

Creating Effective Email Subject Lines*

1. **You have 3 to 5 seconds to grab their attention before they move on**
(1 second is spent on the 'from' line)

Consider the 2-2-2 Principle

- You have 2 seconds to grab their attention
- The first 2 words are the most important
- Why does it matter [to them] today?

2. **Use numbers**

eg 5 tips, 10 things, 2 new ideas

3. **Use time sensitive words: today, tomorrow, this week only**

Inject a sense of urgency: few, limited

4. **Ensure it is relevant to the content (do not mislead!)**

5. **Use appropriate language for your audience (eg don't use text-speak for mature readers)**

6. **Avoid spam triggers:**

- Sale
- Free
- Advertisement
- £££££
- ALL CAPS
- Excessive Punctuation

7. **Use your brand in the subject line if possible so that it's instantly recognisable**

Support this with the subject line (ensure your brand/name is in the 'from' line)

8. **Consider mobile users: they only see the first 15 characters of the subject line**

9. **Match your message tone to your brand**

10. **Put yourself in their shoes. Would it entice YOU to open it?**

11. **Be aware of the preview pane!**

- Ensure what's visible in the preview pane is relevant to the subject line
- Ensure they can find what you promised them, easily
- Ensure that it entices them to read on

12. **Make a note of good subject lines as you come across them, for future reference**

13. **Good v Bad Subject Lines**

Bad: Our Monthly Tax Newsletter

Good: 3 New End of Year Tax Tips

* Courtesy of Constant Contact www.constantcontact.com Executype wholeheartedly recommends Constant Contact as a provider of online email marketing facilities. This information can be found on their regular webinar programme.

Bad: Please take this survey

Good: You could win a gift-card just for taking this survey

Bad: Attend our upcoming event

Good: Only 2 days left to register: Increase Your Marketing Power Webinar

'Top' is good!

- Top 10 Reasons
- Top 5 Tips
- Top 4 Concerns
- Top 3 Priorities
- Best 3 Strategies

Alternative words for 'free'

- Our treat
- On the house
- Be our guest
- Giveaway
- Complimentary
- Zero cost

Use questions sparingly

14. Test your ideas on friends/colleagues to gauge reaction/comments

For inspiration look at:

- Newspaper headlines
- Google - search results headlines

15. Test different subject lines on different audiences

16. Check your reporting stats to gauge the success

Not only the opens but also the click throughs as these indicate the level of engagement with your audience.

Examples of Good Subject Lines

Newsletters:

- Design More Attractive Emails
- Customer Service Tips That Work
- Make Your Promotional Offers More Effective

Promotions:

- Beat the Christmas rush with great savings
- Complimentary [xyz] on this season's trends ends Wednesday
- Last chance to save on back to school wear

Events:

- One day only. Exclusive private shopping event
- Only 2 days left to register: [your event name]
- Learn 5 Ways to Improve Your ROI

Surveys:

- Have Your Say and a Chance to Win
- How does your opinion differ from others like you?
- What's your time worth to you?
- You could win a gift card – just for taking our survey