

INCREASE YOUR OPEN RATE

email subject line tips

You do it. I do it. We all do it.

We open certain emails because the subject line grabbed our attention - and the others fell far short.

So here are some subject line tips to make your own campaigns more successful.

YOU KNOW THIS ONE

Curiosity! Go on - admit it. You read the headline here and thought "What?" and before you knew it, you were reading this copy.

We have a natural curiosity and it makes us stop what we're doing and shift our attention to something else.

PERSONALIZE & LOCALIZE

Imagine it's Wednesday and you are in Santa Fe - and an email pops into your Inbox that says "This is perfect for a Wednesday in Santa Fe" Heck, add your name to that subject line and it's even stronger!

MAKE THEM AN OFFER

When you see "Save 50%", you take notice. Add this with Personalize and Localize, and you should see some great results.

TIMELINESS

Incorporate trending topics into your subject line - just make sure that it's relevant. Colleges referencing "March Madness" makes sense - a business referencing an upcoming holiday works too.

SHORTER IS BETTER

This is probably the toughest for most people - keeping it short. According to MailChimp, 28 to 39 characters is where you want to be - and others suggest 50 characters or less. My suggestion - test and find out.

BENEFITS

Another tough concept is to focus on benefits rather than features. As the folks at MailChimp describe this one "...Fall into savings..' is popular but doesn't offer a specific hook.

SEGMENTATION

By segmenting your list, and drawing from what you know is important to them, you are creating an environment where personalizing their subject line with a more relevant and benefit-rich statement is easier to do time and time again.

443.470.5911

<https://pat-mcgraw.com>

PATMCGRAW
CONTENT MARKETING