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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?"