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Mastering Email Subject Lines

Are your carefully crafted email marketing campaigns not getting the attention they truly deserve? If you've been following our first two newsletters and applying their invaluable insights, then you know it's not the content that's holding you back. The culprit might just be the unsung hero of email success: the subject line.

This week, we're delving deep into the art of crafting attention-grabbing subject lines that leave your recipients with no choice but to click open and engage with your captivating email campaign.



First impressions matter.

The subject line is the make or break when it comes to email marketing. The first thing that anyone sees from your email is the subject line, and if it's not grabbing the reader's attention, it could be the only part they see. The subject line is the deciding factor for whether someone opens your email or whether it joins the several thousand unopened sales emails they have waiting in their inbox. You need to make sure your subject lines are enticing enough to get readers to open your emails.

Remember the AIDA structure for copy we discussed last week? Well, email subject lines are a great way to develop the first of the 4 steps - Attention. If you can master using subject lines to gain readers' attention, then you can follow this up with high-quality email content to generate interest, desire, and ultimately action.

Keep it concise.

The first way to improve your email subjects is to check there not too long. The best email subject lines are short and concise, which helps to get the point across quickly and displays far better in email inboxes. You could write amazing, descriptive subject lines, but this would be a complete waste as most email inboxes cut off the subject line after about 50-70 characters, so anything longer than this isn't displayed. It's also important to consider optimizing for all devices and email providers. You need a subject line that displays well across all devices, not just on a laptop or just on mobile.

Make your subject lines personal.

If you have your recipient's name from when they subscribed to your email list, make sure to use it. The more you know about the recipient the better. Utilize any other knowledge such as their preferences, buying habits, or demographic you may have on your customer, and tailor your email to appeal to them on a personal level. You can even create multiple variations of similar subject lines, each tailored to a different segment of your email list.

Use FOMO to your advantage.

FOMO, or Fear of missing out, is one of the best marketing tools you can use in any content. Create a sense of urgency in your subject line by adding a deadline to it, or making it sound exclusive to compel readers to take immediate action. Readers are more likely to open something if there is a time limit. If not they may think to themselves that "they'll just open it later", and by the time later arrives, your email is long forgotten. By creating a sense of scarcity, you increase the likelihood of recipients opening your emails promptly.

Evoke curiosity and emotion.

Craft subject lines that cause an emotional response from the reader and evoke curiosity by using powerful descriptions. If the reader is presented with a relatable situation that resonates with them and develops some kind of emotion they are much more likely to want to open your email. You should make your recipient curious about the contents of your email and use your subject line as a teaser for what's inside the email. Make the reader want to know more about your intriguing subject line.

Find what works for you.

Test out your emails to find a subject line that works best. A/B testing is a great way to do this. Simply send out identical or similar email content with different variations of the subject line, and see which gets the best open rate. Analyze the response to see

what works and what doesn't, and refine and repeat this to continuously improve your subject line effectiveness.

Implementing these strategies can significantly boost your email open rates, capture the reader's attention, and drive engagement. Remember, intriguing titles always need to be followed up with valuable, interesting email content. There's no use in attracting readers if your email content doesn't deliver! The most important thing is to ensure your subject lines are tailored to your business and your target audience and align with your brand image. Test out these techniques and trial different subject line variations until you find the winning formula which resonates with your audience.

We'd love to hear how these tips have helped you and any tricks you've discovered for increasing your email open rate! Share your experiences and insights with us at cpy.digitalm@gmail.com or connect with us on social media @cpydigital

Thanks for reading and we'll catch you in next week's newsletter!

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