

Tips for Crafting Email Subject Lines

When you're reaching out to consumers through their inbox, the email subject line is your first chance at making an impression. Most consumers glance at it for only a few seconds before they decide whether they'll open the email or hit the dreaded delete button. You need a subject line that's catchy, interesting, and carefully crafted.



Check out these top 13 best practices:

- Be brief - on a desktop computer, your email subject line typically cuts off at 50 characters: mobile devices cut the subject line off at a mere 35 characters
- Don't say it all - keep your subject line concise and compelling, but don't give away the big reveal
- Don't mislead
- Use powerful language
- Keep it timely
- Mention location
- Test subject lines for different segments/personas
- Use numbers – people love numbered lists and human curiosity always spikes when numerals are involved
- Engage consumers by asking a question
- Use information from the actions your consumer has already taken – have they filled out a form or registered for an event
- Don't overuse capitalization and punctuation
- Add preview texts to email - usually located near the subject line, which gives viewers a glimpse into the email
- Include a deadline – a successful promotion strategy for an event or special offer

Words in subject lines can have a big impact. According to MarketingProfs, research conducted by Alchemy Worx, which included an examination of 21 billion marketing emails sent by 2,500 brands, determined which words significantly increased consumer opens, and which words significantly decreased opens.

The results showed:

Best words			Worst words	
Word	Open Rate (vs avg)	Rank	Word	Open Rate (vs avg)
Upgrade	65.68%	1	Miss	-4.60%
Just	64.76%	2	deals!	-4.38%
Content	59.05%	3	Groovy	-4.26%
Go	55.84%	4	conditions	-4.04%
Wonderful	55.10%	5	Friday!	-4.00%

Five industries were analyzed in the research and verticle-specific variations for each were found:

TRAVEL

Best words			Worst words	
Word	Open Rate (vs avg)	Rank	Word	Open Rate (vs avg)
About	26%	1	Midlands	-2.4%
Tell	23%	2	East	-2.3%
Remember	19%	3	South	-2.0%
Plus	11%	4	Departing	-2.0%
Holiday	7%	5	Last	-2.0%

Source: Alchemy Worx, 2015

MEDIA & ENTERTAINMENT

Best words			Worst words	
Word	Open Rate (vs avg)	Rank	Word	Open Rate (vs avg)
Content	59%	1	Monday	-3.4%
Important	53%	2	Furry	-3.1%
Expired	40%	3	Grade	-2.9%
Information	39%	4	Nite	-2.9%
Renew	37%	5	Double	-2.9%

Source: Alchemy Worx, 2015

RETAIL

Best words			Worst words	
Word	Open Rate (vs avg)	Rank	Word	Open Rate (vs avg)
Painting	18%	1	Groovy	-4.3%
Ships	13%	2	Friday	-4.0%
Please	7%	3	Volunteer	-3.6%
Notice	6%	4	Fifty	-3.5%
Recipe	5%	5	29%	-3.0%

Source: Alchemy Worx, 2015

TECHNOLOGY

Best words			Worst words	
Word	Open Rate (vs avg)	Rank	Word	Open Rate (vs avg)
Upgrade	66%	1	Miss	-4.6%
Just	65%	2	deals!	-4.4%
Go	56%	3	Out	-3.6%
Better	54%	4	Year	-2.7%
Deserve	54%	5	Learn	-2.6%

Source: Alchemy Worx, 2015

CONSUMER SERVICES

Best words			Worst words	
Word	Open Rate (vs avg)	Rank	Word	Open Rate (vs avg)
Wonderful	55%	1	Conditions	-4.0%
Several	31%	2	Vacation	-4.0%
Sleeps	31%	3	Penny!	-3.9%
Waiting	22%	4	Finances	-3.8%
Just	21%	5	Healthy	-3.8%

Source: Alchemy Worx, 2015

The harsh reality is that if your email subject line does not resonate with the consumer, your email will end up in the trash folder. Use these tips to help make your emails click-worthy and increase consumer engagement.