

5

Awesome Tips



To Improve Your Email Subject Line

#1

Make your viewer benefit from your email



How will your viewer benefit from your email? Make it clear. For example, "Increase your visitors by 50%" is more beneficial than "How to increase your visitors."

#2

Send your email at the right time



8:00 p.m. to midnight is the prime time to send your email. This block not only performed better for open rate (a respectable 22 percent) but also for clickthrough and sales.



Ask a Question

#3

Asking a question in your subject line can also bring people in. Engage with them by asking a question, such as "Are you making these marketing mistakes?"

58%

Less is More



To Give is Better Than To Receive

#4

Subject lines fewer than 10 characters long had an open rate of 58%.

#5

A study showed that the highest rates for opens and clicks was giving away free templates and tools.