

Email Isn't Dead – 10 Tips for Writing Great Subject Lines

- Delivery time of day
- Audience demographic
- Delivery method
- Content
- Social sharing
- Can-SPAM regulations

10 Subject Line Tips

To aid in the art part of the equation, here are ten subject line tips from a variety of sources, including [Forte Interactive](#), [HubSpot](#), [Fluttermail](#), [Benchmark Email](#), and a few others.

1. Keep it short but informative: Subject lines > 45 characters drop from 24% open rate to a 17% open rate. Avoid going over 50 characters. According to a survey by [Informz](#), high open rates came from emails with subject lines of 10 words or less.
2. Avoid gimmicks: Words like “free,” “act now,” “offer,” or “credit” may get picked up by the spam filter. Also avoid all caps in subject lines for the same reason.
3. Keywords aren't just for content: Leverage a keyword in the subject line whenever possible, because it will help with Search Engine Optimization (SEO) later.
4. “How to” subjects lines have proven to have great open rates, according to [Mequoda](#).
5. Creating a sense of urgency may create better open rates, but limit the use of “!” and “%” as they may cause the email to get caught in the spam filter.
6. Emphasize product benefits over features.
7. Fascination subject lines that draw the reader in.
8. List subject lines, such as “7 Tips to Email Subject Line Success,” are generally a success. Tip: Keep the list number to 25 or less or it may seem overwhelming to recipients.
9. Sharing news is also compelling to readers, for example “New Can-SPAM Regulations Announced.”
10. My favorite tip comes from [Constant Contact](#), “Think of your subject line as a tweet.”

Examples

To help drive home the tips above, below are a few examples from a variety of sources, including [InTouch Solutions](#), [Mequoda](#), [About.com](#), and more.

Short and Informative

- *Ten cool things you can do with Apple TV*

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- *Need a cool backpack for fall? We've got 'em.*

Sense of Urgency

- *Don't miss out – huge airfare sales happening now!*
- *Important: account information for your 2010 taxes*

Benefit Over Feature

- *Grow the Greenest Lawn, Courtesy of Scott's Grass Seed*

How To

- How to Get 12 Hours Out of an 8-hour Day
- How to Make a Perfect Salad

Fascination

- Creating Value out of Conflict: 4 Strategies
- Take Two Minutes to Change the World!

Question

- Tired of Making Your Boss Rich?
- What would you do with 2 more hours in your day?

Your Turn

What are some of the most intriguing email subject lines that have caused you to click?

Additional Resources:

- [17 Best Email Marketing Subject Lines](#). Mequoda's free whitepaper
- [The Art of the Email Subject Line](#). Business Week
- [Optimizing Email Marketing for Conversion](#). HubSpot
- [Introduction to Email Marketing](#). HubSpot
- [5 Subject Line Tips that Truly Work](#). Benchmark Email
- [Best Subject Lines by Sector](#). Smart Insights