



# Send Email Campaigns

Create email campaigns, get them reviewed and send them to your recipients in your mailing lists. Zoho Campaigns gives you two choices to send your reviewed email campaign. They are:

- Send Immediately
- Send Later

**i** To learn how to create an email campaign before sending them out, click [here](#) .

## Send Immediately

Choose to your email campaign immediately to recipients in your mailing lists. To send email campaigns immediately:

1. From the *Navigation* toolbar, select **Campaigns** and select **Email Campaigns**.
2. Click **Create Campaign** on the top-right.
3. Add the campaign name, select a topic, add a subject for the campaign and select a sender address.
4. Select recipients, and add content.
5. Select **Send Immediately** or **Send Later** options depending on how you would like to send your email campaigns.

**Launch options**

Send Immediately     Send Later

**Send Now**  
Send the campaign immediately to deliver to the recipient's inbox.

**Send in Batches**  
Send campaign in batches at specified intervals.

6. If you click **Send in Batches**, select the number of batches and interval and click **Send**.

**Launch options**

Send Immediately  Send Later

**Send Now**  
Send the campaign immediately to deliver to the recipient's inbox.

**Send in Batches**  
Send campaign in batches at specified intervals.

**Batches**

**Interval**   **Minutes**

## Send Later

You can choose to schedule your email campaign to be sent at a particular date and time.

**Launch options**

Send Immediately  Send Later

**Fixed Time and Time Zone**  
We'll launch your campaign on the date and time you specify.

**Send in Batches**  
Send campaign in batches at specified intervals.

**Recipients' Time Zone**  
Your campaign will be launched based on the recipient's time zone.

**Recipients' Optimal Open Time**  
Your campaign will be launched based on the time your recipients are more likely to open it.

**Date**

**Time**

**Time Zone**

- **Fixed Time and Time Zone** - Your campaign will be sent at a specific date and time you have set.
- **Send in Batches** - If you have many recipients to whom you need to send your email campaign, you can choose to send it in batches at specific intervals.

- **Recipients' Time Zone** - You can set your email campaign to be sent according to your recipients' time zone. However, if your recipient's time zone can't be identified, your email campaign will be sent according to your time zone.
- **Recipients' Optimal Open Time** - You can choose to send your email campaign at a time your recipients' will most likely open their emails. Zoho campaigns will send it in the next 24 hours after you have scheduled it according to your recipient's optimal open time. Optimal time for each recipient will be calculated based on past open time patterns at the scheduled date, time, and time zone you've set. The recipients will be grouped for sending the campaign at different time intervals within the next 24 hours. If an optimal open time is not found for any recipient, your email campaign will be sent according to the date and time you have set.

## Schedule email campaign to be sent later

Follow the steps given below to schedule your email campaign to be sent later:

1. From the *Navigation* toolbar, select **Campaigns** and select **Email Campaigns**.
2. Click **Create Campaign** on the top-right.
3. Add the campaign name, select a topic, add a subject for the campaign and select a sender address.
4. Select recipients, and add content.
5. Select **Send Later**.
  - Click *Fixed Time and Time Zone*. Select a date and time. Click **Schedule**.

**Launch options**

Send Immediately
  Send Later

**Fixed Time and Time Zone**

We'll launch your campaign on the date and time you specify.

**Send in Batches**

Send campaign in batches at specified intervals.

**Recipients' Time Zone**

Your campaign will be launched based on the recipient's time zone.

**Recipients' Optimal Open Time**

Your campaign will be launched based on the time your recipients are more likely to open it.

Date: 
 Time: 
 Time Zone:

**Schedule**

- Click **Send in Batches**. Select a date and time. Select the number of batches and the interval. Click **Schedule**.

**Launch options**

Send Immediately  Send Later

**Fixed Time and Time Zone**  
We'll launch your campaign on the date and time you specify.

**Send in Batches**  
Send campaign in batches at specified intervals.

**Recipients' Time Zone**  
Your campaign will be launched based on the recipient's time zone.

**Recipients' Optimal Open Time**  
Your campaign will be launched based on the time your recipients are more likely to open it.

Date:

Time:

Time Zone:

Batches:

Interval:   Minutes

- Click *Recipients' Time Zone*. Select a date and time. Click **Schedule**.

**Launch options**

Send Immediately  Send Later

**Fixed Time and Time Zone**  
We'll launch your campaign on the date and time you specify.

**Send in Batches**  
Send campaign in batches at specified intervals.

**Recipients' Time Zone**  
Your campaign will be launched based on the recipient's time zone.

**Recipients' Optimal Open Time**  
Your campaign will be launched based on the time your recipients are more likely to open it.

Date:

Time:

If the recipient time zone isn't identified we'll default to your timezone.

- Click *Recipients' Optimal Open Time*. Select a date and time. Click **Schedule**.

**Launch options**

Send Immediately  Send Later

**Fixed Time and Time Zone**  
We'll launch your campaign on the date and time you specify.

**Send in Batches**  
Send campaign in batches at specified intervals.

**Recipients' Time Zone**  
Your campaign will be launched based on the recipient's time zone.

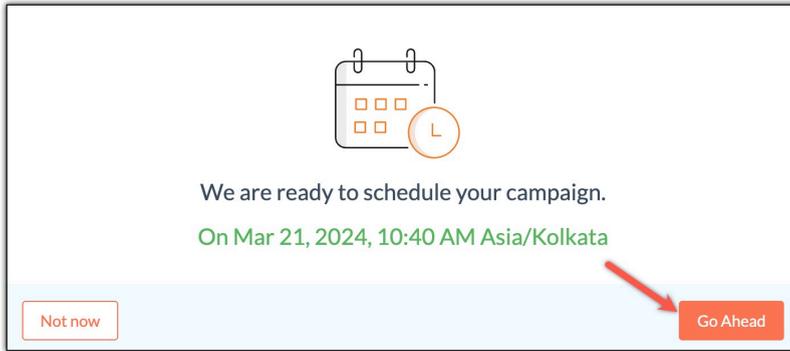
**Recipients' Optimal Open Time**  
Your campaign will be launched based on the time your recipients are more likely to open it.

Date:

Time:

The campaign will be sent with in 24 hours from the time you launch it.

6. Click **Go Ahead** in the dialogue box that appears.



 **Notes :**

1. In order to send out the email campaign in batches, it must have more than 200 recipients.
2. A batch will consist of a minimum of 100 recipients.
3. We recommend sending campaigns in batches only if you do not have a time-based limitation. For instance, sending campaigns in batches isn't recommended to send out a New Year greeting campaign since all the batches wouldn't reach the recipients' before the New Year.
4. Sending campaigns in batches aids in controlling your website traffic. If all of your recipients' receive your campaign simultaneously, it would lead to a surge in your website traffic. Sending the campaign spreads out your website traffic over a longer period.
5. Advanced campaigns cannot be scheduled based on Recipients' Time Zone, Recipients' Optimal Open Time or be sent in batches. You can schedule it based on Fixed Time and Time Zone.