Improve Your Email Marketing Subject Lines

Why Subject Lines are So Important?

Subject lines are the gatekeepers of your email campaigns. Working for hours to nail an amazing email copy and in return getting no response is really something everybody dreads!

The words you choose as a title of your email can have a huge impact on whether the hard work you've put into your email will pay off or not. Investing some extra time on your subject title will help you boost email open rates, avoid the junk folder, and get your message to the right audience.

Here are some easy to apply suggestions for better subject lines.

Few Stats for You!

❖ *33% of email recipients open their email based on subject line alone.*

❖ *69% of email recipients report email as based solely on the subject line.*

❖ *61.8% increase in opens when using the word "alert" in subject lines.*

❖ *Personalized subject lines are 2.2% more likely to be opened.*

1. Be Specific

There are usually two types of email messages that companies send to their clients:

1. Notifications

2. Direct Updates or Newsletters

Try to make sure that all the subject lines you choose for your emails don't get cut short, by keeping it under 40 characters or around five to eight words.

The best approach is to be specific and let readers know exactly what they're going to open and get.

2. Take Out Spam

Titles of your emails that are overly sales oriented are usually marked as spam.

So it is best to avoid using loud punctuation like all caps and using several exclamation marks, plus terms like "Purchase Now" or "Get Free."

Double check that your content is in good shape for deliverability. Rather than creating too much promotional content, try to offer your expertise and sharing information that is valuable for the audience. Highlight the "Benefits" instead of your price.

Learn to Warm Up Your IP for Email Marketing

3. Localize & Personalize

These days, basic personalization is a very common practice. Beginning the title of your email with "Hey Chris, why do…" is really standard, and maybe a bit 'same old'.

This doesn't mean that you must give up on personalization. Personalization comes in many structures. The most powerful things that can be done for this is to use the customer attributes and activities to tailor the titles and the email you're sending. You must check that to get better understanding of the area which needs more attention.

- Personalize the subject
- Localize the content
- Improve your email design
- Develop user personas
- Learn prospects' attributes and needs before promo.

How to Personalize Your Email Marketing Campaign

4. Be Unique

To create a good email title, you need to know about two things:

1. Your audience.
2. Uniqueness of your offer, which they can't get anywhere else.

Decide what your business is particularly about and highlight that in your subject line. Don't be reluctant to put your business's name right in the subject title.

Most of the people will open messages just based on the sender alone, so don't miss the opportunity to strengthen your brand image.

5. Ask a Question

Why would it be advisable for you to use questions as a part of your subject line? Questions are a great approach to get your readers' attention and crest their curiosity. If you're able to make them 'curious', you'll get higher open rates and also have greater chances of conversion.

Another reason for using a question in a subject line is that questions feel incomplete all alone. With the use of a query, you can inspire your readers to open your email looking for an answer. So, why not try this!

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6. Include a Deadline

✓ Considering that a lot of distractions are standing between you and your readers, using a deadline is something that you may use as a priority at times.

✓ Having a successful marketing strategy for some event or a special offer will probably require a series of emails. You can release an initial announcement, letting individuals think about a future date. And then send a last reminder to them with a tight deadline to act.

✓ Don't be hesitant to set the turnaround time as short as 24 hours. "Now or never" types of due dates are usually the best.
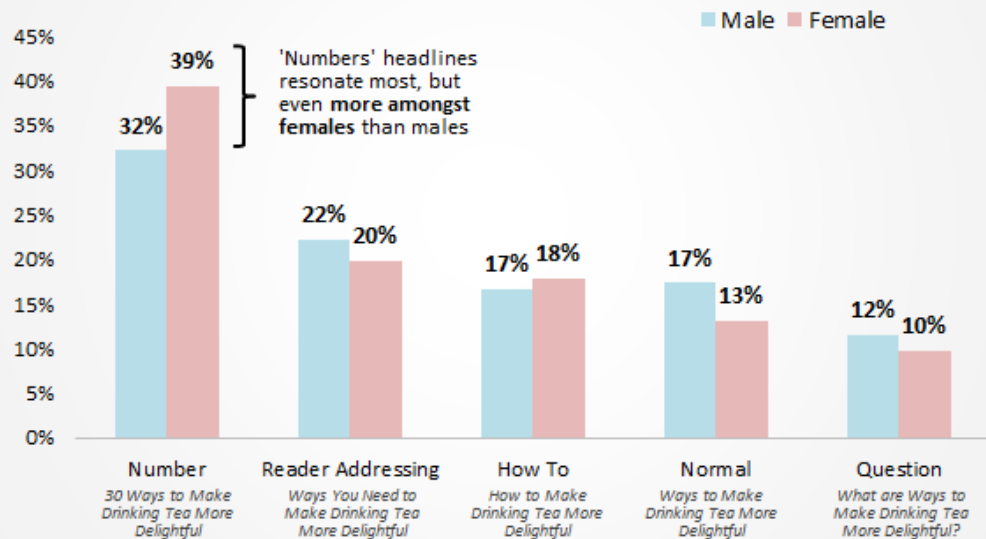
7. Use Numbers

Just like blog titles, making use of numbers in your title is a worthy practice.

Most people love numbered lists and human interest always spikes when numerals are included. This is one of the widely recognized best practices for email marketing.

Check the given image by Moz, indicating headline preferences by Gender.

8. Personalization Tokens

Try to use "personalization tokens" in the subject to make it attractive for the readers.

Let's be honest, everybody adores the sound of their own name. By adding the recipients' names, you can establish a relationship with your readers.

Attach it to your title by saying things like: "John Doe, we really wanted to share this...."

Such greetings, personalized content, and show of respect can be a very powerful motivator for the recipient to read your messages.

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4 Reasons Why Email Marketing is an Asset for Small Businesses

9. Easy Identification

☐ Make sure that your contacts know the email is coming from you. Unless people find a human touch in a message, they don't trust it.

☐ Tricky titles might be confusing for people, so it is preferable to try to include your business name in the title.

☐ Also, verify that you set the "From" attribute of your email to add your name and your organization's name. For example, "From: John Smith, Acme Productions"

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10. Never Forget Mobile

Mobile is the biggest game changer today. 80% of the people check their emails either on a tablet or a mobile, making small screens a key factor in modern marketing.

Whenever you are designing any email campaign, make sure that:

1. *Template is mobile friendly*
2. *Subject line is short enough to be easily read on the mobile screen*

Arrange your catchy words and phrases so that they are visible to the mobile viewer.

Mobile related suggestions are applicable to all modern marketing channels and trends. From social media to PPC, SEO, and emails, you need to ensure that your campaigns are mobile friendly and attractive for small screen users.

Here's a Blog post from Makesbridge to explain further.

Why Mobile is the Most Important Marketing Factor Today

Why Email Marketing Is Not Dead?
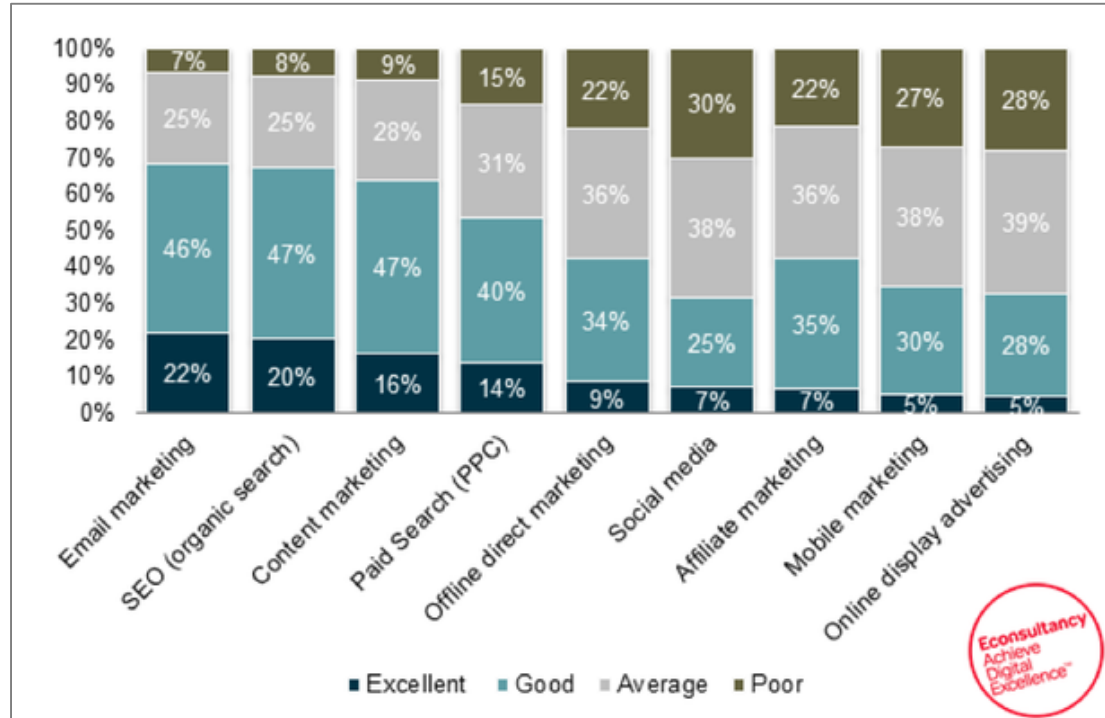
63% of companies see email marketing as a good or excellent channel to generate return on the marketing investment.

Econsultancy

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About Makesbridge

Makesbridge is a multi-tasking marketing automation platform, which offers: email marketing, sales automation, mass emails, nurture tracks, tight integration with CRM (Salesforce/NetSuite etc.), website analytics, and marketing intelligence.