

Tips for subject lines and copy



Before you start, set a clear goal for your e-mail.

What do you want to motivate your audience to do?

1. Register for course.
2. Submit an application.
3. Read the article.
4. Become a member.
5. Take the survey.

① Build your content accordingly.

For instance, if you're announcing an event, state clearly **what** it's about and **when** and **where** they should attend your event. Most important, **why** should they attend your event? Hardly anything motivates your audience to read your e-mail and to follow your call to action (CTA) more **than clearly communicated benefits**.

Also, if you're communicating important information, **keep it short, simple, and clear**. Make it scannable.

Structure your copy with **paragraphs, headlines, and bullet points**.

Most people will likely read a ten-sentence e-mail with supporting images but even the most useful information is unlikely to be read if it is a novel-length document. Stick to: **as much as necessary, as little as possible**.

Delete every sentence that does not deliver **necessary information**.

Summing up: Whatever you do, send tailored and personalized, precise e-mails to your prospects. Provide them with a great reading experience and value, and include a call to action:

- Personalize in the salutation, within the text, or in the closing.
- Always keep text as short and to the point as possible.
- Remember: It's not about what you want to say. It's about what your audience wants to read.
- Stick with the facts; for more information, link to the event page.
- Use headlines and bullet points.
- Provide value: Tell your readers what they will get and how they will benefit.
- Always include a CTA.
- Indicate urgency.
- Consider using more visuals than text. Use compelling, high-quality images.
- In the description/body, personalize and refer to your region.
- Include quotes, testimonials (=recommendations).
- Add a "Share" button. Word of mouth is a powerful marketing tool.

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② Write a compelling subject line.

The subject line is the first thing that your recipients will see.

Catching their attention with this first impression can make the difference between them clicking on your e-mail, or simply ignoring your message.

Thirty-five percent of marketing e-mails are opened only because of their subject line.*

You need to seize the moment.

Here are some tips for writing an e-mail subject line that will capture your audience's attention:

- Start with a benefit.
- Avoid spammy-sounding words like "free."
- Don't let it sound sales-driven.
- Ask a question about a specific goal.
- Express emotions: Capitalize on people's fear of loss, their curiosity, or excitement.
- Keep your subject line short for best display on mobile devices.
- Personalize with greetings.
- Test them with A/B testing.

*Source: <http://www.convinceandconvert.com/convince-convert/15-email-statistics-that-are-shaping-the-future/>

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