



THE MARKETING LAB

The One About Subject Lines

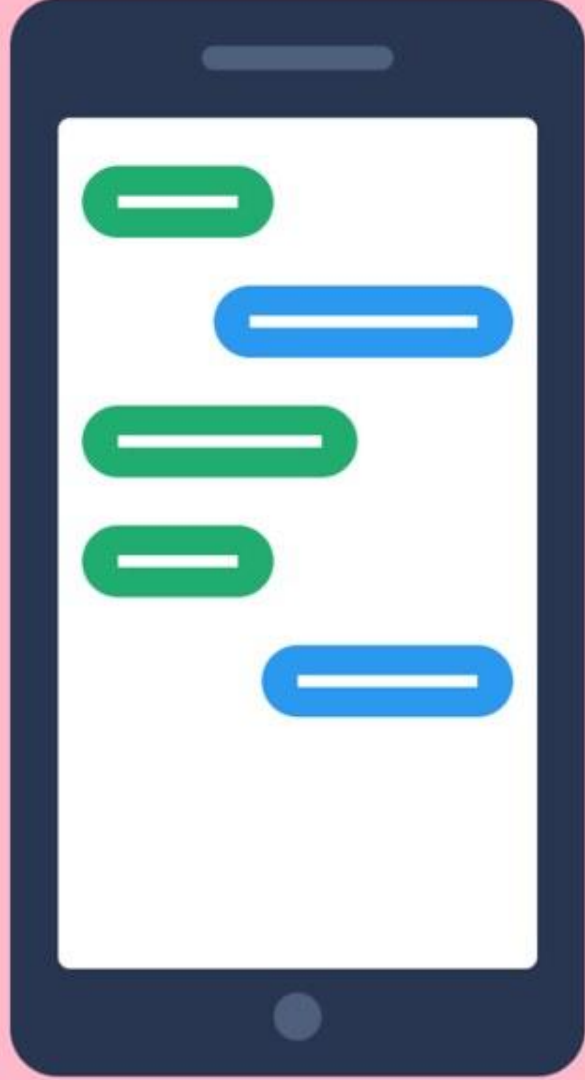
How to craft the perfect subject line to improve the response rate in your outbound sales development campaigns...

Key Concept:

Subject lines won't save a poor email...but they can help.

What else matters?







 Primary

 Promotions



Updates **10 new**

Pat from Connect 365, Stripe, B...

Key Concept:

Open Rate tells you the most about your audience and their relationship to you, the delivery of your message, and then your subject line copy...

Categories

1. Pattern Interrupt (Intrigue)
2. Warning (Notification)
3. Personal

Pattern Interrupt

<input type="checkbox"/>	<input type="star"/>	<input type="arrow"/>	LivingSocial Deals	Color Me Rad 5K - And it's covered by the Good Deal Guarantee. Shop easy, shop happy. view deal
<input type="checkbox"/>	<input type="star"/>	<input type="arrow"/>	LivingSocial Deals	Couples Spa Package - And it's covered by the Good Deal Guarantee. Shop easy, shop happy. view
<input type="checkbox"/>	<input type="star"/>	<input type="arrow"/>	Jo-Ann Stores	Today Only! Big Savings on 2 Singer Sewing Machines. - Your Choice! Limited-Time Deals from
<input type="checkbox"/>	<input type="star"/>	<input type="arrow"/>	Amazon Local	M3 - Get deals tailored just for you - set your preferences Unsubscribe AmazonLocal.com Boston
<input type="checkbox"/>	<input type="star"/>	<input type="arrow"/>	ArtsCow.com	Take 30% Off Tumblers & Mugs with Free International Shipping - View this as webpage www.:
<input type="checkbox"/>	<input type="star"/>	<input type="arrow"/>	Brookline	[BrooklineMA] Recent Posts on Brookline - Freecycle.org To respond to any of these Posts, pleas
<input type="checkbox"/>	<input type="star"/>	<input type="arrow"/>	Sierra Trading Post	Ends Today: Extra 35% Off! - FINAL DAY! An EXTRA 35% off your order! To view this email on a mol


1


Intro











Pattern Interrupt

 Primary

 Social

 Promotions **21 new**

- | | | | | | |
|--------------------------|--|---|----------------------|--|----------|
| <input type="checkbox"/> |  |  | Pat Hensler | Pat... -- Pat Hensler Director of Operations Connect365.io 1819 Lynch St. Saint Louis, MO 631... | 8:19 AM |
| <input type="checkbox"/> |  |  | Auto/Travel Coverage | Vehicle repair coverage with a 94% satisfaction rating - Affordable protection that fits your bud... | 8:06 AM |
| <input type="checkbox"/> |  |  | Pat Hensler | And the winner is . . . - Congratulations to Cathy/Joey who have won the week. This marks their... | 10:05 PM |
| <input type="checkbox"/> |  |  | Amazon.com | Your Amazon.com order #111-1438509-1957036 - Amazon Order Confirmation Hello Patrick, T... | 9:32 PM |

Pattern Interrupt

2 Wanted to make sure you saw this ^

2 Your thoughts? ^

6 A quick question v

4 Is it me? v

Key Concept:

In general...the shorter, the better.

***A variety of studies have found that
30-40 characters is the ideal length.***

Warning (Notification)

4

Re: Would this make sense for you, {firstname}?



5

Checking back in



2

Reaching out



1

A referral for you, {firstname}?



3

Want our final speaker slot, {firstname}?



Warning (Notification)

☆ ▶ Pat Henseler

You + 32 Marketing experts...want a ticket? - Pat, We've got our online summit - The Marketing ...

☆ ▶ Pat Henseler

I've got your ticket - Pat, Let me know before the end of the day if you'd like to attend Marketing ...

Personal

2

Could we feature you?



2

Anything you'd like me to add, {firstname}?



7

Who is the right person at {company}?

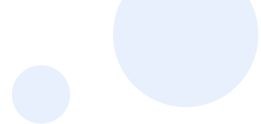


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Two topics that could be perfect for you



Personal



 **Pat Henseler** **I didn't see your name in the comments!? - I**

 **Pat Henseler** **Josh asked me to reach out**



“Yes, this is a fundraising email”
“Best coat ever”
“Hey”

Key Concept:

Don't paint yourself into a corner...

Variety can help you reach different people in different ways.

What to Avoid

- *Manipulative* - limited order, act now, buy today
- *Over-the-top* - 'while you sleep', free money, lose weight fast, no hidden costs
- *Too Much Caps and Punctuation* - FREE TODAY!!!!

Questions?