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Proven Email Subject Lines for Your Email Marketing

Your email subject lines are one of the most important aspects of your marketing efforts. According to MailChimp, the average marketing and advertising email campaign has an **open rate of 18.5%**, but how do you increase that for your business? The answer is writing outstanding email subject lines. **Here are our top 25.**



- 1) Self-serving.** "Are you doing _____ wrong?"
- 2) Provoking curiosity.** "You've always wondered about _____. We have the answers."
- 3) Providing an offer.** "\$ _____ for you to spend in our store."
- 4) Deadlines.** "Hurry. You only have _____ day(s) to see this."
- 5) Emotional/sincere.** "We appreciate you, (name)."
- 6) News updates.** "Why the hell is freelancer's union advertising?" This subject line from Contently combines a news update/current event with a curiosity-provoking question. Effective and to the point.
- 7) Social statistics/proof.** " _____ % of people are doing _____ wrong. Are you?"
- 8) Telling a story.** "There once was a _____ who did _____ ..."
- 9) Offering a "hack."** "Steal these _____ tips..."
- 10) Quantifying time.** "Everything you need to know about _____ in _____ minutes or less."
- 11) Offering VIP tips.** " _____ number of ideas to take your _____ to the next level."
- 12) Sparking interest.** "Check out our new _____ ."
- 13) How-to.** "How and Why to Measure _____ ."
- 14) Transactional information.** "Your _____ order is on its way!"
- 15) Insider Peek.** "How _____ produced _____ in _____ amount of time."
- 16) Absurdity.** "My robot is street legal." This example comes from The Daily Digg and it's going to get opens purely because it's so off-beat.
- 17) Simplicity.** President Barack Obama basically broke the Internet with his campaign email that boasted the subject line "Hey." Sometimes, it's not about fancy email subject lines, it's about the sender and just enough information to make people curious.
- 18) Use Numbers.** " _____ number of email marketing tips so good they'll make you jealous."
- 19) Personalized.** "Hey (name), we have _____ for you." Personalization can be done easily with merge tags and can increase open rates.
- 20) Sympathy.** One of the most important aspects of marketing is helping your customers feel like you identify with them. CopyBlogger did this brilliantly with their "You are not alone" subject line.
- 21) Leave information out.** "These mistakes can kill your business." "Which mistakes?" the reader wonders. "How can I avoid them? I'd better open this to find out."
- 22) Trending information.** "The 5 VMA looks that stole the red carpet."
- 23) Embracing conflict.** " _____ vs _____ : Which is better for your business?"
- 24) Localized information.** " _____ event in your city."
- 25) Questions.** "Did you see this?"