



5 Tips for Creating Compelling Email Subject Lines

To increase your open rates, creating good email subject lines is key! According to internet marketing guru Neil Patel, nearly 70% of consumers mark messages as spam based on the subject line alone. An email's subject line is one of the first things a recipient sees when receiving an email. It is important to know best practices and ways to master the process of creating a perfect subject line to generate clicks.

Keep these 5 tips in mind to create compelling subject lines that will make sure your emails are opened, read, and clicked:

1. Keep it short and to the point
2. Pose a compelling question
3. Make your recipient feel special
4. Create a sense of importance
5. Tailor your message

Get the attention of your audience at the first instance. Subject lines are critical when getting your recipients to engage with your content. Use these tips for successful email marketing metrics.

1 Keep it short and to the point

Subject lines often get cut off in the recipient's mailbox because they are too long. Try creating subject lines with no more than 55 characters and 9 words and place the most impactful words at the front to ensure they are visible in email preview panes and on mobile devices.

Do: Be prepared for the unexpected

Don't: Get the coverage you may need in every situation

2 Pose a compelling question

Asking a question in your subject line can also draw readers in -- especially if you are asking a question you know is relevant to your recipients.

Do: Are you protected for winter weather?

Don't: Winter is coming

3 Make your recipient feel special

When people feel like they're on the inside, it gives them a sense of belonging that could build loyalty and compel them to convert better on your emails.

Do: Thank you for the opportunity to be your broker

Don't: Follow up: Your online quote

4 Create a sense of urgency

Use urgency to get your subscribers excited. The subject line should clearly identify the urgency of the message. Many publicists add words like "Now" or "Before it's too late" to help convey urgency.

Do: Is your life insurance policy protecting your family enough?

Don't: Review our different life insurance policies

5 Tailor your message

Send more targeted, personalized messages based upon the actions your recipients have already taken -- whether that be filling out a form or indicating personal preferences. Start by understanding who is on your list, segment the audience, and tailor your message to each segment. Deploy the four "U's": useful, ultra-specific, unique and urgent. Tell the reader "what's in it for me" (WIIFM).

Do: Hurricane season predictions -- and the impact on your premium

Don't: Make sure you are ready for hurricane season

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