

12 Tips for Creating Engaging Subject Lines

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

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