.    A reminder to attend – the day before the exhibit opening

 4.    A reminder to see the show before it closes – final week of exhibit

You can see how these could quickly become annoying. If you had a lot of events and they overlapped or butted up against one another, it is possible to send too many emails.

Don’t do this! **Space out your email blast series so that they’re helpful to your list members rather than annoying.** I suggest that running the series above two or three times a year isn’t too often.