



# 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

# Email Subject Line Best Practices

## 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

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

## 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	