

DIGITAL MARKETER'S

[101] BEST EMAIL SUBJECT LINES



Digital Marketer Increase Engagement Series



DIGITAL MARKETER'S 101 BEST EMAIL SUBJECT LINES 2014

Brought To You By:
Digital Marketer



PUBLISHED BY:

Digital Marketer
4330 Gaines Ranch Loop
Suite 120
Austin, TX 78735

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THIS 3-PART EMAIL SERIES CONSISTENTLY DOUBLES SALES

If you're looking for a simple way to bump your conversions (without having to write new sales copy), then download this copy-and-paste followup series today...



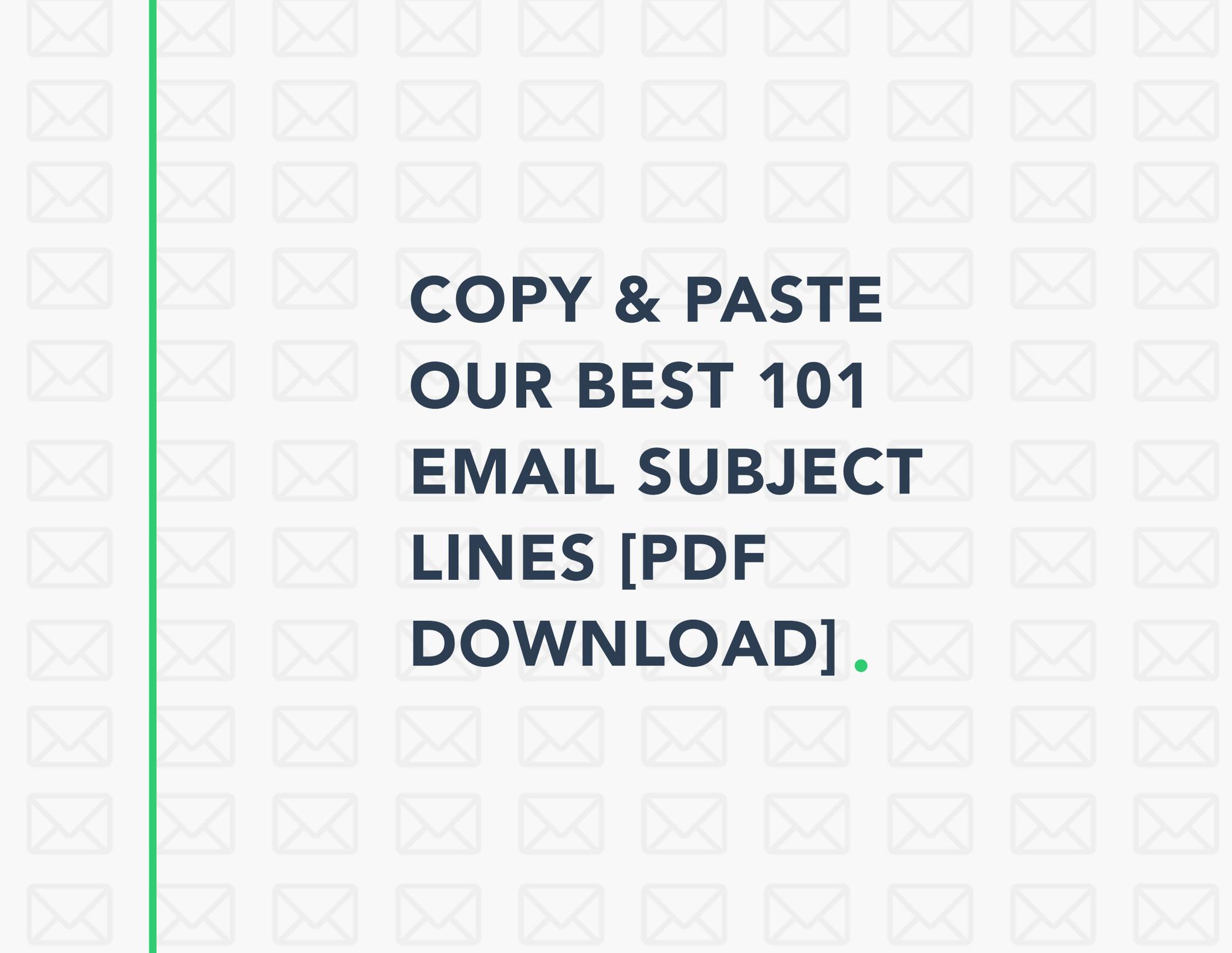
ABOUT DIGITAL MARKETER

DigitalMarketer.com is a community where marketers, growth hackers, entrepreneurs and small business owners come to get ideas on:

[Driving More Traffic](#)
[Increasing Conversion Rates](#), and...
[Boosting Social Engagement](#)

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**COPY & PASTE
OUR BEST 101
EMAIL SUBJECT
LINES [PDF
DOWNLOAD].**

Our top 100 subject lines are listed along with the elements that make them so effective. Here are the top 8 elements you'll find in high-opening subject lines:

1 **SELF INTEREST**

These are your bread and butter subject lines - you should be using them most frequently. They are usually direct and speak to a specific benefit your audience will gain by opening the email.

Self-Interest subject lines also help pre-qualify openers by giving them a clue about your email's body content.

2 CURIOSITY

If Self-Interest subject lines work because they give information, curiosity-based ones succeed for the exact opposite reason.

These peak the interest of subscribers without giving away too much information, leading to higher opens.

Be careful though, because curiosity-based subject lines can get old fast and are the most likely to miss their mark.

3 OFFER

Do you like free stuff? So does your email list. When you are giving something away, directly stating that in your subject line is a great way to convince them to open the email and learn more.

4 URGENCY

One of the most powerful activators for your email list is a subject line that tells readers they must act now. Too many of these can lead to list exhaustion so use sparingly and only when there is actually a limited quantity or limited availability.

5 HUMANITY

Sometimes you just need to thank your subscribers or send them a holiday greeting. Don't forget to remind your list about the person or people behind your products.

6 NEWS

Keeping your audience informed about new developments in your field builds authority and keeps your open rates high. These subject lines often work well when combined with a curiosity element.

7 SOCIAL PROOF

A fundamental characteristic of humans is that we look to the behavior of others when making decisions. You can leverage this in your email subject lines by mentioning individual's success stories, familiar names, or highlighting how many people are already using a product or service.

8 STORY

We know that even short stories can be powerful, as the classic example, "For sale: baby shoes, never worn," shows. Telling a story, or at least teasing the beginning of one, in your subject line is a unique way to highlight a benefit and get the open rate you're looking for.



**DIGITAL
MARKETER'S
TOP 100 EMAIL
SUBJECT LINES...**

- How (and why) to calculate Average Customer Value - Self-Interest
- [URGENT] You've got ONE DAY to watch this... - Curiosity | Urgency
- Check out new "man cave" [PICS] - Curiosity
- 212 blog post ideas - Offer | Self-Interest
- A Native Ad in 60 Minutes or Less - Self-Interest
- Is this the hottest career in marketing? - Curiosity
- Your 7-figure plan goes bye-bye at midnight... - Curiosity | Urgency
- Steal these email templates... - Offer | Self-Interest
- The Facebook Slap is coming... - Curiosity | News
- [WEEKEND ONLY] Get this NOW before it's gone... - Curiosity | Urgency
- [FINAL CHANCE] 7-figure blueprint gone tonight... - Curiosity | Urgency
- How to write a promotional email - Self-Interest
- Steal our best subject lines - Offer | Self-Interest
- Weird traffic test... - Curiosity
- How to craft a guarantee that sells - Self-Interest | Story
- [SECOND CHANCE] This weekend only... - Curiosity | Urgency
- The Machine is coming... - Curiosity

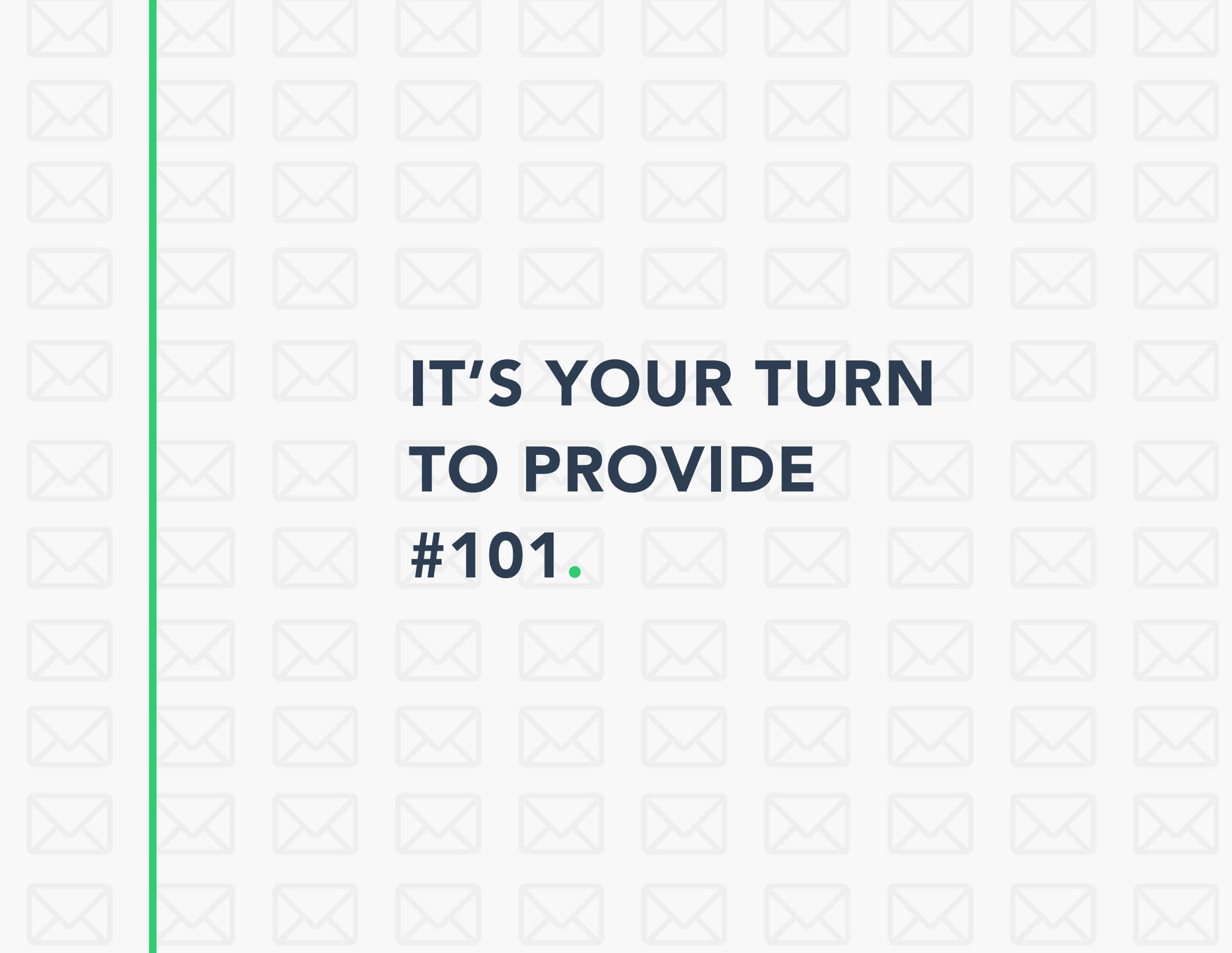
- It's landing page magic... - Curiosity | Self-Interest
- [NEW POST] How To Build an Email Marketing Machine - Self-Interest | Story
- THIS disappears at midnight! - Curiosity | Urgency
- A simple sales copy formula - Self-Interest
- Gold In Your Mailbox - Curiosity
- [RESULTS] My Facebook Case Study - Curiosity | Story
- This is working on Facebook right now - Self-Interest | Story
- Two Words: Cheap Traffic! - Curiosity | Self-Interest
- [FLASH SALE] 51% off sale ends tonight... - Curiosity | Urgency
- I made you a video... - Curiosity
- How to write bullets that sell... - Self-Interest
- Facebook is cracking down... HARD! - Curiosity | News
- Thank You! - Humanity
- [Case Study] Copy & paste this \$10 million business... - Curiosity | Self-Interest
- Swipe my Email Game-Plan (PDF) - Offer | Self-Interest
- [FREE PDF] Ultimate Email Marketing Game-Plan - Offer | Self-Interest
- The 10-Minute Bloggers Editorial Plan - Self-Interest

- What are you doing this weekend? - Curiosity
- 212 Blog Post Ideas (PDF) - Offer | Self-Interest
- Is email marketing dead? - Curiosity
- C'mon - everybody's waiting for you... - Curiosity | Urgency
- I LOVE this amazing little tool! - Curiosity | Self-Interest
- 3-Part Followup Series [Download] - Curiosity | Offer
- A quick YouTube hack - Self-Interest
- Find writers for your blog - Self-Interest
- Facebook Ad Targeting Options [A Complete Guide] - Offer | Self-Interest
- [NEW FORMULA] Cheap, Targeted Facebook Traffic - Self-Interest
- 4 emails with stellar click-through rates - Curiosity | Self-Interest
- Step up your video marketing game - Self-Interest
- Want to look at our email stats? - Curiosity | Self-Interest
- Native Ad Hacks? - Curiosity
- 198% ROI on Twitter Ads - Self-Interest | Story
- [URGENT] About today's traffic training... - Urgency
- Do NOT sell on Amazon without this \$10 tool... - Curiosity | Self-Interest

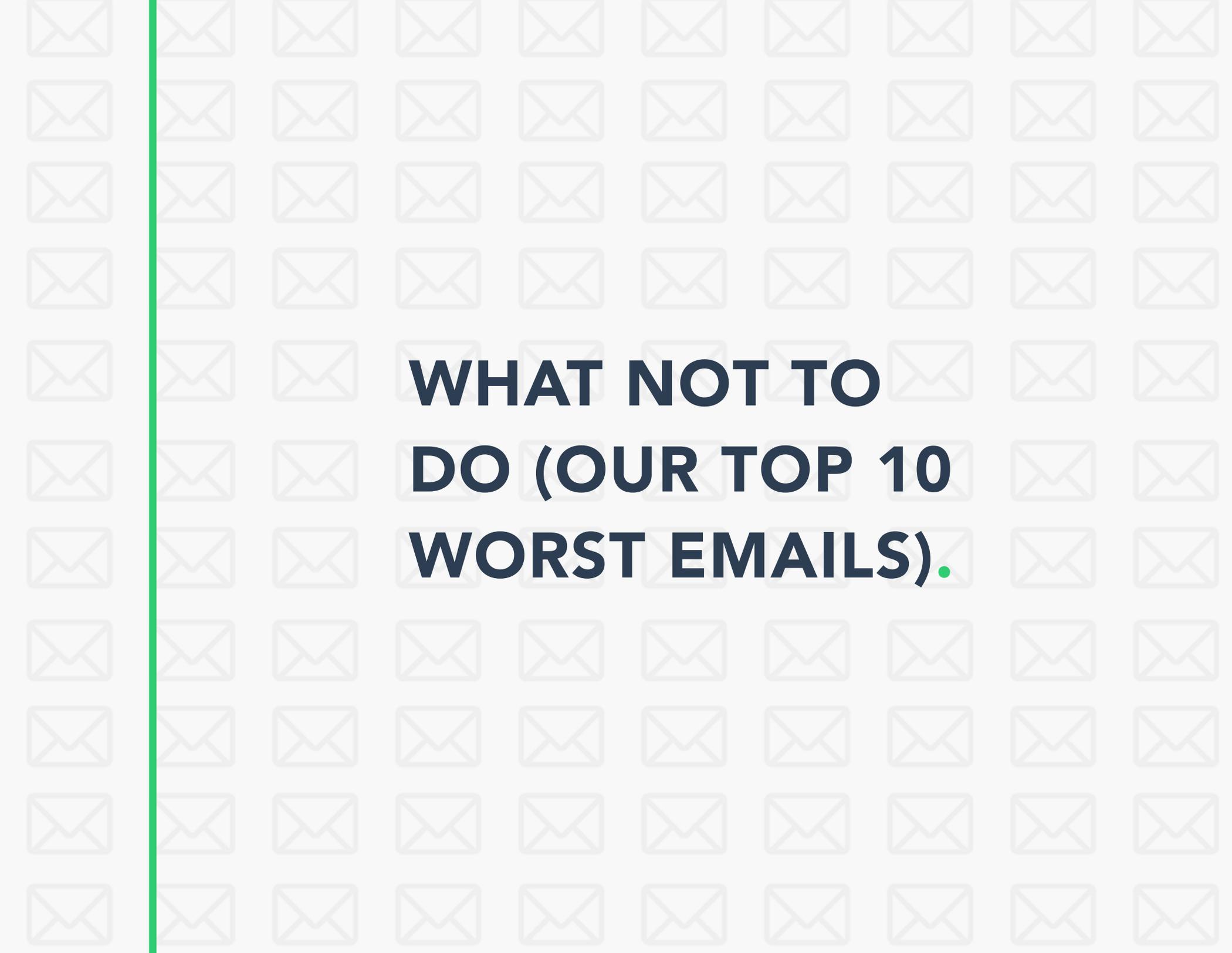
- How to Stop Ho-Hum Marketing - Curiosity
- Would You Do THIS For Money? - Curiosity
- 2 huge mobile marketing opportunities - Self-Interest | Curiosity
- Twitter is the new... Facebook?! - Curiosity | News
- [PART 2] See how I got \$0.10 email optins... - Self-Interest | Story
- My business model... on a napkin? - Curiosity | Story
- We beat up this landing page - Curiosity
- [Gone Sunday] Your traffic training replay is available.. - Urgency
- Don't make these 7 AdWords mistakes - Self-Interest | Curiosity
- My Gift to you... - Offer | Curiosity
- Zero to 30K Page Views in 11 Weeks... - Story | Self-Interest
- This sucks, you lose... - Curiosity
- Should you follow your passion? - Curiosity | Story
- Low Conversion Rate? Fix These 6 Elements. - Self-Interest | Story
- Are you missing one of these FIVE steps? - Curiosity
- Copy and paste these 72 headlines [Last Chance] - Offer | Self-Interest
- How to craft a winning 3-part followup series - Self-Interest

- 32 split testing ideas - Self-Interest
- Less _____ = More Sales [SURVEY] - Curiosity
- [Template] Create engaging Facebook images - Offer | Self-Interest
- No blog comments? - Curiosity
- Download this Social Media Swipe File (PDF) - Offer | Self-Interest
- Presenting: "Funnel 2.0" - Curiosity
- 321% higher conversions using THIS... - Curiosity | Story
- This guy makes 6 figures per month? - Social Proof | Curiosity
- Amazon app cherry-picks hottest products for you... - Self-Interest | Curiosity
- Unlimited penny traffic... - Curiosity | Self-Interest
- My Twitter Ads Cheat Sheet - Self-Interest
- Still haven't launched your funnel? - Curiosity
- Our top Facebook ad campaigns - Curiosity
- "Borrow" all my checklists... - Offer | Curiosity
- SEO is dying (a slow and painful death)... - News | Curiosity
- This is rated aaarrgh! (details inside) - Curiosity
- Does your marketing smell funny? - Curiosity

- Do you HATE money? - Curiosity
- (time sensitive) Last night's Funnel training... - Urgency
- [Case Study] \$188,674 from a dead list - Social Proof | Self-Interest
- [ONLY \$7] My "cheap traffic" plan - Self-Interest
- Get More Email Newsletter Clicks - Self-Interest
- Reduce shopping cart abandonment - Self-Interest
- Create opt-in pages that convert like crazy - Self-Interest
- My Facebook retargeting plan - Self-Interest
- This gets my highest recommendation - Curiosity
- Better than Facebook? - Curiosity
- 28,507 leads in 45 days - Self-Interest | Social Proof
- A slick mobile lead gen funnel - Self-Interest
- The Machine is LIVE... here's your link - Curiosity
- Pounce on these shifts in digital marketing - Curiosity | Self-Interest
- Uncomplicate your analytics - Self-Interest



**IT'S YOUR TURN
TO PROVIDE
#101.**



**WHAT NOT TO
DO (OUR TOP 10
WORST EMAILS).**

But wait, there's more!

We're also going to share our top 10 worst emails of 2014 and pick them apart to find why exactly they didn't work.

For these, we looked at emails with the highest unsubscribe to open ratio. Not only did these miss the mark, but they drove our audience away!

We're going to work backwards here, starting with the 10th most unpopular email.

10

[85% DISCOUNT GONE] BLOG LAUNCH "CHECKLIST ON STEROIDS" PRICE INCREASING...

- Product: Blog Launch EP
- Product Type: Execution Plan
- Unsubscribes/Opens: 1.78%
- **Analysis:** This subject line is trying to do too much at once. The framing of the price increase is presented as both a disappearing discount and a price increase. While these mean the same thing, it can be a little confusing and makes the subject line too long. Sticking with short, sweet, and clear is best.

9 LAST CHANCE TO BE A WHALE...

- Product: The Whale Method
- Product Type: Course/Information Product
- Unsubscribes/Opens: 1.90%
- Analysis: This curiosity subject line is cute, but it's a little too cute. We've found that trying to be too clever or funny with subject lines often hurts an email's performance. This varies by industry, but for educational authorities, it tends to hurt performance.

8 321% HIGHER CONVERSIONS USING THIS...

- Product: Video Sales Letter Formula
- Product Type: Course/Information Product
- Unsubscribes/Opens: 1.93%
- Analysis: This subject line isn't terrible - it's combines curiosity with self-interest and makes an exciting promise. So I looked at the body as well. A key issue was that the body was even more blind than the subject line - the promise got lost in the open.

7 UH OH

- Product: Napkin Project
- Product Type: Course/Information Product
- Unsubscribes/Opens: 2.01%
- Analysis: This is a great example of a curiosity subject line that completely misses the mark. It's too vague and sets a negative tone. Be very careful when using curiosity subject lines, especially when you don't mix them with other elements.

6 3-PART FOLLOWUP SERIES [DOWNLOAD]

- Product: Native Ads Academy
- Product Type: Course/Information Product
- Unsubscribes/Opens: 2.09%
- Analysis: One of the big issues with this email was that it didn't explain exactly what kind of followup series was being offered. By not giving the audience enough information, those who opened it and weren't interested in an email followup series were turned off.

5 FREE TRAFFIC SUCKS!

- Product: Whale Method
- Product Type: Course/Information Product
- Unsubscribes/Opens: 2.21%
- Analysis: This subject line strikes a negative tone right off the bat. While that can be very effective way to get opens, it also sets audience members up to feel frustrated. When you go negative, it's important to really focus on putting a positive spin in the email body.

4 43% DISCOUNT GONE AT MIDNIGHT...

- Product: Video Sales Letter Formula
- Product Type: Course/Information Product
- Unsubscribes/Opens: 2.46%
- Analysis: This subject line isn't particularly bad on its own - it combines curiosity and urgency, which is often very effective. However, the subject line is nearly identical to the one sent the day before. Using the same elements in a subject line two days in a row can make your emails seem stale and leave your audience bored. And bored audiences become unengaged very quickly.

3 THIS SUCKS, YOU LOSE...

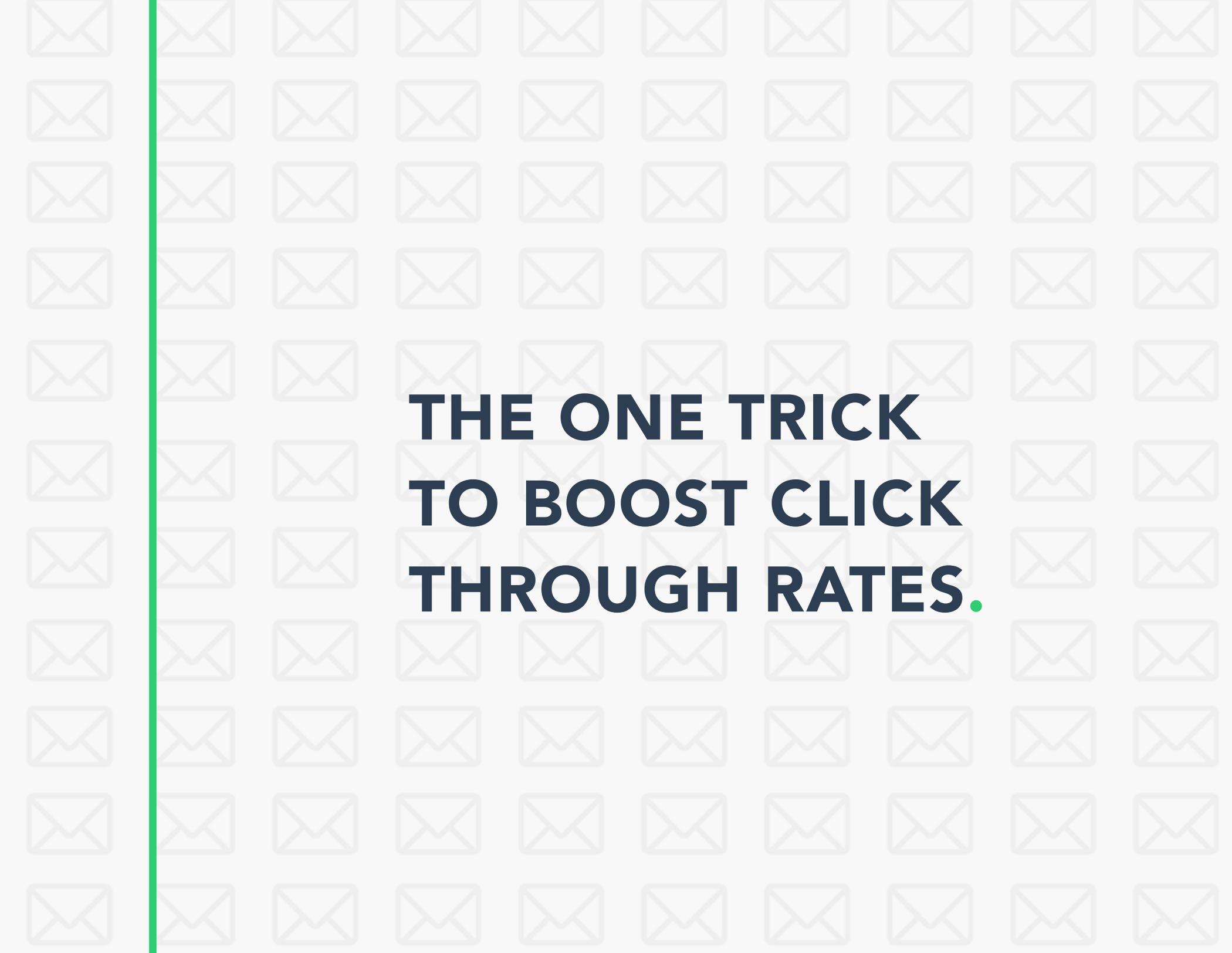
- Product: Whale Method
- Product Type: Course/Information Product
- Unsubscribes/Opens: 2.67%
- Analysis: Another example of a negative curiosity-based subject line. It has a similar issue to the other one - it didn't spin the tone of the communication enough and left readers with a bad taste in their mouth, leading to a high unsubscribe rate.

2 [GONE TONIGHT] NATIVE ADS TRAINING OVER AT MIDNIGHT

- Product: Native Ads Academy
- Product Type: Course/Information Product
- Unsubscribes/Opens: 2.94%
- Analysis: This subject line is a little too urgent - overdoing capitalization in the subject line can feel like shouting. And no one wants their email inbox to yell at them. Capitalization is a great way to draw attention but works best in small doses.

1 C'MON - EVERYBODY'S WAITING FOR YOU...

- Product: Native Ads Academy
- Product Type: Course/Information Product
- Unsubscribes/Opens: 3.05%
- **Analysis:** This email actually had one of our top 100 email subject lines, but it's a great example of the double-edged sword of curiosity hooks. The email went to audience members not already planning to attend a webinar. This subject line puts some pressure on the reader which, for those clearly not interested in the webinar, is an unfortunately effective way to drive them off your email list.



**THE ONE TRICK
TO BOOST CLICK
THROUGH RATES.**

High open rates are great, but without clicks, emails aren't doing much for your business. And your subject line does play a role in your email's click through rate.

While the primary purpose of the subject line is to "get the open," it also positions the body of the email for your audience. It is important to avoid discrepancy between the content of your email subject and body, because this can leave readers feeling tricked or make them feel that none of your content speaks to their specific interests and needs.

So you need to pre-qualify your email openers to prevent this kind of frustration. And we've got one simple trick to do that.

Here's our trick: **mention the topic of your email in the subject line**. Yup, it's that simple. To pre-qualify your audience before they open the email, all you need to do is tell them in the subject line what you're talking about. This can be combined with all other 8 elements, even curiosity.

In our top 100 subject lines, 65 of them identified the topic of the email. That's nearly 2/3rds of our highest-performing emails that mention what readers should expect when they open your communication.

CONCLUSION.

No matter what business you are in you can benefit from understanding WHY these emails performed better than all others.

Try writing a News subject line. Or an Urgency/Scarcity subject line. Mix and match and watch your open rates to see what works for your list.

Swipe what's worked for us and tweak it to meet your circumstances.

Before you know it... you'll have your own list of top performing email subject lines.

