

Subject Lines Which Will Get Your Email Opened

So, you decided to read this piece. Thank you! Let me ask you: What made you go ahead and open this article? What was your first impression? That's correct, the headline. You couldn't ignore this headline because it was that good.

Headlines are an important part of your communication. You want prospects in your email marketing list to click through your emails in order to have their attention first. In email lingo, the role of headlines is played by subject lines.

Let's explore how to create solid subject lines which will leave your readers wanting for more:

1. There is no formula: Remember there is no one-size-fits-all for your subject lines. Every prospect is different and, not all will not respond positively to your campaigns. Your job as a marketer is to get most of them to open your email. Watch your click-through rates and conversion rates closely because at times a subject line may not appeal to your complete target base but a narrow chunk, which, after reading the campaign, also decides to buy from you.
2. Know the minimum count: Email clients typically allow for first 50 characters of your heading to be displayed in the recipient's inbox. This includes special characters and space. Look at what programs your prospects use. It's better to do your research and know your numbers before your campaign is sent out.
3. Dodge the spam blockers: Steer clear of the words which annoy spam blockers. You don't want to end up in the spam folder of your prospect. Most people have a tendency to empty spam folders without checking what's in.

Some phrases and words to be avoided:

- Cash
- Buy now
- 50% off!
- Call now!
- Subscribe
- Click here
- Earn
- \$
- Amazing

4. Make it personal: Email marketing programs allow a personalisation of headings by embedding the recipient's name in them. It's easier to connect with someone if you address them with their first name. Don't overdo it though; insert first names in subject lines every now and then.

5. Clock's ticking: No one wants to miss the boat and leveraging the time factor is a sweet marketing tactic. You can say, "Only 2 hours left until price goes up" or "Last day to get the ultimate marketing ebook!"

What other subject line tips have worked for you? Let us know in the comments!

About Revive Projects

Revive Projects is an award-winning Melbourne-based leading Marketing Agency with years of expertise in Franchise marketing, Health & Fitness marketing and Distribution-based marketing. www.reviveprojects.com.au.