

## Email Subject Lines that Pop!

When you send an email you want to make it count, and that means getting the recipients to read it. Along with having useful content in that email, you first have to grab the attention of the recipient in hopes that the message will be opened and read. Most readers that receive a large number of daily email newsletters will scan through the subject lines and delete those that are of obvious disinterest or don't require a response.

Readers want to know what they are going to learn from reading an email, how it will help them, and at the least they want it to be interesting. In order to engage the recipient to read your pertinent information, you need to understand how to write email subject lines that will improve your open rates.

**Make it precise:** Let the reader know exactly what benefit or reward is being offered when they open the email. Don't waste time and space by announcing that the reader is receiving a newsletter.

**Be brief:** Try keeping your subject line below 50 characters. The shorter the subject line, the more the reader's interest is peaked.

**Animation:** Once the reader has opened the email using animation is a great way to continue to hold their attention. Animation can draw the reader's eye to specific parts of your message such as promotions.

**Spam:** Certain words such as free may trigger spam filters. Reputable email service providers have spam-checking software as part of their service so, check their help section to learn how to verify whether your subject line contains spam triggers and make any necessary changes.

Learn to speak to your reader and not at them. Cultivating an already established relationship, is a key element to your success. Be careful not to overwhelm the reader but instead lead their thought process from email, to the landing page, to the exchange, by understanding their needs and behaviors. A good way to learn about your audience is by using tracking links. Google Analytics can also assist you with valuable statistics.

Predictive Response will work to help you determine the correct strategy for your intended audience. Contact us for more information on getting your emails to capture attention and deliver quality information that your audience deserves.