

Email Subject Line Best Practices



There are various dos and don'ts that can help you reach a recipient's Inbox. The four main things to remember when writing subject lines is to:

1

Offer a quick and easy way for someone to do something

2

Talk about something that will benefit the reader

3

Give the reader some "good" news

4

Make the recipient curious about what's inside the email

DON'T

- Put spaces between letters in words
- Create subject lines that are more than 50 characters (20-40 characters is ideal)
- Use all caps
- Use a lot of punctuation!!!
- Make spelling or grammar mistakes
- Plea for recipients to open your email ("Read me!")
- Give away everything in the subject line
- Use only one word
- Use the same words in the subject line a lot in the body of the email
- Add "re:" or "fw:" to subject line to deceive readers
- Trick readers with a false promise
- Use the word "Help", it is typically ignored by readers

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DO

- Perform A/B Subject Line tests on all campaigns to see what type of subject lines work best for your audience to increase open rates
- Use your Company's name in the subject line when appropriate, this can increase open rates (tests should be done to make sure it is right for your company)
 - e.g. Macy's is giving it all away for Christmas
- Get your reader interested in opening your email within the first 20 characters of the subject line if possible
- Use a Reasons Why or List approach to your subject line when relevant
 - e.g. 5 reasons why you should trade in your car today
- Use Benefit subject lines
 - e.g. Get slimmer while you sleep
- Use Question subject lines
 - e.g. Tired of driving an old car?
- Use Testimonial subject lines
 - e.g. More Californians drive on Michelins
- Use How-to subject lines
 - e.g. How to make a fortune with a foolish idea
- Use News subject lines
 - e.g. New iPhone 7 Coming in January
- Use "Fascination" subject lines
 - e.g. Discover the secret to staying young
- Use Targeted subject lines
 - e.g. Attention BMW owners looking to upgrade
- Use Urgency, Hybrid or Personalized subject lines (when you have personal information)
 - e.g. Eric, Don't wait to claim your coupon
- Seasonal subject lines when relevant
- Huge savings on holiday overstock
- Editorial Content subject lines when relevant
 - e.g. The Daily Scoop from The Onion 12/11/2020
- Command subject lines
 - eg. Take advantage of our Sunshine Sales Event

EXAMPLES OF SUCCESSFUL SUBJECT LINES IN OUR SYSTEM

- Your Daily Horoscope and Local Weather 11 December 2020
- Jenna, Jump Start the Holidays at Colonial Kia
- Cyber Monday Daily Deals All Week
- Cyber Week starts early - shop amazing savings
- Treat Your Tastebuds to Lobster Night
- •Save Big with the blu PLUS+ Xpress Bundle
- See our brand new Cadillac specials

WORDS TO AVOID IN SUBJECT LINES TO AVOID SPAM FILTERS

!!!	Credit
#1	Credit bureaus
\$\$\$	Dear friend
100% free	Decision
100% Satisfied	Dig up dirt on friends
4U	Discount
Accept Credit Cards	Do it today
Act Now!	Double your income
Ad	Earn \$
Additional Income Affordable	Earn extra cash
All natural	Eliminate debt
All new	Email marketing
Amazing investment decision	Explode your business
Amazing	Extra income
Investment decision	Fast cash
Amazing stuff	Fees
Apply now	For free
Apply Online	Form
As seen on	F r e e
Attention	Free and FREE
Auto email removal	Fast cash
Bad Credit	Financial freedom
Bargain	Free gift
Best price	Free grant money Free info
Billing address	Free installation Free investment Free leads
Billion	Free membership Free offer
Buy direct	Free preview
Call	Free website
Call free	Full refund
Can't live without	Get it now
Card Accepted	Giving it away Guarantee
Cash bonus	Here
Cents on the dollar	Hidden
Cheap	'Hidden' assets Home based
Check	Home-based business Hot
Claims	Income from home
Click / Click Here / Click below	Increase
Click to remove	Increase sales
Collect child support	Increase traffic
Compete for your business	Increase your sales
Congratulations	Incredible deal
Cost / No cost	

WORDS TO AVOID IN SUBJECT LINES TO AVOID SPAM FILTERS CONT.

Info you requested	Priority mail
Information you requested	Profits
Leave	Promise you
Legal	Rates
Limited time offer	Real thing
Lose	Refinance
Lose weight	Remove / Removal
Lowest price	Reverses aging
Make \$	Risk free
Marketing	Sales
Marketing solutions	Satisfaction guaranteed
Message contains Money	Save \$
Month trial offer	Search engine listings / search engines
Mortgage Rates	Serious cash
Multi-level marketing	Solution
Name brand	Special promotion
Never	Success
No gimmicks	Stock disclaimer statement
No hidden Costs	Stop snoring
No investment	The following form
No obligation	Thousands
No purchase necessary	Trial
Now	Unsolicited
Obligation	Unsubscribe
Offer	Urgent
One time / one-time	US dollars
Opportunity	Web traffic
Order / Order Now / Order Status	Weight loss
Orders shipped by	Wife
Partners	Win
Performance	Winner
Phone	Work at home
Please read	
Potential earnings	
Pre-approved	
Prices	
Print out and fax	