TOP **10** TIPS for Effective Subject Lines

10 Write the subject line last
By writing the subject line last you already know what is contained in the body of your email. Focus on the most important or appealing content in your email to inspire your subject line.

9 Remove unfamiliar terminology
Refrain from using any over the top industry terminology or acronyms your recipients may not be able to understand. Use the language your recipients would use to gain their interest.

8 Keep subject lines short and direct
Get straight to the point! Keep in mind, most mobile devices only show about 35 characters from a subject line and 50 characters is about the maximum length a subject line should reach.

7 Change the subject line with each email
Consumers want to see something new and exciting in their inbox. Switch up the subject line so your contacts don't feel as though they are receiving the same email over and over again.

6 Use different subject lines for different segments
Your may be sending the same email to existing and potential customers. Therefore, the subject line should be modified and targeted to each specific segment.

5 Know what the competition is doing
Sign up to receive communications from the competition and pay attention to what they include in their subject lines. Use your observations to help you write better subject lines.

4 Test different subject lines
Split your list into three or more segments. Choose your top two subject lines, sending one to segment A and the other to segment B. Send the subject line that gathered more opens and clicks to the remaining segments.

3 Make it match
Spam filters look at the subject line and try to match words to the content of the email. Be sure your subject line is consistent with what your email is about and uses some of the same words or phrases.

2 Include all or part of your call to action in your subject line
The call to action accomplishes the objective of your email campaign and serves the purpose of encouraging the recipient to take action (i.e. Click here to learn more >). Set recipients up for your call to action in the subject line.

1 Avoid using words that may trigger the spam filter
Common spam filter trigger words include free, money, degree, help, gift, percent off, and weight loss. Stay on top of the research to learn the latest spam words and remove them from your subject lines.

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