



THE BEST TIME TO POST CONTENT:

how online stats destroyed businesses

REPORT GATHERED BY

DE CRITIC TEAM
WWW.DECRITIC.COM

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A pair of black-rimmed glasses is resting on a stack of papers. A red ribbon bookmark is visible, partially under the glasses. The background is slightly blurred, showing more papers and a wooden surface.

Why this study is important?

- It is the dream of every brand to draw traffic through created contents and by so doing generate leads for their products or services. The question of 'when is the time to post content?

One of the measures adopted is to check the analytical tools and online stats as to the best time to post content so as to magnet visitors. But these stats have been found by keen observers to be erroneous and dangerous

Wrong Data Out There

- Many marketing surveys were adopted from the general Google analysis, Instagram, Facebook, Twitter, etc. But these lazy researchers failed to consider location as it relates to various countries.
- Brands, social media managers and copywriters believed these surveys (some still do) for long while these online stats destroyed businesses



Methodology

LOCATION & WHO WE TALKED TO

- First, our research was carried out in Lagos, Nigeria which is the mega city and the busiest part of Nigeria.
- Secondly, we rounded up about 50 CEOs/Managing Directors who are the usual targets for B2B marketing.

The Questions We Asked

- **Q1. what days of the week do you find yourself relaxed going through contents online, including contents that lead you to other sites?**

Mondays	None
Tuesdays	7 persons
Wednesdays	14 persons
Thursdays	21 persons
Fridays	33 persons
Saturdays	46 persons
Sundays	34 persons

The Questions We Asked

- Q2. If at all you must go through contents, what time within the following days of the week, do you find yourself doing so – Morning 12am – 11:55, Noon 12pm - 3pm, Evening 4pm – 7pm or Night 8pm – 11:55pm?

Monday	Morning	Noon	Evening	Night
				3
Tuesdays	Morning	Noon	Evening	Night
		3		7
Wed	Morning	Noon	Evening	Night
		4		14
Thurs	Morning	Noon	Evening	Night
		19		20
Fridays	Morning	Noon	Evening	Night
	2	20	10	1
Sat	Morning	Noon	Evening	Night
	30	12	2	46
Sundays	Morning	Noon	Evening	Night
	4	30		29

P.S Some persons voted for more than one period of the day.

The Questions We Asked

- **Q3. Did your reading pattern change during the COVID-19 pandemic?**
- Everyone of the 50 participants said 'yes'.
- Some added in the further info box that their reading habit before and after the lockdown, depends mostly on the type of content and how it was presented.

The Right Time and Day to Post Content

- There, you have it - a real survey beyond google analytics and guesswork. Weekends at morning, noon and night remains the best time.
- Your site analytical tools may not really capture the reason behind the fluctuations in your traffic. If you understand the behavioural pattern of your target audience, you will understand the perfect time to post content on your site and media handles.
- But then, something remains fundamental – the perfect content.
- Truth be told, slavish writings and inorganic writings would always be overlooked by an audience who have seen so many of such patterns. You don't write or create what you want to tell your target audience, no. It is about your target audience not you. That is the perfect content. That is the type of content that your audience will hardly ignore.

About De Critic

- *De Critic is a leading agency of expert copywriters, critics and public relations.*
- *Awarded as one of the top 10 PR agency in Nigeria by Sortlist*
- *Awarded by MEA Market, Africa Excellence Awards – as best copywriting agency 2020.*
- *We help businesses and individuals write winning copies for their blogs, websites, emails, SMS, social medial handles, publications, etc. and digital PR services.*
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