

WVRCDIGITAL

Tips for Email Subject Lines and Preview Text



SUBJECT LINE GUIDELINES

There are various do's and don'ts that can help you reach a recipient's Inbox.

The four main things to remember when writing *Subject Lines* is to:



Offer a **quick&easy** way for someone to take action



Talk about something that will **benefit the reader**



Give the reader some **"good"** news



Make the recipient **curious** about what's inside the email

Creating Email Subject Lines

DO	DON'T
<p>Perform A/B Subject Line tests on campaigns to see what type of subject lines work best for your audience to increase open rates.</p> <p>Month 1: time to upgrade? get bigger trade in values & lower prices (16.4% Opened)</p> <p>Month 2: time to upgrade? These trucks are priced to sell (15.4% Opened)</p>	<p>Create long subject lines that are more than 50 characters. Average is 52 characters in 8 words</p> <p>Don't create subject lines that are only one word. This also hurts open rates.</p>
<p>Use a "Reasons Why" or "List" approach to subject lines when relevant.</p> <p>"Five reasons you should trade in your car today"</p>	<p>Put spaces between letters in words</p> <p>DO NOT DO THIS.... PLEASE</p>
<p>Use "benefit" subject lines:</p> <p>"Get slimmer while you sleep"</p>	<p>Plea for recipients to open your email</p> <p>"Read me!"</p>
<p>Keep all letters lowercase</p> <p>"break up with the same old date night"</p>	<p>Use all caps</p> <p>JUST DON'T DO IT</p>
<p>Use a few topical emoji into your email's subject line is an easy way to catch the eye. No more than 2.</p>	<p>Add "re" or "fw:" to subject lines to deceive readers</p>

Creating Email Subject Lines

WORDS & PUNCTUATION IN SUBJECT LINES TO AVOID Stay away from Spam Filters & Junk Boxes

#

!!!
#1
\$\$\$
100% free
100% Satisfied
4U

A

Accept Credit Cards
Act Now!
Ad
Additional Income
Affordable
All natural
All new
Amazing
Amazing stuff
Apply now
Apply Online
As seen on
Attention
Auto email removal

B

Bad Credit
Bargain
Best price
Billing address
Billion
Buy direct

C

Call
Call free
Can't live without
Card Accepted
Cash bonus
Cents on the dollar
Cheap
Check
Claims
Click / Click Here /
Click below
Click or remove
Collect child support
Compare rates
Credit

D

Decision
Dig up dirt on friends
Discount
Do it today
Double your income

E

Earn \$
Earn extra cash
Eliminate debt
Email marketing
Explode your business
Extra income

F

Fast cash
Fees
For free
Form
F r e e
Free and FREE
Fast cash
Financial freedom
Financially independent
Free
Free gift
Free grant money
Free info
Free installation
Free investment
Free leads
Free membership
Free offer
Free preview
Free website
Full refund

G

Get it now
Giving it away
Guarantee

H

Here
Hidden
Hidden' assets
Home-based business
Hot
Help

I

Increase
Increase sales
Increase traffic
Increase your sales
Incredible deal
Info you requested
Information you requested
Internet market
Insurance
Investment / No investment
Investment decision

Creating Email Subject Lines

WORDS & PUNCTUATION IN SUBJECT LINES TO AVOID Stay away from Spam Filters & Junk Boxes

L

Leave
Legal
Limited time offer
Lose
Lose weight
Lowest price

M

Make \$
Marketing
Marketing solutions
Message contains
Money
Month trial offer
Mortgage Rates
Multi level marketing

N

Name brand
Never
No gimmicks
No hidden Costs
No investment
No obligation
No purchase necessary
Now

O

Obligation
Offer
One time / one-time
Online marketing
Online pharmacy
Opportunity

P

Performance
Phone
Please read
Potential earnings
Pre-approved
Prices
Print out and fax
Priority mail
Profits
Promise you

R

Rates
Real thing
Refinance
Remove / Removal
Reverses aging
Risk free

S

Sales
Satisfaction guaranteed
Save \$
Search engine listings
Special promotion
Success
Stock disclaimer statement
Stop snoring

T

The following form
Thousands
Trial

U

Unsolicited
Unsubscribe
Urgent
US dollars

W

Web traffic
Weight loss
Winner
Work at home

Subject Line Resources

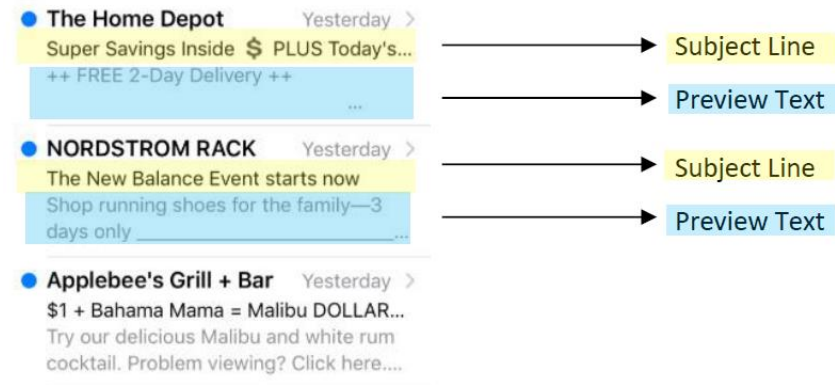
Subject Line Checker: <https://sendcheckit.com/email-subject-line-tester>

Emoji Generator: <http://getemoji.com/>

Creating Preview Test

What is Preview Text?

Preview text is the short summary text that immediately follows the subject line when viewing an email in an inbox. This text is not displayed in your email's layout.



Preview Text Best Practices

- ✓ Use it to draw the readers' attention to the key points of your email message
- ✓ Don't repeat the subject line in your preview text
- ✓ Use a call to action
- ✓ Make your subject line and preview text work together. Use your preview text to elaborate on the subject line, while keeping the subject short and catchy.
- ✓ Use numbers when applicable (offers, rates, etc.)
- ✓ Keep your preview text to 70 characters or less