

12 Tips for Creating Engaging Subject Lines

Tips		Examples
1. Keep it short and sweet. 77% are opened on mobile devices.		<ul style="list-style-type: none"> • Keep your subject line under 50 characters. • Use Concise language • How can your email benefit them?
2. Start with action-oriented verbs.		<ul style="list-style-type: none"> • Vote today • Renew your VBM Ballot • Apply for VBM
3. Use a familiar sender name.		<ul style="list-style-type: none"> • People often automatically discard an email from someone they don't recognize.
4. Target your mailing. Make sure you're messages are going to the appropriate audience		<ul style="list-style-type: none"> • Target information about school board issues to younger Dems with families. • Target information about Medicare to retirees.
5. Tell them what's inside. Use the subject line and preview to give a hint of what's inside.		<ul style="list-style-type: none"> • Pique their interest with the subject line. • Give them a peek at the content of your email with the preview line.
6. Time it right.		<ul style="list-style-type: none"> • Look for your VBM ballot this week • Register to Vote by XXX Date • Only XX Days Left to Mail in Your Ballot
7. Make people feel special. Create a sense of exclusivity.		<ul style="list-style-type: none"> • You're invited • Private invitation
8. Create a sense of urgency.		<ul style="list-style-type: none"> • Deadline (date)", • Registration closes in xx days (or voting, mailing in your ballot, etc.)
9. Use Numbers.		<ul style="list-style-type: none"> • Join Sarasota's 99,000 Democrats
10. Pose a compelling question to pique curiosity.		<ul style="list-style-type: none"> • Did you know? • Are you ready? • Has your voice been heard?
11. Don't be afraid to get punny. Most people love a good pun. Think of ways you can slip a pun into your emails.		
12. DON'T USE ALL CAPS or overuse exclamation points!!!		<ul style="list-style-type: none"> • All caps is equivalent to shouting.

Source: <https://blog.hubspot.com/marketing/improve-your-email-subject-line>