

MITCHELL
& STONES

POWERFUL. DIGITAL. PRESENCE.

5 WAYS TO IMPROVE YOUR EMAIL SUBJECT LINES

www.mitchellandstones.com

MITCHELL & STONES

POWERFUL. DIGITAL. PRESENCE.

Here are 5 ways to improve your email subject lines

#1 Avoid Spammy Words

Try not to use typically used salesy words like; Sale, discount, coupon, free, limited time offer etc. These words and terms are quite often ignored and in some cases trigger spam filters

#2 Keep It Short

Don't over cook it, It happens all too often a summary of the content in the email is in the subject line. Be sure where possible that your subject line is 50 characters or less

#3 Personalise It

Adding personalisation such as their name or something specific to their interests can drastically improve open rates

#4 Create Curiosity

Creating mysterious or ambiguous subject lines can hook people in to open your email out of curiosity. Try not to overuse this as it will become tiring for your recipients

#5 Experiment

A, B test various subject lines by splitting your audience in half. Experiment with capital letters, emojis and using 'Re:' on the off occasion can improve results.

MITCHELL & STONES

POWERFUL. DIGITAL. PRESENCE.

How can we help you?

Email Marketing List Growth



Typically, we work with clients who struggle to find the time to grow their mailing list



Or they might be frustrated with the results their current marketing agency are producing



In some instances, there is confusion as what to do when it comes to growing all aspects of their online audience

We can create and implement a strategy to use magnets to grow your mailing list with the relevant audience

£200 p/month

Call us for a chat
today

www.mitchellandstones.com

MITCHELL
& STONES
POWERFUL. DIGITAL. PRESENCE.

**You are probably thinking
'simple' right?**

Simplicity is the key

Don't over cook it