

Brunch & Learn:

Writing Effective Email Subject Lines

December 12, 2013

A special thank you to:



Thank you for joining us – we will be starting at 12:30 PM ET/9:30 AM PT

If you are unable to hear music at this time, please make sure that your computer speakers are turned on and that your system has not been muted.

#DMIQWebinar

Today's Speakers



Pat Friesen

Copywriter/Content Developer

Author of

The Cross-Channel Copywriting Handbook

Moderator



Ethan Boldt

Chief Content Officer

Direct Marketing IQ

#DMIQWebinar

Tips for Webinar Attendees



- **Technical difficulties?** Let us know by using the “Q and A” box, or trouble-shoot by clicking the “Help” widget below

→ **Quick tip:** Common problems (like loss of sound and/or stall in the slides) can often be fixed by a quick refresh of your browser.

- **Have a question for today’s speaker?** Submit via the “Q and A” box
- Please **disable pop-up blockers**



- **See what this console can do!** Click on the “Tips for Attendees” widget for the complete rundown.

Don’t forget to “share” this webinar!



#DMIQWebinar

A Few Subject Line Trends

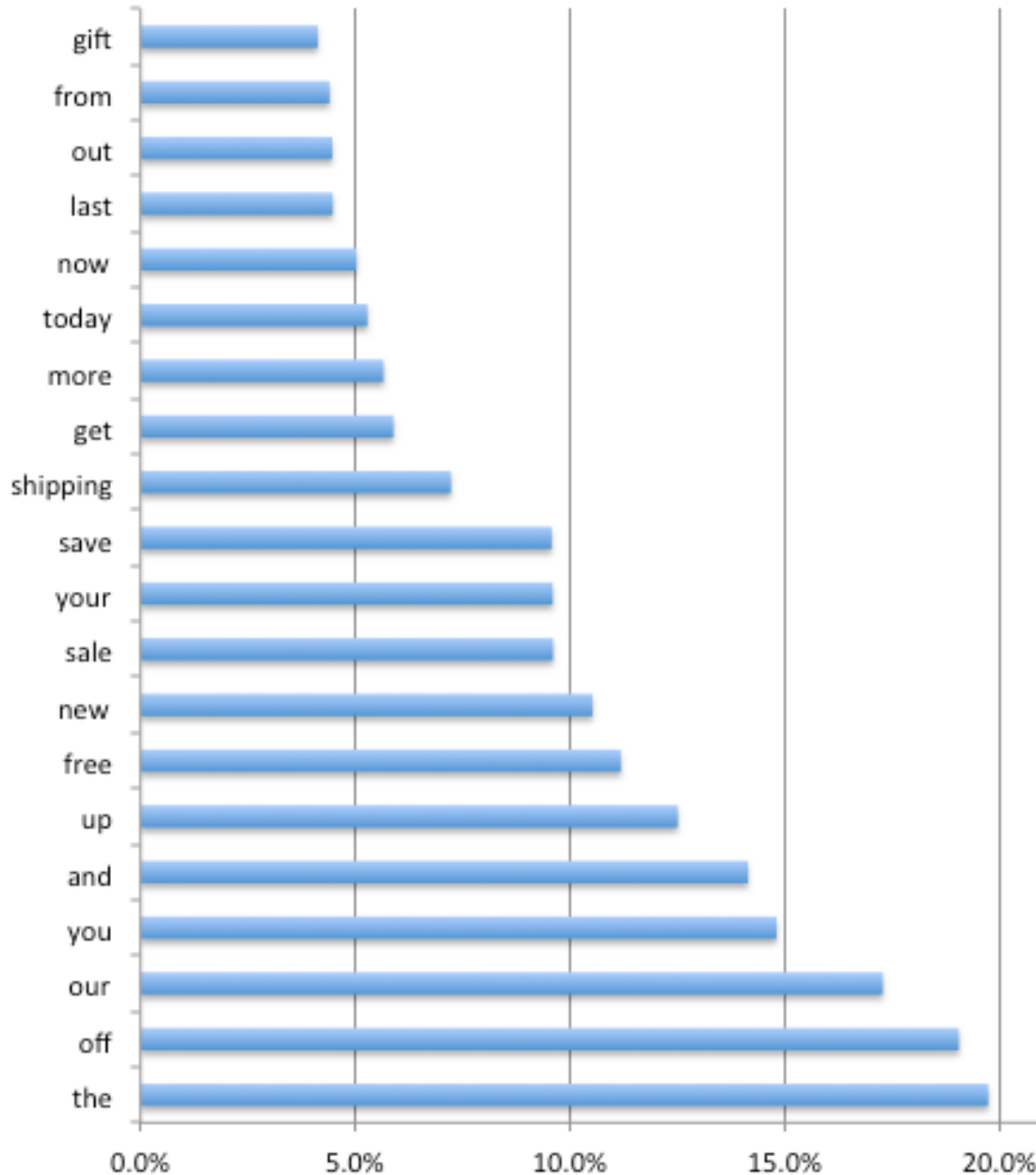
courtesy of ...

WHO'S MAILING WHAT!

The most complete library of
direct mail and email in the world

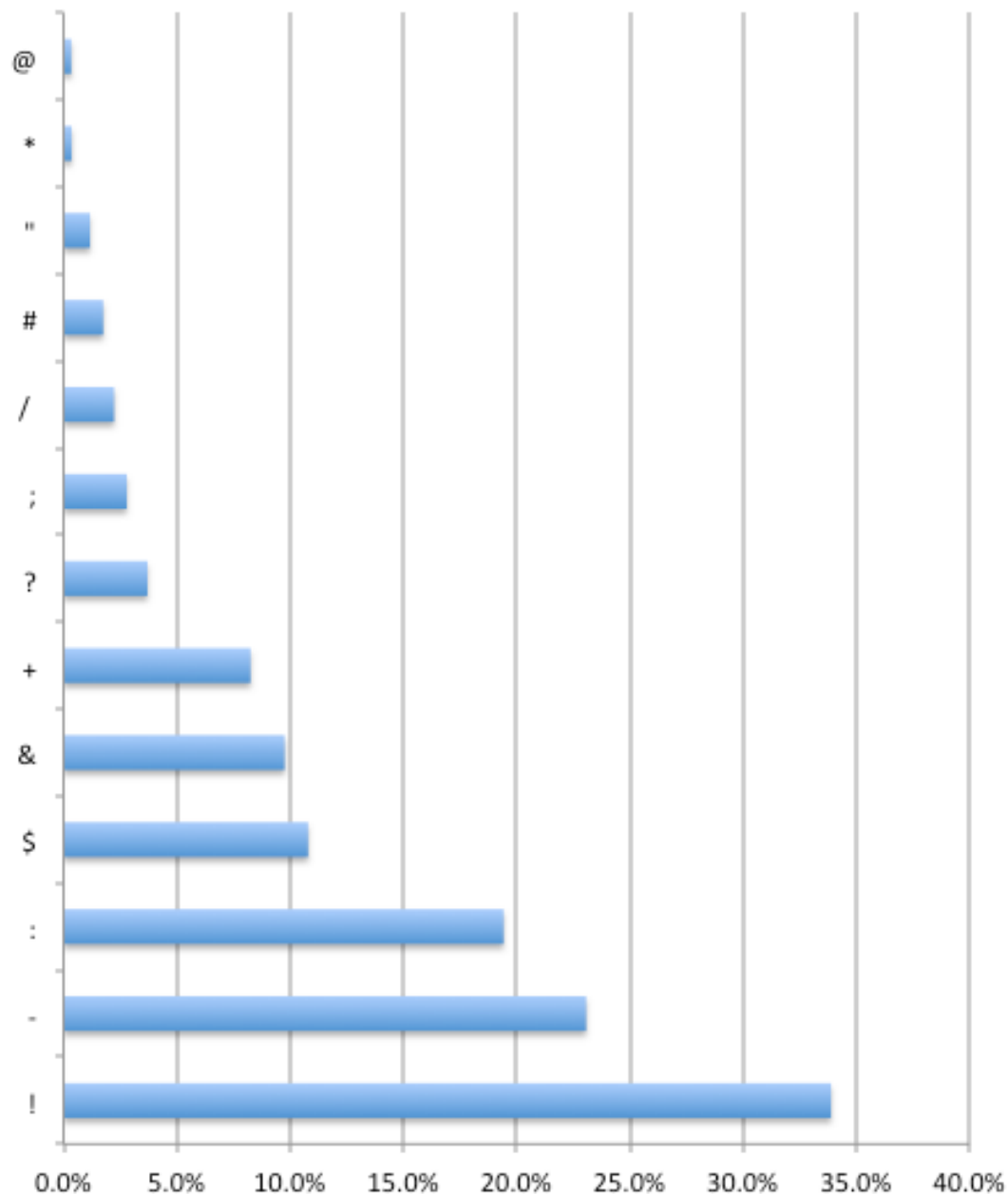
www.whosmailingwhat.com

Most popular words in subject lines



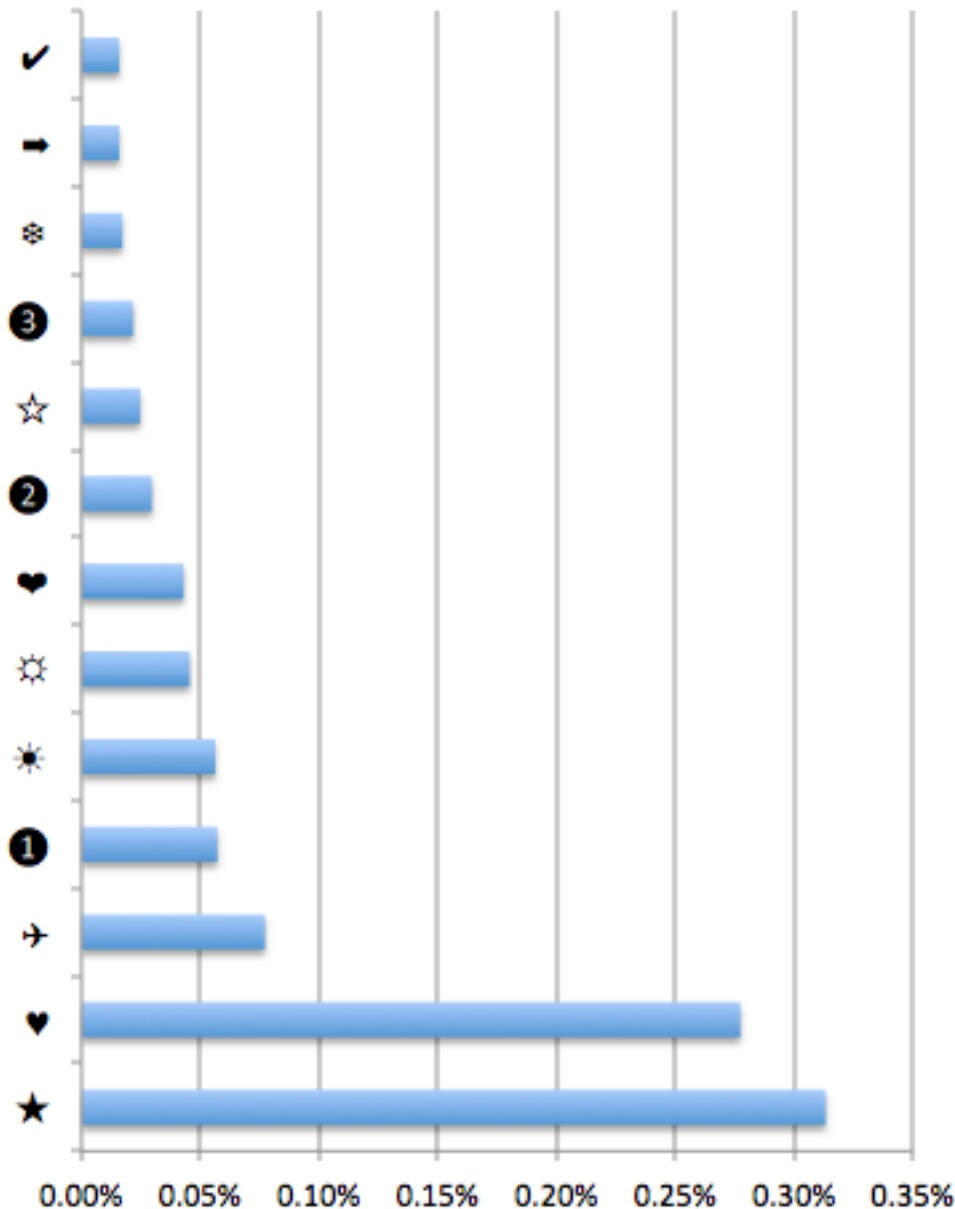
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Most popular symbols (!) in subject lines



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Most popular special symbols (★) in subject lines



WHO'S MAILING WHAT!

The difference a word can make*

objective	Keyword	Open rate variance vs. average	Click rate variance vs. average	Click to open rate variance vs. average	Unsubscribe rate variance vs. average
Benefits	Exclusive	12.3%	-0.3%	-11.2%	22.0%
	Free	-3.0%	-6.3%	-3.3%	-1.3%
	Free delivery	15.7%	135.4%	56.3%	82.4%
	Gift	12.4%	-11.3%	-21.1%	21.2%
	Latest	8.3%	11.7%	3.1%	-9.9%
	New	17.2%	38.2%	17.9%	-2.6%
	Offer	7.3%	-18.6%	-24.1%	22.3%
	Only	-4.1%	-37.3%	-34.7%	11.9%
	Sale	23.2%	60.7%	30.5%	31.6%
	Save	3.4%	-25.2%	-27.7%	18.1%
	Voucher	20.0%	-2.4%	-18.7%	60.6%

*data from Avrck Direct

WHO'S MAILING WHAT!



























The difference a word can make*

objective	Keyword	Open rate variance vs. average	Click rate variance vs. average	Click to open rate variance vs. average	Unsubscribe rate variance vs. average
Content	Alert	38.1%	61.8%	17.2%	-63.2%
	Bulletin	15.8%	12.7%	-2.6%	-22.9%
	Issue	10.8%	10.4%	-0.4%	29.6%
	Learn	-35.5%	-60.8%	-39.2%	-23.9%
	News	34.8%	47.7%	9.6%	-26.0%
	Newsletter	0.7%	-18.7%	-19.2%	2.9%
	Report	-23.7%	-54.8%	-40.8%	-54.6%
	Today	-15.9%	-37.9%	-26.1%	5.2%
	Video	18.5%	64.8%	39.0%	-26.0%
	Webinar	-16.6%	-70.7%	-64.8%	8.8%
	Win	1.8%	26.7%	24.4%	-2.9%

*data from Avrck Direct

WHO'S MAILING WHAT!

Writing Effective Email Subject Lines

	Groupon	Floral Arrangements	Tue 12/3/2013 ...	152 KB
	Sergio Balegno, Ascend2	Lead Generation Survey: Get the Report and Research Library Access.	Tue 12/3/2013 ...	34 KB
	Matt Campbell	RE: update from Pat	Tue 12/3/2013 ...	13 KB
	Marla Altberg	You could receive \$1,000 for the charity of your choice!	Tue 12/3/2013 ...	34 KB
	Karen Vogan	RE: From Pat Friesen	Tue 12/3/2013 ...	14 KB
	Melissa Ward	RE: cross channel marketing	Tue 12/3/2013 ...	17 KB
	Feel Good	Kick 19-pounds to the curb before 2014 hits	Tue 12/3/2013 ...	18 KB
	Cynthia Edmunds	AMA KC Event Information	Tue 12/3/2013 ...	20 KB
	Z Gallerie	Give Back on #GivingTuesday	Tue 12/3/2013 ...	19 KB
	Ethan Boldt	Re: cross channel marketing	Tue 12/3/2013 ...	17 KB
	Tableclothsfactory.com	Hurry! Extra Savings on Our Embroidered Sashes	Tue 12/3/2013 ...	57 KB
	LivingSocial Deals	Harlem Globetrotters at Sprint Center	Tue 12/3/2013 ...	98 KB
	LivingSocial Deals	Holiday Lights Limo Tour	Tue 12/3/2013 ...	98 KB
	O'Meara, Kelly	Automatic reply: email subject line testing	Tue 12/3/2013 ...	8 KB
	DMN Daily Insider	Daily Insider: Thanksgetting and Black Friday Go Mobile	Tue 12/3/2013 ...	64 KB
	AudioSolutionz	Understanding Vendor Payment Terms	Tue 12/3/2013 ...	18 KB
	J.Crew	Introducing winter sale: extra 30% off all sale items with 100 new st...	Tue 12/3/2013 ...	43 KB
	Tuesday Morning	Great Deals on Great Gifts at Tuesday Morning	Tue 12/3/2013 ...	23 KB
	Audubon Workshop	Red: It's not just for Christmas	Tue 12/3/2013 ...	26 KB
	DEAN & DELUCA	Oh Christmas Cheese, You Bring To Me the Greatest Glee	Tue 12/3/2013 ...	22 KB
	LinkedIn	Frederic has endorsed you!	Tue 12/3/2013 ...	26 KB
	Bobbi Brown Online	Last Day: Pick 5 Samples + Free Shipping with ANY order.	Tue 12/3/2013 ...	25 KB
	Peruvian Connection	Warm Thoughts, Warmer Gifts + Free Shipping	Tue 12/3/2013 ...	36 KB
	Weight Watchers	ActiveLink weekly report	Tue 12/3/2013 ...	38 KB
	HenryFields.com	Nectacot? Sure, why not?	Tue 12/3/2013 ...	25 KB
	Finishings for Her	FREE Gift with Brighton Purchase starts NOW!	Tue 12/3/2013 ...	14 KB

Know your audience:

- Subscriber
- Customer
- Member
- Visitor
- Prospect

Test, Test, TEST:

- **Why is it important?**
- **How do you define a winner?**
- **What do you test first?**

Shhh! Secret discount just for union members

vs.

15 holiday travel tips & deals for union families

Length:

- Source A: Subject lines often truncate at **40-50** characters
- Source B: Standard best practice is to keep subject line length between **30-60** characters.
- Source C: Some studies show highest open rates at **4-15** characters, followed by **28-39** characters.
- Source D: For some products & markets, subject lines of **100** characters out pull shorter versions.
- Source E: **80** characters max, **40** characters best practice for high mobile readership.
- **Conclusion: TEST. Learn what drives response and continually optimize. *“It’s not the number of characters, it’s what your subject line says.” Jeanne Jennings***

Frontloading:

Denny Hatch: Line Extensions to Generate Revenue

Ends Tonight! Don't miss 25% off your favorites

40% Off Holiday Baking Essentials at DEAN & DELUCA

SHHH! Secret discounts just for union members

The ultimate Disney deal--4 free days for 4 in Florida

Urgency/Scarcity:

One-time-only notification

5 extra hours for 60% off site-wide

**Last Day: Pick 5 Free Samples + Free Shipping
with ANY Order**

First 10 to register win a \$25 Apple gift card

Numbers:

Sprint's Two-in-One Billing Envelopes Save \$500,000 a Year

vs.

Sprint's 2-in-1 Billing Envelopes Save \$500,000/year

5 ways to get your copy read by scanners

OFFER ENDS SOON: Renew Early & Get ① Bonus Month

Personalization/Relevance:

Jim, congratulations! You have one of the top 1% most viewed LinkedIn profiles for 2012!

**Important Notice Regarding patfriesen.com –
Reminder**

**Your last IDM Weekly - and first glimpse of the new
Who's Mailing What! Report**

Intrigue:

A rather peculiar 21% off

Subject lines. UGH! Are you with me, Pat?

Hey

Special Characters:

Exclusive Holiday Savings: ⑤ Days, ② Great Offers

♥ Happy Valentine's Day Savings ♥

✈ Flights from \$69 Each Way ✈

🧁 Special Holiday Message from Weight Watchers 🧁

🧁 Special Holiday Message from Weight Watchers 🧁

Question:

Do you know where to go for the juiciest hamburger in, <City>?

Are you driving one of America's most stolen vehicles?

Running through too much toner? We can help

| vs. , :

Photo Blanket | Bath & Body Works

Union-made beer | Car discounts | Scams to avoid

The Last-Minute Holiday Menu | Make a Losing List | 6 Hanukkah Recipes

vs.

New app, new software updates, new promise

30% off Natural Balance, Nutro, Wellness, Pro Plan, Nature's Recipe & more

CTA & Strong Verbs:

**Important: Yahoo! to recycle email addresses-
action needed**

Download this voucher to save 35%

Grab this deal before midnight

Authentic. Direct. Genuine.

Subscriber Newsletter

New on QVC: Sneak Previews & Special Offers

ActiveLink Weekly Report

Misc.

[Whitepaper] 7 Digital Marketing Strategies You Can't Miss

[Whitepaper] - Rescue your digital asset management

How many stars would you give 'Dust' (A Scarpetta Novel)?

Ends tonight! 25% off sitewide (40% off final sale)

In Summary:

- 1. Know your audience**
- 2. Length**
- 3. Frontloading**
- 4. Urgency/Scarcity**
- 5. Numbers**
- 6. Personalization/Relevance**
- 7. Intrigue**
- 8. Special Characters**
- 9. Questions**
- 10. | vs. ,**
- 11. CTA & Strong Verbs**
- 12. Authentic. Direct. Genuine.**
- 13. Misc. & ...**

TEST. OPTIMIZE. TEST.

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Blog: WordChocolate (by Pat Friesen)

eBook: *The Cross-Channel Copywriting Handbook*



Question & Answer Session

If you haven't done so already,
please take this time to submit
questions to our speakers using the
“Q&A” box on your console.

Thank You

Thank you for taking the time to attend our Webinar today.

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check out the following Website:

www.directmarketingiq.com/webinar

**Please take a moment to fill out our
feedback survey.**

(It will open in a new browser window/tab momentarily!)