

Part B: Subject Line

Subject lines are crucial to your email blast. You can create your own subject line or have us create one for you.

Please create a subject line for me. We will come up with several options and email them to you for approval.

I would like my subject line to be _____.

* All subject lines are subject to approval.

The subject line should succinctly communicate the unique value proposition.

What has proven to be very effective is to use similar copy to the copy you are using to describe the product with paid search engines. If you haven't experimented with these paid search engines you should. It can have a dramatic impact on your clicks.

Similarly, if you are uncertain about your subject line do a subject line A/B split for \$100 more.

I would like to do a subject line A/B Split

Helpful Hints

Grab the readers attention with your headline

Entice them with your offer!

- Use an enticing offer like discounts, free accessories, a trial subscription, or a sweepstakes entry all add value.
- Be sure to highlight the quality of your product or service to let the customer know there is value in your offer

Sell the Offer, not the product

- The goal is to get readers to respond, so concentrate on selling the benefits of receiving the offer.
- Set a time frame for responding. "available for a limited time, while supplies last"

Keep copy short

- When copy must be longer, put it in separate paragraphs to increase readability and comprehension.
- Split any paragraph that exceeds three sentences in length.
- Present the key points as a series of bullets.
- Keep it to a single page view.

Choose images for impact

- Use only your best photo or piece of art as a focal point, rather than multiple images that fight for attention.

Focus on the benefits

- Use phrases and tag lines that describe the most outstanding aspect of your product or service.

Use white space

- Remember to keep it simple and uncluttered.

Use a call to action Early & Often

- Create a sense of urgency, (limited-time, while supplies last)
- Repeatedly describe the action needed to be taken.

Use a specific landing page

- Don't make the reader search your home page for the offer, send them right where they need to go.

Stay away from Spam Triggers

- The excessive use of ALL CAPS in the subject line and message body of your e-mail.
- The excessive use of punctuation "!!!"
- The use of trigger words like "free" (used alone, or in combination with any number of words like "trial," "money," "quote," "sample," "membership," "access," and so on), "spam," "\$\$\$," "checks," "money orders," "extra income," "as seen on TV," and so on. Even using seemingly harmless words like "search engine listings," "cable converter", and "reverses aging" will penalize your e-mail.

Subject lines

- Should focus on the objective- what is it that you want them to do after opening and reading the email?
- Mention the key information first- mention something that makes your recipient care.
- Create a sense of urgency or a time frame.
- Stay away from Spam triggers in your subject lines.
- Look to your local newspaper headlines for inspiration.

Technical Specs

Here are some guidelines to keep in mind while designing your solo email blast to ensure maximum deliverability.

- Blasts should be 600 pixels wide - there is no height limit however, we recommend you keep it fairly low to minimize vertical scrolling.
- CSS should be coded inline. Emails can not link to an external style sheet. Javascript is also not recommended in an email as it has a high probability of not working and can create a higher bounce rate with spam filters.
- Emails can be coded in HTML, but XHTML is recommended.
- Images need to be 72ppi with an RGB profile and as small of a file size as possible (under 40k) to ensure your images load fast.
- Your final layout should not contain more than 40% images.
- All email campaigns will be run through a spam check to improve their deliverability.