Top 10 Email Subject Line Tips

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#1: Keep it Short

When it comes to an email subject line, less is more.

The goal is to get the reader to open the email and read it, not give everything away from the start.

#2: Avoid Spam Triggers

Encourage your subscriber's to add your email address to their whitelist, but since not everyone will do so it's important to avoid using words and symbols in your subject line that could trigger spam filters as much as possible.
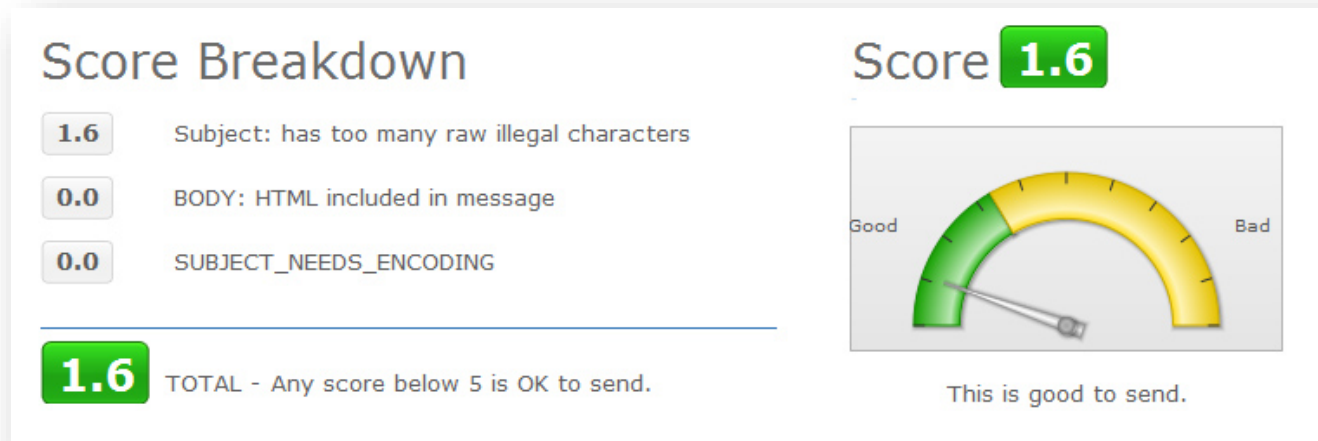
#3: Use Numbers

Numbers have a way of making headlines more appealing, and the same holds true for email subject lines. Using a number promises quantifiable information and people like this.

5 Ways to grow bigger tomatoes
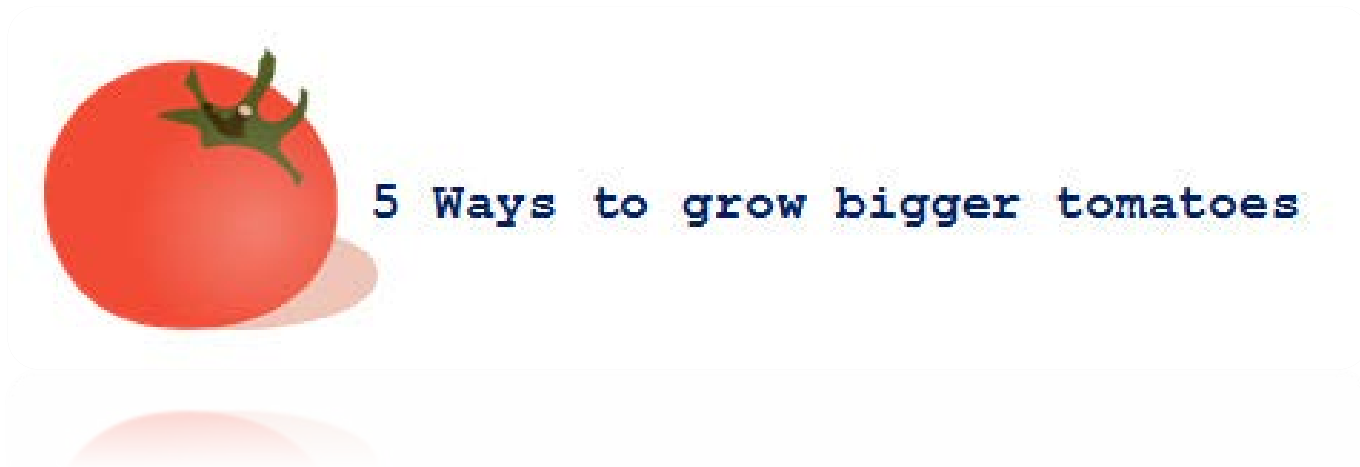
#4: Create a Sense of Urgency

If the reader doesn't read your email as soon as it is received, chances are he won't read it at all. That's why it's good to create a sense of urgency with the subject line.

#5: Be Clear

Sometimes an air of mystery can work to your advantage, but in most cases readers want to know what an email is about up front.

#6: Make it Timely

Current events that are relevant to your audience make for great email subject lines.

Find a way to tie a story in with your message to get interest.

#7: Focus on Benefits

One of the most important rules of copywriting is to focus on the benefits that your product offers the customer.

This can also be applied to email subject lines.

#8: Be Controversial

Don't be afraid of stirring up a little controversy.

It's a great way to pique the reader's interest, even if he doesn't agree with your stance.
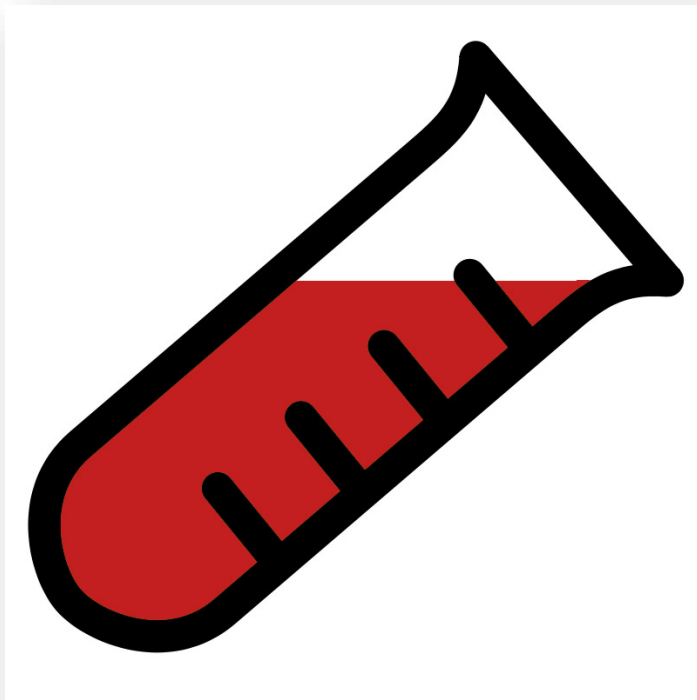
#9: Avoid Cheap Tricks

Some marketers resort to trickery as a means of getting readers to open their emails.

Most users are savvy enough to ignore such tactics, so just give it to them straight instead.

#10: Test Your Subject Lines

There is no foolproof formula for creating the perfect subject line.

Tactics that work for one marketer may be all wrong for another, so it's important to test your subject lines to determine what works best for your specific audience.