DIGITALMARKETER'S
[101] BEST
EMAIL
SUBJECT LINES

DigitalMarketer Increase Engagement Series

DIGITALMARKETER

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101 BEST EMAIL SUBJECT LINES
2016

THE 7-DAY SEQUENCE THAT STRIKES A PERFECT BALANCE BETWEEN REVENUE-GENERATION AND RELATIONSHIP-BUILDING

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…

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[Increasing Conversion Rates,](#) and…
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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

Don't forget to remind your list about the person or people behind your products. Sometimes you need to thank your subscribers, tell them a story about yourself, or make a human appeal for their attention.

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.

THE TOP 10 EMAIL SUBJECT LINES OF 2016...

10 HOW "RYAN DEISS" BECAME "DIGITALMARKETER"

- **Content:** Blog Post

- **Open Rate:** 14.61%

- **Analysis:** This subject line appeals to people's human nature. It promises a compelling narrative, DigitalMarketer's origin story, and reminds readers that a person started this company, emphasizing a human connection.

9 DON'T BUY THIS FROM AMAZON!

- **Content:** Invisible Selling Machine

- **Open Rate:** 14.64%

- Analysis: This is an old standby, and has worked time and time again. It's a perfect example of what successful curiosity-based subject should do – generate an emotional reaction without giving away the email's purpose.

8 [DOWNLOAD] 15-POINT LANDING PAGE AUDIT

- **Content:** Blog Post

- **Open Rate:** 14.97%

- **Analysis:** This kind of subject line (and email) is the very definition of value-first content. A free download that is intended to give audiences the opportunity to self-identify as interested in this topic.

7 | I CALLED. YOU DIDN'T ANSWER.

- **Content:** Blog Post

- **Open Rate:** 15.05%

- **Analysis:** Just reading this subject line makes me feel a little guilty! While it doesn't take something away, it creates a sense of urgency similar to an expiring offer. And of course, using "I" in a subject line is a great way to humanize email copy.

6 [DECLASSIFIED] DM'S 2016 PLANNING MEETING

- **Content:** Blog Post

- **Open Rate:** 15.44%

- **Analysis:** What's your reaction when someone let's you in on a secret? For most people, it's to lean in a bit and give them your ear. This subject line takes a traditional (but great) blog post and gives it a bit of mystique.

5   ANNOUNCING: THE 7TH ANNUAL BLACK FRIDAY BOOTCAMP

- **Content:** Black Friday Bootcamp

- **Open Rate:** 15.71%

- **Analysis:** This subject line needs no frills and no complex hooks; it relies on people's familiarity with our annual Black Friday Bootcamp workshop. When leveraging the familiar, a direct, clear offer works wonders.

4 13 BILLION EMAILS ANALYZED [INFOGRAPHIC]

- **Content:** Blog Post

- **Open Rate:** 15.79%

- **Analysis:** This subject line uses a classic technique, featuring an odd number that stands out to readers in an inbox. And highlighting the content type, an infographic, assures readers that this massive amount of information will be easily digestible.

3 **STEAL THESE EMAIL TEMPLATES...**

- **Content:** The Machine

- **Open Rate:** 16.16%

- **Analysis:** Making a direct offer, 'download this,' 'grab this,' is a strong hook for any email. And this subject line does a great job of amplifying what's already working with more surprising language.

2 5-POINT PAID AD AUDIT

- **Content:** Blog Post

- **Open Rate:** 16.25%

- **Analysis:** This is a great subject line to appeal to intermediate and advanced marketers, which comprises most of DigitalMarketer's list. It's a direct offer, and one that speaks to people who are knee-deep, and trying to make the most of their efforts.

1 YOUR NEW FAVORITE MARKETING TOOL...

- **Content:** Blog Post

- **Open Rate:** 16.57%

- **Analysis:** This subject line touches on a broad interest for the audience, marketing tools, and promises positive change. Finding new software or strategies means faster, better processes, which marketers are always looking for.

DIGITALMARKETER'S TOP 90 EMAIL SUBJECT LINES...

Those may be the cream of the crop, but with **108 million emails** out the door, we saw a few other good ones, too.

Here are the *next 90 subject lines* that had the highest open rates and a breakdown of the elements that compose them...

- Facebook's New Pixel: What You Need to Know – News | Self-Interest
- G + L + F = 2X Your Sales – Curiosity | Self-Interest
- I'm in this new book… – Humanity | Curiosity
- Google Compliant Landing Page Checklist [Download] – Offer
- 28 ways to increase organic social traffic – Self-Interest
- Yep, that just happened… – Curiosity
- BRAND-NEW certification released today… – Curiosity
- These 6 skills will pay the bills… – Self-Interest | Curiosity
- [BLOG] How an unknown podcaster generated 100,525 organic downloads in 80 days – Story | Self-Interest
- Did you get your book yet? – Curiosity
- She sold 122 subscriptions for $97 each. Here's how… – Story | Self-Interest
- New for 2017: 2 ways to master marketing… – Self-Interest | Curiosity
- 15 killer content marketing tools – Offer | Self-Interest
- [Download] Customer Avatar Worksheet – Offer
- 10-week live training and certification – Offer
- What do Google, YouTube, Amazon and Pinterest have in common? – Curiosity

- All Execution Plans 75% off! – Offer | Self-Interest
- Is "ISBO" the future of search marketing? – Curiosity
- Ultimate Guide to Facebook Video Ads [2nd Edition] – Self-Interest
- Facebook Ad Targeting (The Complete Guide, 2nd Edition) – Self-Interest
- ANNOUNCING Recommended Agendas and "learning tracks" – News
- The Complete Guide to Google Tag Manager [Part 2] – Self-Interest
- Better than T&C? – Curiosity
- Become a Certified Digital Marketing Professional – Self-Interest
- Your Content Campaign Planner (Google doc) – Offer
- Ryan Deiss #TCS2016 Keynote: What you need to know – News | Self-Interest
- Happy Birthday to… …DigitalMarketer! – Humanity | Story
- How to generate FREE, organic traffic! – Self-Interest | Curiosity
- Are you In or Out? – Urgency/Scarcity | Curiosity
- Great News — new T&C tickets released! – Self-Interest
- Bad news…closing down – Urgency/Scarcity | Curiosity
- [DOWNLOAD] 8-Point Lead Magnet Success Checklist – Offer
- Why "Yes" Kills and "No" Can Make You Rich [part 3 of 3] – Story | Curiosity

- [FLASH SALE] Our Facebook ad plan (and best templates)… – Offer | Self-Interest

- Huge Announcement: Brand new event… – News | Curiosity

- 3 proven Facebook campaigns to run today… – Self-Interest | Offer

- T&C 2016 in Tahiti? – Curiosity

- [RANT] Why I HATE Business Cards! – Story | Humanity

- Lethal Combo: AdWords Remarketing + Google Analytics – Self-Interest

- Reach your audience… without their contact information. – Curiosity | Self-Interest

- Open up for our best content – Self-Interest | Curiosity

- Secret FB campaign gets 23,247 leads in 30 days… – Self-Interest

- Case Study: 7-figure eCommerce Funnel – Social Proof

- 49 Split Tests that (Almost) Always Win – Self-Interest

- Our Paid Traffic Playlist – Curiosity | Offer

- Meet me in San Diego? – Curiosity | Self-Interest

- [Flash Sale] A 7-Step "Paint By Numbers" Process for FB Campaigns – Offer

- Forget GroupOn — this stuff works! [Case Study] – Curiosity

- Swipe our eCommerce Email Marketing Roadmap – Offer

- [Case Study] $25,865/mo in recurring revenue – Social Proof | Story

- Are you a victim of manipulated data? – Curiosity | Self-Interest

- The power of empty pockets – Story | Curiosity

- New business model — this is the future of business… – Self-Interest | Curiosity

- [Last Call] For the Ultimate Email Marketing Game-Plan (PDF) – Urgency/Scarcity | Offer

- [Save $500] Become a Search Marketing Specialist – Self-Interest

- Watch T&C in your underwear… – Curiosity

- Meet me in Orlando – Self-Interest | Curiosity

- [FLASH SALE] My 6-Step Market Research Plan (and workbook) – Offer | Self-Interest

- [DOWNLOAD] 10-Point Blog Post Audit – Offer

- Finally, track social media ROI – Self-Interest

- Community Manager vs. Social Media Manager: Which is right for you? – Self-Interest

- [SWIPE] This email got 6X open rate… – Offer | Curiosity

- Stand out in your customer's inbox – Self-Interest

- Pokemon GO: 3 Marketing Mistakes, Millions of Users Lost! – News | Curiosity

- [Free Gift] Our Facebook ad targeting checklist… – Offer

- 3 wicked AdWords tactics to increase your ROI – Self-Interest

- This is what's truly essential… [part 2 of 3] – Curiosity | Story

- $4 Million in Ad Spend (Here's what works) – Self-Interest

- Measure ROI by traffic source – Self-Interest

- HUGE Announcement (another big change at DM) – News

- Marketing Showdown: Hillary Clinton vs Bernie Sanders – News | Curiosity

- [Case Study] Local Facebook Advertising – Self-Interest

- Does anyone even WANT what you're selling? – Curiosity | Self-Interest

- [Last Chance] 75 percent off all our Execution Plans ends TOMORROW! – Urgency/Scarcity

- Turn your assistant into a marketing rockstar – Self-Interest | Curiosity

- The Ad Grid: 20X your success rate – Self-Interest

- Aducational Video + Remarketing – Curiosity

- Lowest price on T&C – Self-Interest

- ANNOUNCING: Marketing Mastery Class – News

- There is still time… – Urgency/Scarcity | Curiosity

- T&C hotel almost SOLD OUT! – Urgency/Scarcity

- A tested and proven framework… – Self-Interest | Curiosity

- [Checklist] Your Split Testing Guide – Offer

- [TODAY] Our Facebook ad targeting plan (3 pm Eastern) – Urgency/Scarcity | Offer

- CLOSING down soon! (Don't get locked out) – Urgency/Scarcity | Curiosity

- Why I (kinda) HATE surveys… – Humanity

- $7 today, $47 tomorrow – Self-Interest | Urgency/Scarcity

- How an electronic retailer surged their revenue by 60% – Story | Self-Interest

- New DigitalMarketer event for Bloggers! – News

- [ICYMI] Everything you need to know about Facebook's new pixel – Self-Interest | News
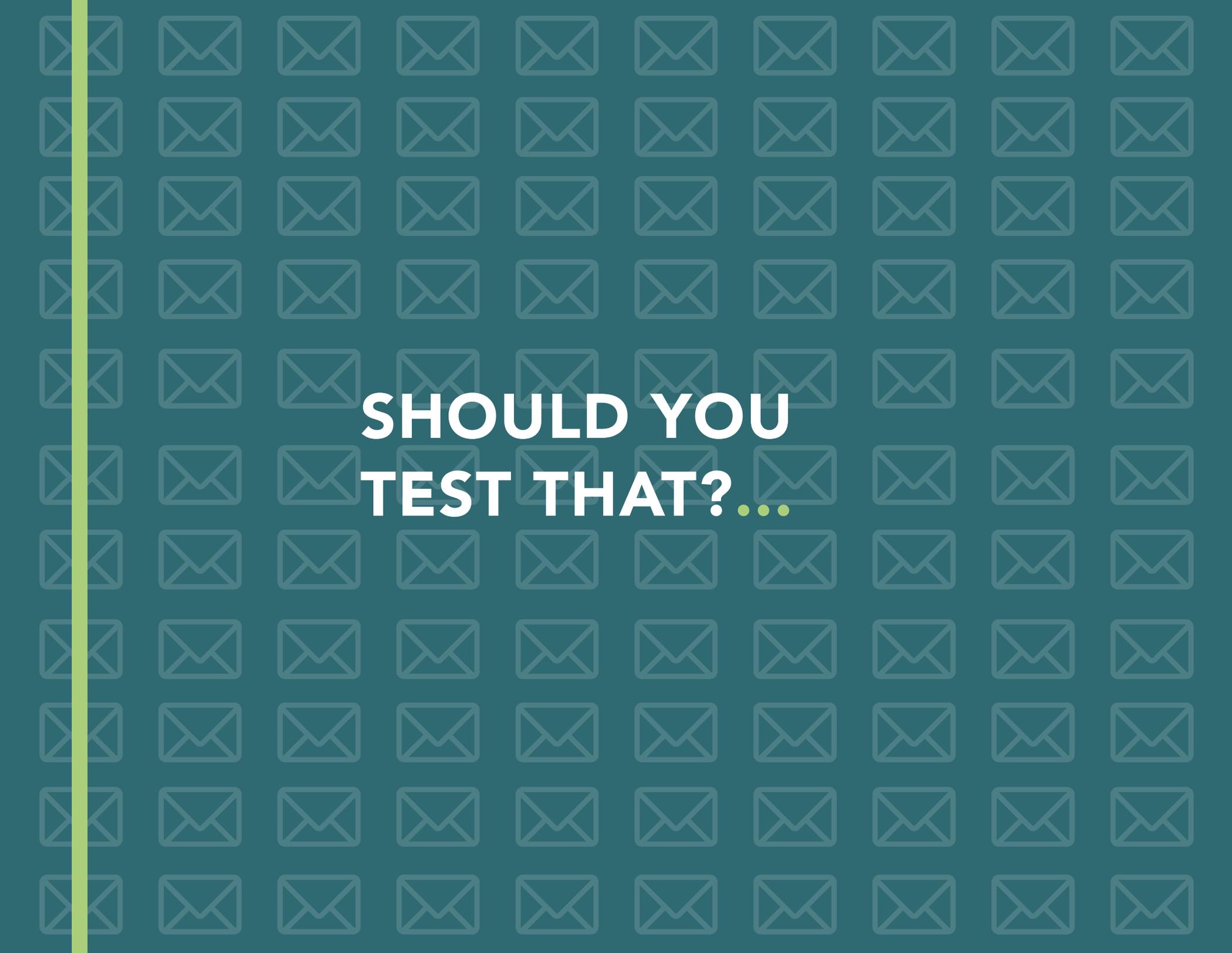
SHOULD YOU TEST THAT?...

5 Free Tools You Can Use to Amplify Your Email Marketing

Now that you've got some subject lines to get you started, I want to hand you just a few more *free resources* going into the next year that you can use to improve email open rates, clickthrough rates, and even deliverability rates.

(1) A/B SIGNIFICANCE TESTER

http://getdatadriven.com/ab-significance-test

Split testing is one of the best ways to figure out not just what works in email marketing, but what works *for your audience*. You could read a dozen articles on email tips and tricks but at the end of the day, what you need to know is what the subscribers who have opted in for your materials are interested in.

Unfortunately when dealing with split testing large audiences, it's sometimes hard to get a sense of what actually worked. That's why it's so important to see if your results are statistically significant – basically, how likely is it that if you ran the test again, you'd get the same results.

I've used this free resource from Kissmetrics for more than 2 years because it's simple, free and easy to use to get a read of whether or not your split test results matter.

2 **BULLETPROOF EMAIL BUTTONS**

https://buttons.cm/

Responsive buttons are a great way to make the CTAs in your email copy stand out. In fact, in last year's subject line roundup I talked about how DigitalMarketer saw some amazing results from buttons in emails – a 38% higher earning per click for emails with buttons. But if you aren't a coder, you'll need some other resource to help simplify creating these – otherwise you run the risk of screwing up your email templates or breaking your links.

Luckily, Campaign Monitor has an awesome free solution for creating buttons of all shapes, sizes and colors. With this tool, creating a button is easy and doesn't require any special knowledge of CSS or HTML. A pro tip for slightly more advanced users: you can easily increase the font size as well by changing the value for 'font-size' from 13 pixels to whatever your heart (or email template) desires.

3 GIFROCKET

http://www.gifrocket.com/

This one's for Mac users only, but boy is it a doozy. If you've ever seen an email with a 'video' in it, most likely it was actually an email leveraging GIFs. GIFs are graphics that store and show a series of images, creating an experience similar to a short video.

For most people, making GIFs requires finding a graphic artist or hiring out the task on fiverr or taskrabbit, a slow and often painful process. But with GifRocket anyone with a mac and a video can create their very own GIFs.

Combining this software with your smartphone camera can create some magical moments, no technical skill required. All you need is a dash of imagination!

④ HEADLINE ANALYZER

http://coschedule.com/headline-analyzer

If you just can't quite decide if a subject line you wrote is good enough, maybe you need to test it out 'in the lab.' CoSchedule created a free tool that helps you evaluate the efficacy of your headlines. All you need to do is post your headline in their analyzer and they will give you a score for how well you did, and how likely the headline is to get your audience clicking.

The program identifies what kinds of words are used and how effective they are at evoking an emotional response, or how eye-catching and 'powerful' they are. Feel free to take their advice with a grain of salt – I tend to find them overly critical of short subject lines which have been shown to work well. But it's a great resource if you're looking for a second opinion.

5 SENDER SCORE

https://www.senderscore.org/

This one's a bit technical but is a must-use resource for anyone wanting to make the most of their email marketing. Do you feel like your emails don't make it to the inbox as often as they should? The IP you use to send emails may have a bad reputation, literally. With Sender Score, you can see the sender reputation that your emails have, and figure out what mailbox providers like Google think of your mails.

This free tool from ReturnPath is a great way to keep an eye on the more technical elements of your email marketing. After all, with poor delivery even the best subject line isn't going to get many opens. So go sign up for a free account and remember to keep an eye on your score.