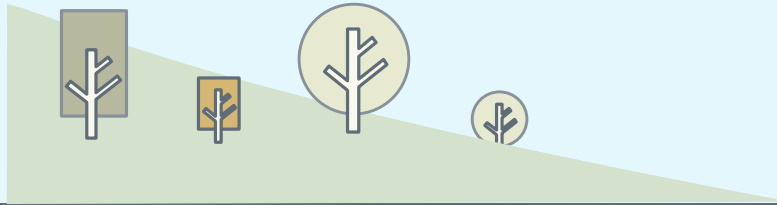
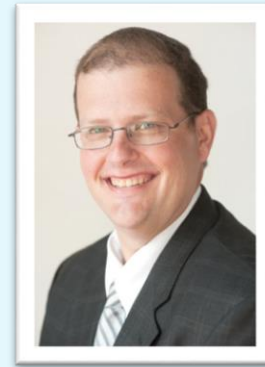


# Standout Subject Lines

## Get Opened, Get Read, Get Results



# Matt Ward



Master Certified Solution Provider, Constant Contact



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[facebook.com/inconcertweb](https://facebook.com/inconcertweb)



[@webresults](#) [@inconcertweb](#)



# inConcert

Web Solutions... bringing it all together.

Attract, Convert  
& Grow!



Constant Contact<sup>®</sup>  
Local Expert<sup>™</sup>

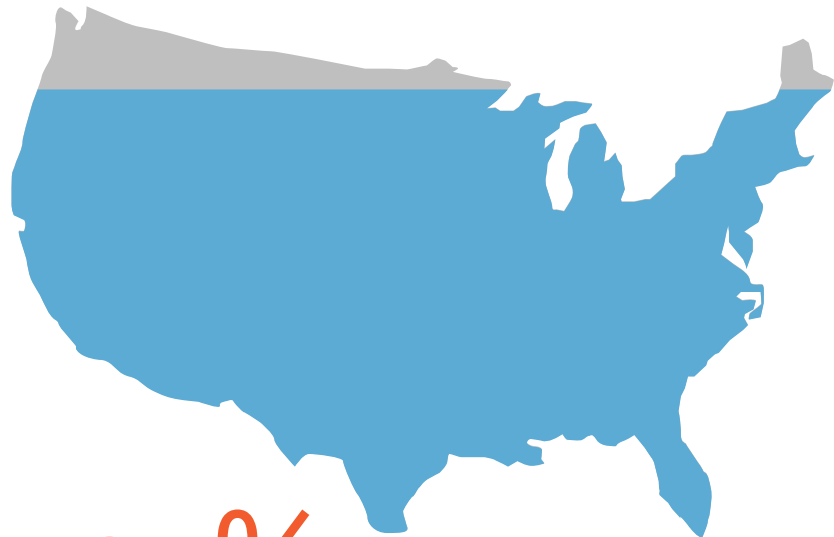
Constant Contact<sup>®</sup> 

 Constant Contact<sup>®</sup>  
MASTER CERTIFIED 2014





# Email is hard to beat. It's where people are...



**91%** of US adults  
like to receive promotional  
emails from companies they do  
business with



**138%** spend more  
with email offers than  
those who don't receive  
any email offers



Stir crazy?

Fairy DogParents.org <fairydogparents@live.com>

Sent: Fri 5/29/2015 3:55 PM

To: Sullivan, Bria



Looking for something to  
do while you're stuck  
inside?

You can help FDP SponsorDogs  
from the comfort of your couch,  
AND set yourself up for a super fun  
Sunday afternoon

Put together

## Subject lines can...

- Get your email read
- Bring you more business *more revenue*
- *Build awareness* around your business or organization

More than **1/3** of people  
open an email based on the subject line.





# A smartphone is really a mobile inbox

53%  
of emails are  
opened on mobile



People check their  
phones **150**  
times/day

# Agenda

1. Why are Subject Lines so important?
2. How to write good ones
3. Consider desktop & mobile
4. Next steps



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An email that isn't opened...  
*isn't effective.*



Three little words that rule your world...  
Now, later or never



# 3 reasons they'll open your email

1. Recognized sender

Who sent it?

2. Convenient timing

When was it received?

3. Compelling subject

Worth reading?



# What's the subject?

Winning the battle of priorities



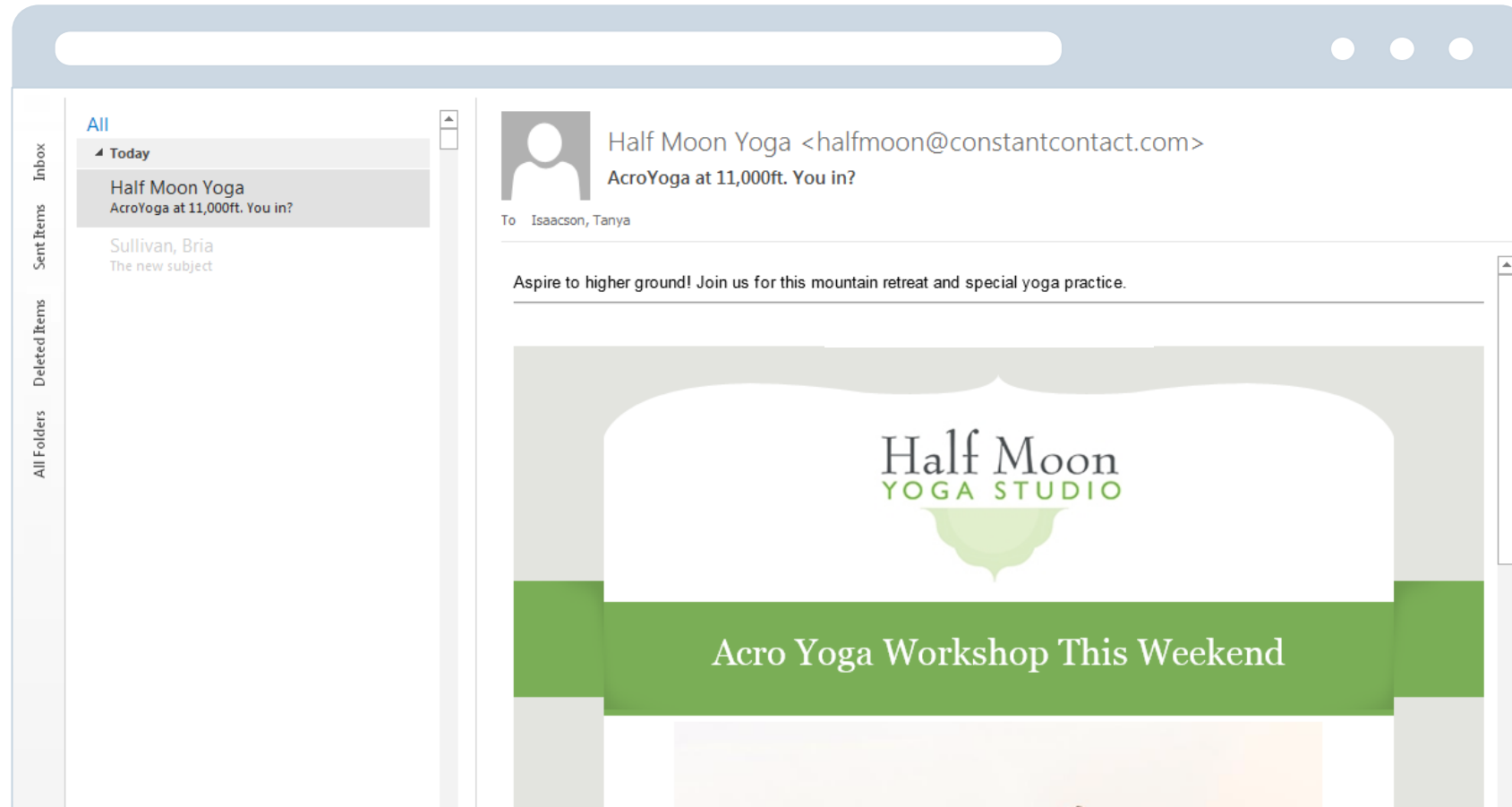
2 2 2

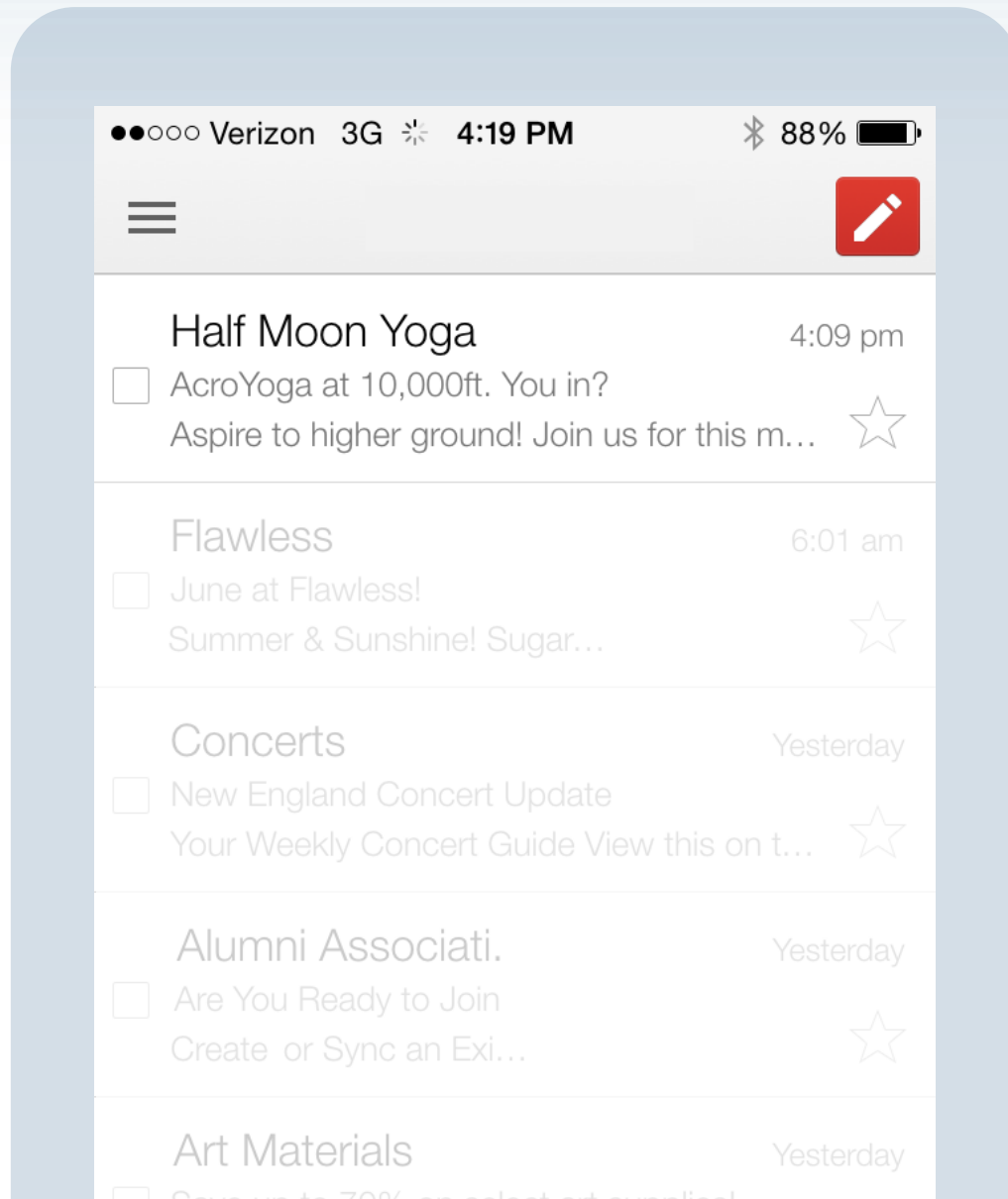
SECONDS WORDS TODAY



# Why should they open your email?

Identify your purpose. Be clear, be clever and...





# Entice them.

- Use “teaser” text
- Customize the message



Choose your words carefully.

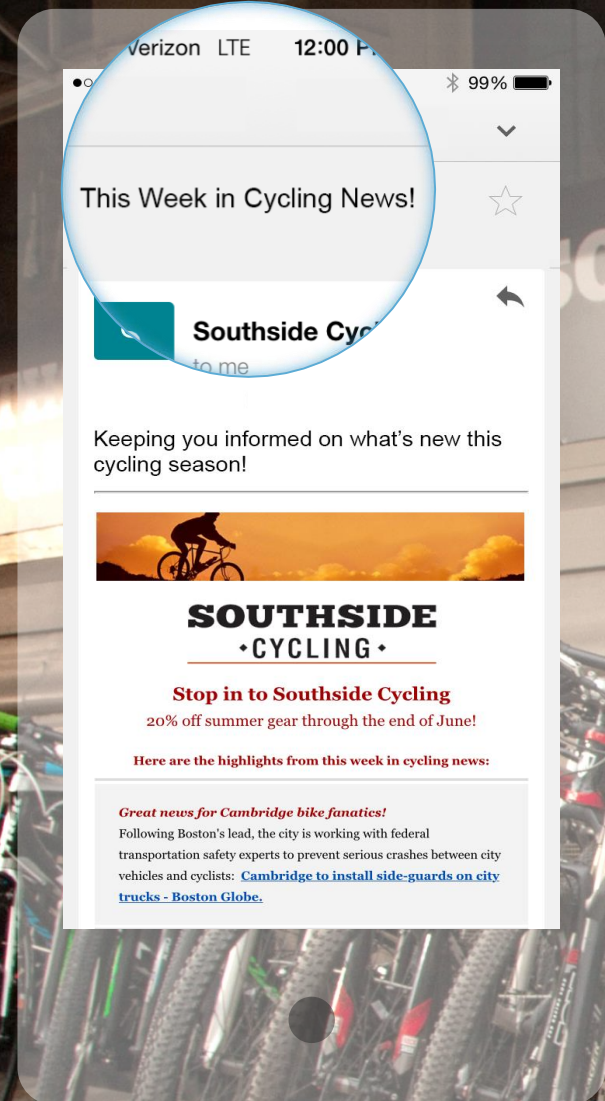
- Avoid spam-like terms
- Check your spam folder
- Use spam-check button

Refund Fast!  
Act Now! dollars  
remove rates Click order  
Win credit home  
offers Get Free  
guaranteed  
now income  
cash Save Act Now!  
traffic Urgent  
Purchase Fees  
money

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A good subject line can make or break an email.





## It's a driver of...

- Sales
- Event attendees
- Fundraising success
- Subscriber participation



# Standout subject lines = email opened

Short & sweet:  
4-7 words ideal

Attractive offers:  
Discounts & gifts

Keep it clean:  
Easy for mobile

Brand identity:  
Incorporate yours

Air of mystery:  
Raise interest

Ask Questions:  
Make them think

Create urgency:  
Don't miss out!

Entertain, warn, inform:  
Share knowledge

Literary techniques:  
Write like a pro



# Improve *any* subject line using “the top appeal”

Top 3 reasons

Top 5 priorities

Top 7 concerns

Top 11 issues

9 best tips & tricks

7 need-to-know  
strategies



# Great subject lines = email opened

## Top Appeal

7 must haves for Fall

## Sense of Urgency

Only 12 seats left – get yours before midnight

## Personalize

What you need to know about your personal finances

## Ask a Question

How can we help your business grow?

## Exclusive Appeal

An exclusive offer just for you!

## Stay “In the Know”

13 signs you’re budgeting wrong



# Literary techniques

## Onomatopoeia

Boom! Crackle! Pop!

## Allusions

We're bringing  
crafty back

## Alliteration

Seven Simple  
Solutions to Saving

## Chunking

Lions, Tigers & the  
Springfield Bears, oh my!

## Numbers

13 Ways You're KILLING  
Your Credit Score



# Adapt *your* subject line using “literary techniques”

Basic Subject Line	Literary Technique	Improved Subject Lines
June Promotion	Onomatopoeia	Splish! Splash ! Oh, the prices we’ve slashed!
		Cha-Ching!
Joe’s Pet Store Newsletter	Allusions	Who let the dogs out?! Pet Shots This Saturday
		Fido’s Got 99 Problems... But Fleas Ain’t One
Mother’s Day Specials	Alliteration	Make Mom’s Morning Miraculous!
		Cards, Candy and one Cozy Couch
Sign up for Summer Camp	Chunking	Summer Camp 2016: NEW! Archery, fencing & sailing.
		Kids love it. Parents dream about it. Registration is open.
New England Concert Update:	Numbers	3 Can’t Miss Summer Festivals
		16 Bands but only 1 Miranda Lambert



# What would you change?

Our monthly tax newsletter

3 overlooked tax deductions you may qualify for

New product arrival

Sweet dreams are made of cheese

Get a FREE Apple Watch!!!

Apple Watch. Want one?



# Finding inspiration

- Check the news!
- Magazine headlines/covers
- Look at what others are doing
- Search results headlines
- Blog titles
- Tweets on Twitter with lots of engagement
- 'Listicles' that make you curiously click their headlines like:
  - [Buzzfeed](#)
  - [Upworthy](#)
  - [Mashable](#)

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Consider mobile.



76% of people read email on their phones

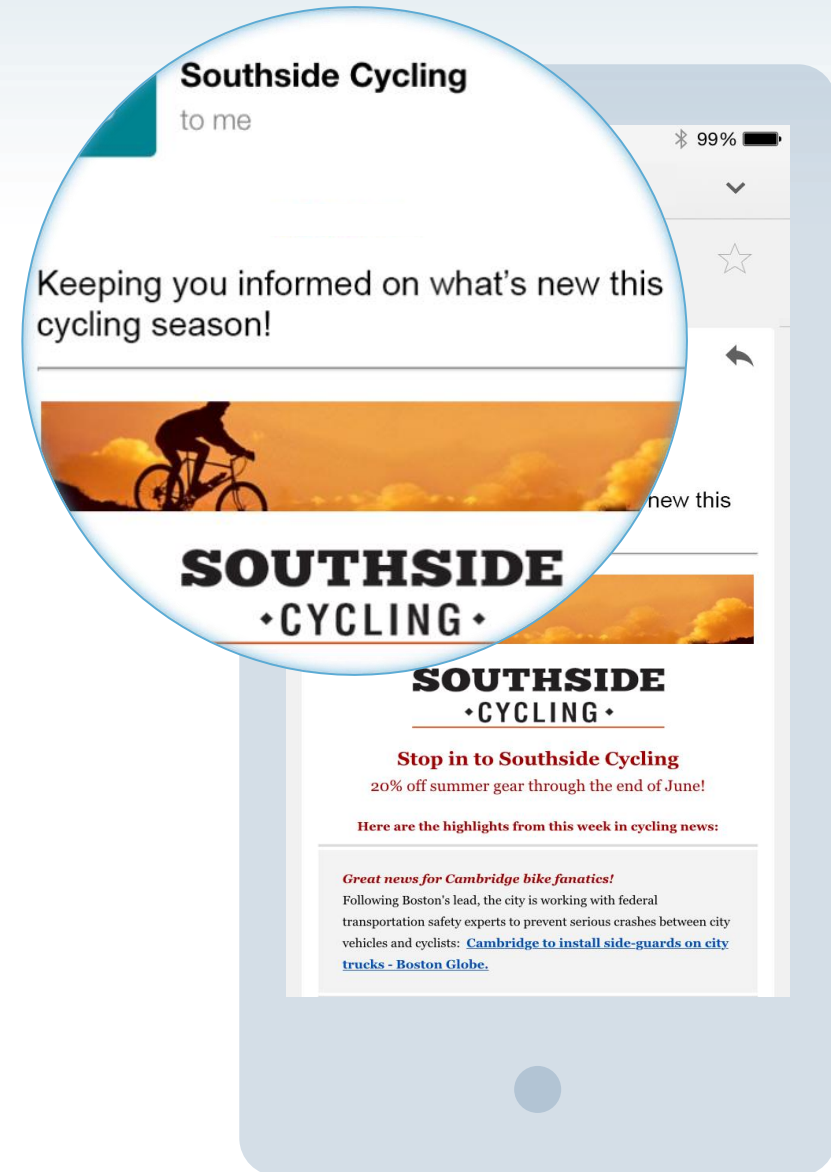
67% of b2b workers view emails on their phone

64% of key decision makers read emails on mobile



# Mobile design best practices

- Use mobile friendly or single column templates
- Logo left or center, always hyperlinked
- Apply brand colors
- Minimum 12pt font for body text & 22pt for calls-to-action
- Customize pre-header text





# Preview pane & Preheader text... what?

## Preview pane

A way to read email on *desktop* - displays a snippet of your email.

Displays top 1/2 of your email.



## Preheader text

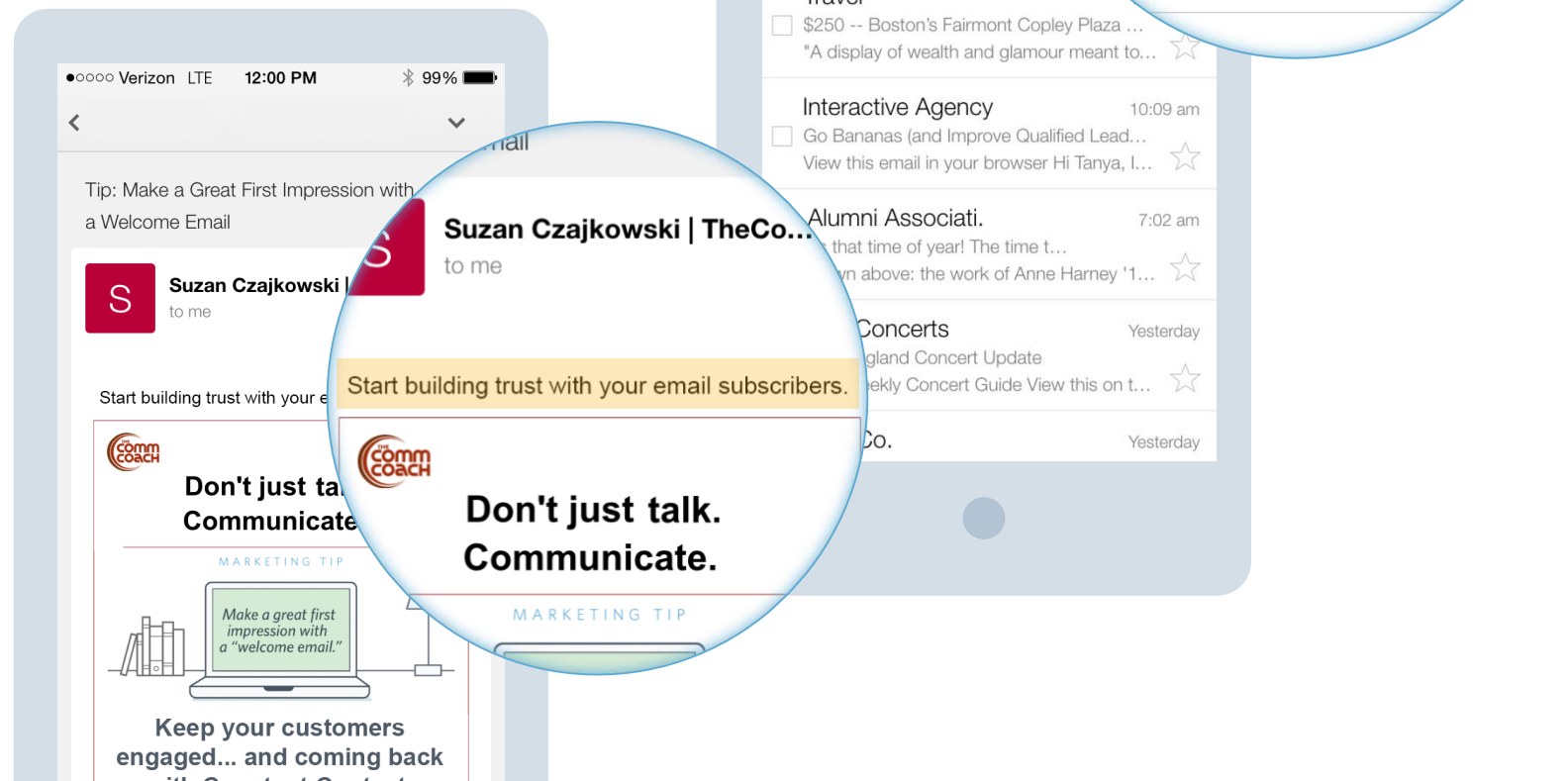
Is the 1<sup>st</sup> line of text above logo

Best seen on *mobile* devices



# Preheader text

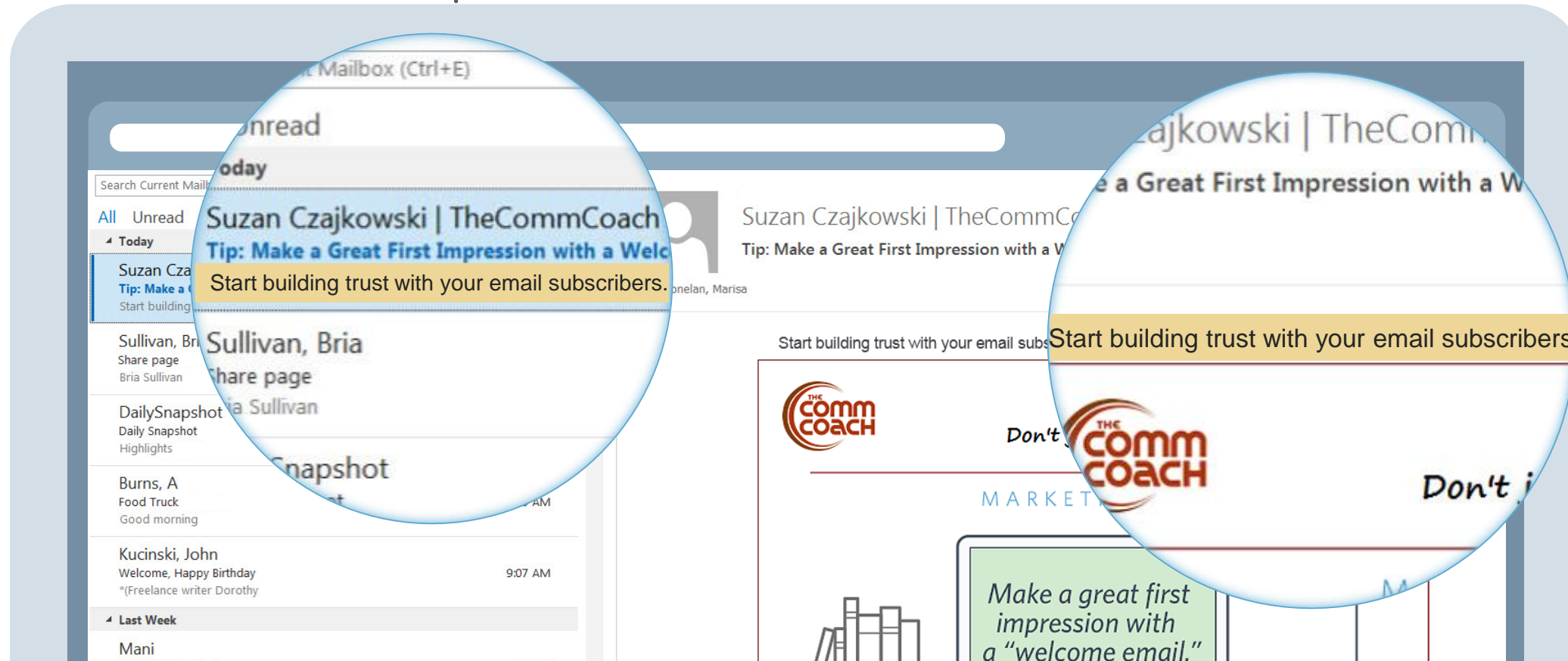
Is the 1<sup>st</sup> line of text above logo. Best seen on *mobile* devices



with Constant Contact.  
As a small business owner, you know  
how important a first impression can be.

## Preview pane

A way to read email on *desktop* -  
displays a snippet of your email.  
Displays top 1/2 of your email.





• Don't do too much  
Keep it clear, make it clever, keep it short.

30-40 characters max typically appear on most mobile devices

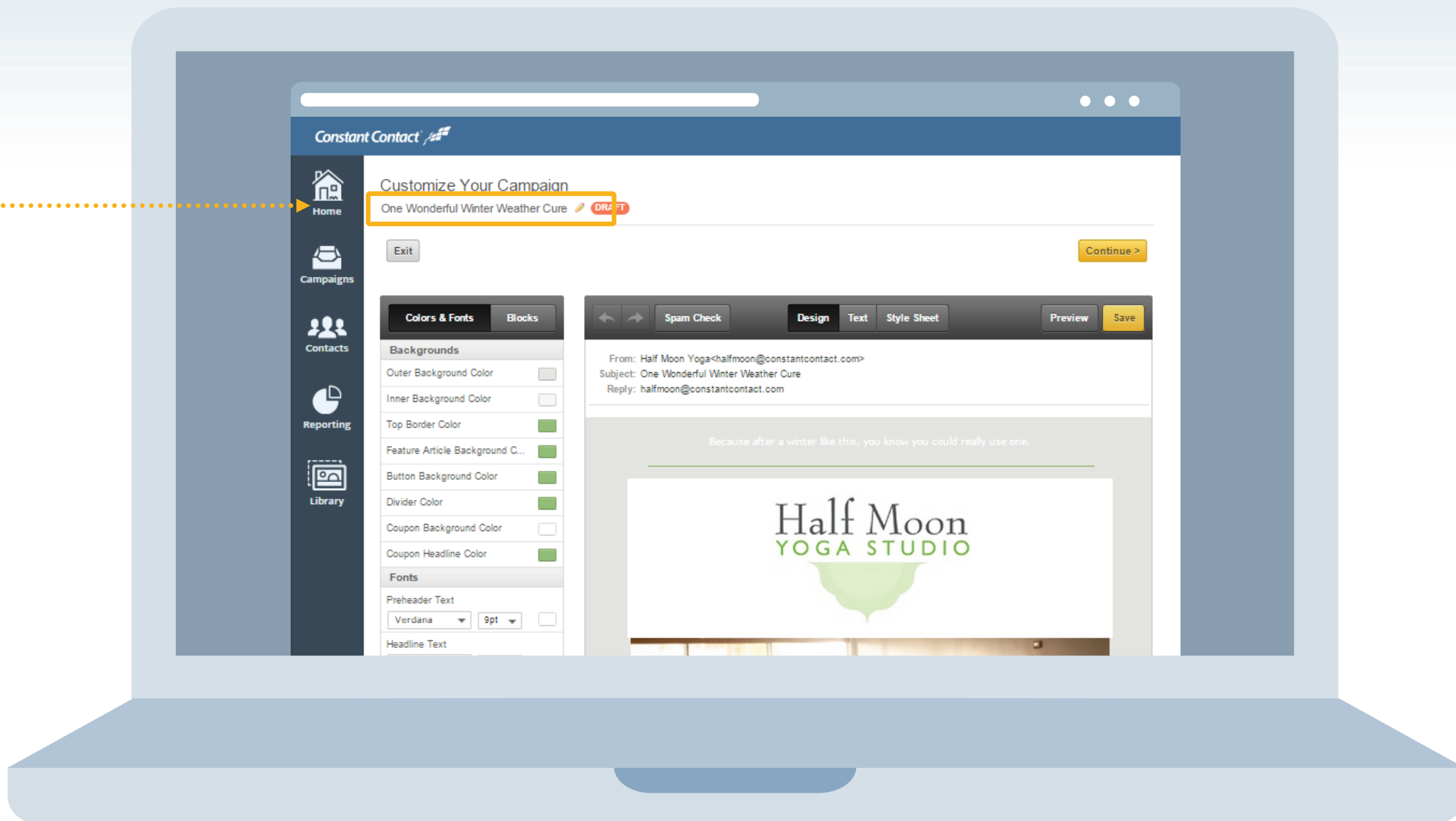
.....  
6-11 words fit best; 4-7 has greatest response

.....  
Customize first 11-18 words (140 characters) of "pre-header"

.....  
53% of email is opened on mobile devices

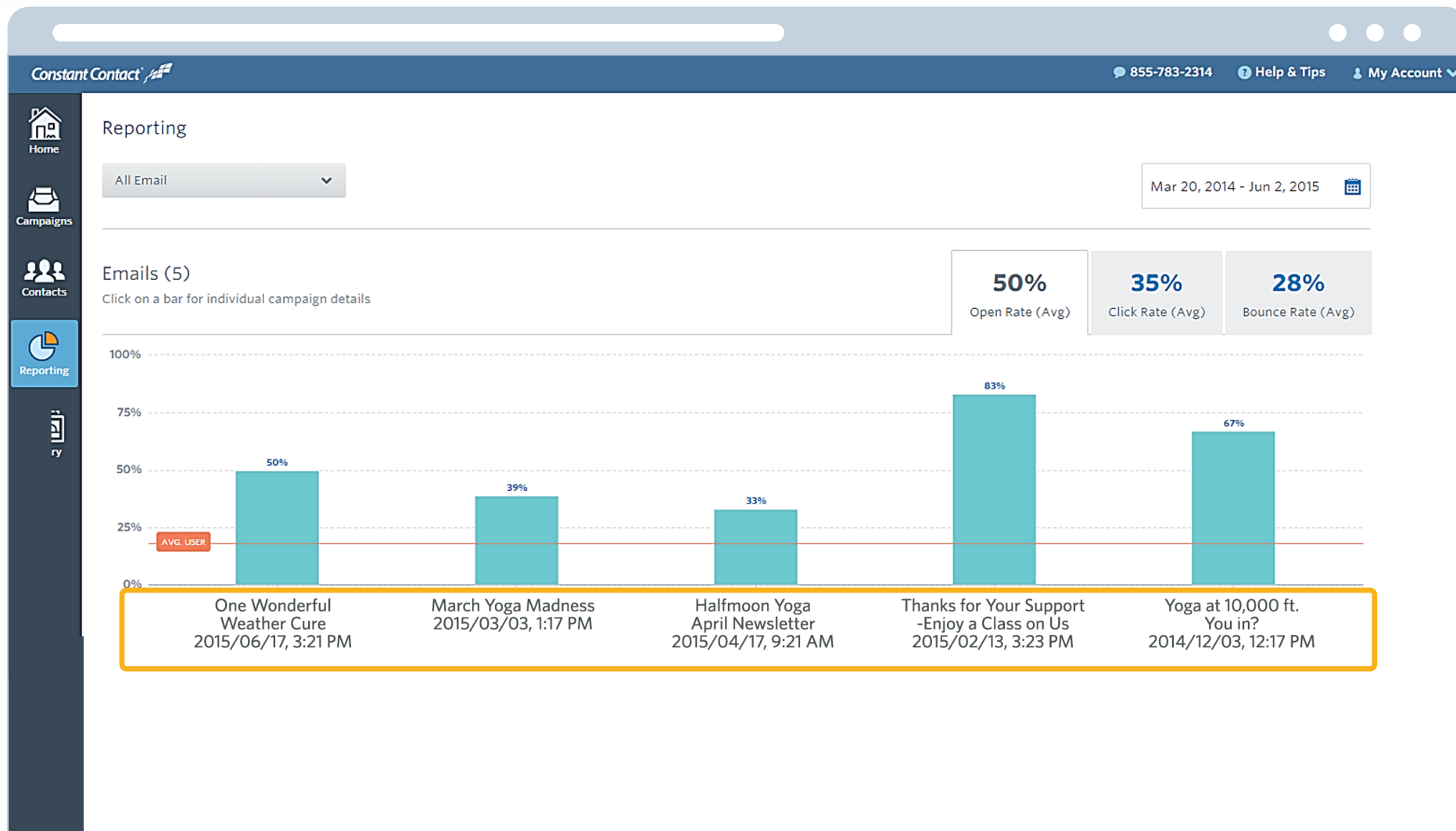
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# Check the success of your subject lines.



## Four simple steps...

1. Brainstorm 3 versions
2. Test on mobile & desktop before sending
3. Consider preview pane display & customize pre-header text
4. Monitor your progress



# Q&A



## Need Email Marketing?

**60-Day Free Trial of Constant Contact**  
(no credit card needed for the trial)

**I need your business card to setup your free trial.**

# Still don't have time...

inConcert Can Help...Just Ask!

Management Plans Available  
....for those looking to save time.



# Where do we start?

We start with a...  
Free 30 Minute Marketing Review,  
With my Digital Marketing Specialist

You'll walk away with a list of recommendations  
that you can immediately take action on to  
improve your overall marketing strategy.

To get started, all I need is your business card!