



WRITE KILLER **SUBJECT LINES**

THAT WILL BOOST YOUR
OPEN RATES

What is a Subject Line?

A Subject Line is the short line at the top of an email where you can communicate to the reader what your email is all about. The subject line often determines whether an email is opened and how the recipient responds.

Why is it so important?

The first thing that your recipients will see on your email is the subject line. This is the only hint to what your message is about. A big part of your readers choose to open an email based on the subject line alone. Is one of the main things you can change to influence your recipients interest, leading to more opens. To reach a successful subject line and grab your readers attention, you need to stand out of the crowd by creating a strong and clear subject. It also should follow some deliverability best practices so it doesn't lead your emails to the spam folder.

BEST PRACTICES TO **OPTIMIZE YOUR SUBJECT LINE**

Find here some of the best practices to create your own optimized subject line.

1 - KEEP IT SHORT

Try to keep subject lines with less than 50 characters. Keep in mind that you have a limited space to show your subject. This space changes size, depending on the platform and device that is used by your readers to open emails. Some of them only shows the first 40-50 characters. Open rates tend to decline when subject lines are extremely long.

Start your subject with the most important information and make it short and simple. For boosting your campaign performance, remember that less is more.

“Blog Post Ideas”

Subject: Short Subject Line **OPENS** 

Subject: Yada, yada, yada, extremely long Subject Line **OPENS** 

2 - MAKE IT RELEVANT

Make your subject line relevant to the email message.

If you don't show a clue to what's on your email, readers won't have an incentive to open your email. Be honest so people know what's in your email. Don't mention an offer or a sale if they're not in the email.

Write it in a useful, simple and specific way, that works like a preview of your email content.

"Your Website's April Stats"

3 - TRIGGER CURIOSITY

Try using a little of mystery to capture the reader's interest. Using words like "Discover", "Secrets" or "Wonderful" can motivate the reader to open your emails and discover the answer.

This requires that your message fully support the expectations made on the subject line, otherwise the reader will feel deceived. The email information must fulfil the promise and satisfy the reader's curiosity.

"Banking Secrets that Banks Don't Want You to Know"

4 - GIVE A COMMAND

The command email subject line tells your audience what to do. This can be achieved by framing subject lines as a question or with another call to action. Questions generally have a good performance because on their linguistic structure that requires the reader to pause and respond, engaging him to find out the answer. Use a verb that asks directly recipients for an action. Give it emphasis by putting the text inside parenthesis.

Give them subtle subconscious instructions to add value to your subject line.

"Subscribe to Sunset Magazine"

5 - PERSONALIZATION

Personalize your subject line with your recipient name or providing a localization, such as a city name.

This way you catch your readers' attention by making the email directly related to them. Readers receive the sensation that you're speaking directly to them. This adds value and relevancy to your email comparing to others without personalization.

"John, there's only 2 days left to get 50% off boots"

6 - BE CASUAL

Try to write something a friend would use as a subject line. Make it personal and casual, so that your readers can create a friendly connection with your business. Don't look desperate in over selling and avoid marketing language. Keep a positive and casual tone.

"Abra-cord-abra! Yeah, we said it"

7 - AVOID REPETITION

Never use the same subject line.

When readers receive emails with the same type of subject line they know what to expect and lose interest leading to a decrease of open rate.

Just change your habits and create some original and unexpected subject line to improve your performance.



BEST DELIVERABILITY PRACTICES

SPAM TRIGGERS

Some specific words, or expressions tend to set off spam filters. They use a rating system that scans the entire email to determine if your email is going to be delivered to the inbox.

1

Special Characters and Symbols

Keep your punctuation to the minimum. **Use exclamation points or question marks with moderation.** If you use more than one, you may trigger spam filters and your subject line will look like it's screaming to it's readers.

2

Avoid Caps

Once again, if you write your subject line in caps, it will give the readers the idea that you're overly excited or screaming at them. **Using all caps for a word or for the whole sentence can flag your email as spam.**

3

Re: and Fw:

Sending your email with a "reply" on the subject line is going to deceive your readers and affect your deliverability by the spam filters. **Recipients may be frustrated for being tricked and reply by marking your email as spam.**

Email Spam Words to Avoid



Commerce

As seen on Buy direct Buying judgments Clearance Order status
Orders shipped by Shopper



Personal

Dig up dirt on friends Meet singles Score with babes



Employment

Additional Income Be your own boss Compete for your business
Double your Earn \$ Earn extra cash Earn per week Expect to earn
Extra income Home based Home employment Homebased business
Income from home Make \$ Make money Money making
Online biz opportunity Online degree Opportunity Potential earnings
University diplomas While you sleep Work at home Work from home



Financial

Affordable Best price Cash bonus Cashcashcash Cheap
Compare rates Earn F r e e Fast cash For just \$XXX Income Incredible deal
Insurance Investment Loans Lowest price Money Money back No cost
No fees One hundred percent free Only \$ Pure profit Save \$
Save big money Save up to Serious cash
Why pay more? Cards accepted Full refund No investment
Consolidate debt and credit Eliminate debt Get out of debt
Lower monthly payment Lowest insurance rates Pre-approved Your income



General

Medium Miracle Passwords Teen



Marketing

Ad Click Click here Click to remove Email harvest Email marketing
Increase sales Increase traffic Increase your sales Notspam Opt in
Performance Sales This isn't junk This isn't spam Visit our website We hate spam



Medical

Cures baldness Diagnostics Fast Viagra delivery Human growth hormone Lose weight
Lose weight Medicine No medical exams Online pharmacy Reverses aging
Stop snoring Valium Viagra Vicodin Weight loss Xanax



Numbers

#1 100% free 100% Satisfied 4U 50% off Billion Million
Thousands One hundred percent guaranteed



Offers

Being a member Billing address Call Giving away Guarantee No age restrictions
No disappointment No obligation No purchase necessary No questions asked
No strings attached Prizes The best rates Vacation offers Warranty Win Winner
Winning won You are a winner! You have been selected



Calls-to-Action

Cancel at any time Give it away See for yourself Sign up free today



Descriptions/Adjectives

All natural All new Certified Drastically reduced Fantastic deal For free
Guaranteed It's effective Outstanding values Promise you Real thing Risk free
Satisfaction guaranteed



Sense of Urgency

Access Act Now! Apply now Apply Online Call free Call now
Do it today Don't delete Don't hesitate For instant access Get it now Great offer
Limited time Offer expires Once in lifetime Order now Special promotion
Supplies are limited Take action now Time limited Urgent While supplies last



Nouns

Bonus Cable converter Casino Celebrity Copy DVDs Luxury car Rolex



GET IN TOUCH AND FIND OUT
HOW YOU CAN POWER-UP YOUR
EMAIL MARKETING

PORTUGAL

Rua Alfredo Allen, n° 455/461, 4200-135 Porto . Portugal
P: +351 300 401 582

FRANCE

60, boulevard du Maréchal Joffre, 92340 Bourg-la-Reine . France
P: +33 1 70 68 97 37

ITALY

P.le Cadorna 10 , 20123 Milano . Italy
P: +39 02 56 56 64 75

www.emailbidding.com