OWN THE INBOX:
Subject Lines to Boost Engagement

Use these ideas to help you craft email subject lines that are sure to stand out in the inbox.

Best practices to keep in mind:

1 Keep subject lines concise — around 40 characters including spaces and emojis

2 Avoid spam triggers like grammatical errors, misspelled words, and overuse of capitalization

3 Make sure your content is relevant and personalized

4 Generate curiosity to encourage opens

5 Use a familiar sender name to increase credibility and instill loyalty

6 A/B test subject lines to learn what's working

Promotional
Inform subscribers of your offerings

- It's now or never! Save now at [your business]
- Shop our hottest products now
- New service offers available online
- Get your [holiday] shopping done now
- Limited time only: Get [X off] your order
- Exclusive offers just for [Name]
- Unmatched selection of gifts for [mom/dad, etc.]
- Find the perfect gift for [mom/dad, etc.]
- Reserve your spot for [name of your event].
- A weekend of shopping is in store
- Stress-free shopping is possible at [your business]
- [Name], get a jump start on your shopping
- Finding the perfect gift has never been easier

Non-promotional
Reinforce your brand and provide valuable content

- Our top [number] [beauty, birthday, toddler] picks
- [Topic] tips and tricks
- It's gift o'clock. Check out these ideas.
- Have you seen our [event/holiday] gift ideas?
- Learn how to [make a recipe, prepare for X event, etc.]
- Time-saving tips from [your business]
- We're open late! New [season] hours
- Gift Inspiration for [name]
- [Name], thanks for being a loyal customer
- [Name], thank you for making a difference
- Share your thoughts: Take our survey
- Your [topic] questions answered
- [Year] in review: Thank you for [X] great years of business

Welcome email
Introduce your business

- Get ready for news and discounts! 👀
- Thanks for subscribing to [newsletter name] newsletter.
- You're subscribed. Now, the fun updates for [month].
- Welcome! Here's your [discount/offer].
- It's official! You're an exclusive member.
- Thanks for joining the [membership/club]
- Welcome to [business name] monthly newsletter!
- We're happy you're here
- Welcome to [business name] insider rewards
- Let's get started.
- Welcome! Here's a first look at [business name]
- Here's your first taste of [business name]
- We're excited to welcome you to [business name]

Thank you
Show your customers you care

- Thanks for your support of [business name], [first name].
- We appreciate your business. Enjoy a [discount/offer]
- The best thing about [business name] is you.
- A special shout out to our [volunteers/donors/customers].
- A moment of gratitude for your support.
- We've impacted [X amount] [lives/families].
- Thanks for a great year. Here's what's next:
- Thanks for your recent purchase.
- As thanks, we curated some items you'll love…
- Thanks for supporting [business name]! Surprise inside!
- [Name], thanks for being a [customer/supporter].
- Thanks for supporting [cause], together we raised [amount]
- Thanks for your continued support!

Fundraising
Drive donations

- Join our giving challenge to help [community/benefit]
- Donate today to get a free [giveaway item]
- Make a big impact on your community with a few clicks
- You're invited! Join us for our [event name] fundraiser.
- Hurry! There's only [amount of time] left to donate
- We've almost reached the big goal! Give today.
- Don't miss our [event name] fundraiser!
- Spread the word about [fundraiser]
- Help [business name] raise money for [community/benefit]
- Spread joy with a gift of [amount]
- Ready to join [event team]? Start fundraising
- Your contribution makes a difference!
- [Cause] is looking for your support

Seasonal
Prepare subscribers for seasonal celebrations

- Spread holiday cheer with our [product name]
- Share the love on Valentine's Day
- [Number] [Holiday] gift ideas to make them smile
- All the New Year inspo you need
- You're in luck. We're doing a [product name] giveaway!
- Hop into spring with [product name]
- See what's hoppin' at [business name] this April
- It's gonna be May 🎵 Spring deals unlocked
- Don't forget your Fourth of July essentials 💥
- Spooky costumes on sale now! 👻
- Fall in love with these autumn looks 🍂
- Ring in the holidays with winter essentials
- Be green — plant a tree!

Birthday
Personalize your marketing and promote loyalty

- Cheers to you! Here's a special gift for your birthday.
- Happy birthday, [name]! Celebrate with [offer/free item].
- Wishing you the best day ever, [name].
- Celebrate your special day with [offer/free item]!
- Shop birthday looks to slay your day
- You're the ⭐ star ⭐ today! See our top picks for you
- Happy birthday! Your birthday coupon is waiting
- A special treat for you on your birthday… 🎂
- It's time to treat yourself! Redeem your birthday coupon!
- A birthday shoutout for [name] from [business name]
- Unwrap a special offer for your birthday
- Happy Birthday! Here's something to help you celebrate
- [Name], wishing you the best on your birthday 🎉

Anniversary & Special Occasion
Celebrate with your readers

- We're celebrating our [anniversary] with a sale!
- A look back in time for [anniversary] of [business name]
- Celebrate [anniversary/special occasion] with us! Invite inside ✉️
- You're invited to our [special occasion].
- Our [special occasion] is happening now!
- Your impact at [business name] for [amount of time] year(s)
- Take a look at how [business name] has grown
- Congratulations on your [anniversary].
- It's our birthday! Help us celebrate our [X anniversary]
- Looking for a gift for a special occasion?
- Sale: Help us celebrate our anniversary
- Visit us this [day] for our [X year] anniversary
- [Special occasion] signups are here!

Funny
Delight your subscribers

- Florals for spring…groundbreaking
- Looking for this? Your missing [product name]
- We spent hours on this subject line
- Free…not pizza, but it's pretty cool!
- Your [cart] is collecting dust
- *Pines for you*…to open this email
- *Raises eyebrow* your cart is full
- Get in loser, you're getting a [discount, free product, etc.]
- Self-care is buying [product]
- *Dreams in [product]*
- *Moves from wish list to cart*
- We approve this purchase 💯
- The proof of purchase confetti is ready 🎉

Product
Entice prospects to purchase

- 👕 + 👖 It's a look 👀
- It's hot out there — shop summer essentials
- You get a [product] 🎁 You get a [product]
- Open for a secret code 😉
- Psssssssst…[product] (a ton of [product])
- Tempted? New [product] just dropped
- Refresh your closet for the summer
- [Product name] deals incoming
- We're dreaming of these new [product name]
- Ring in the holidays with new [product]
- Shop now: [product] back in stock
- New [Product], who dis?
- Enjoy our newest [product]

Service
Suggest your service offerings

- This weekend: Express sale 🛒
- One free class when you sign up
- Drop in and get a [insert service]
- Bookmark our [service] sale
- Add [service] to calendar
- Dive into our sale on [service type]
- [Service type] is ready for booking
- Make an appointment for [service type] today
- Give the gift of [service type]
- Celebrate [holiday] with a [service type]
- Book [service type] today
- Confirm your appointment for [service type]
- Schedule your next appointment

Events
Promote sales, cause-driven events, and more

- [Event name] is back for [season] 2024
- [Cause] 5K signups extension
- Valentine's date night ✅ Join us at our [event]
- Dog-ear the date for [event]
- Thanks for signing up! Add [event] to calendar
- Join us! Extended signups for [event]
- Save the date: [Event name] [event date]
- We want to see you at [event name]
- [Month] events update is here!
- Calling all _____. Sign up for [event name]
- Lace up your shoes — 5k signups are here
- Volunteer with us at [event name]
- Donate your time to help [cause]

Abandoned cart
Remind prospects to complete checkout

- Forget something? [Product] is in your cart
- Complete check-out now
- Reminder! You left something in your cart
- Don't forget to return to your cart
- Check out now! [Product] is in your cart
- Your cart is getting lonely
- Don't abandon me! Signed, your cart!
- "Memory! All alone in the moonlight!" — your cart
- Your cart's having abandonment issues
- Remember these? You left [product] in your cart
- Don't miss out on [product] — return to your cart
- Still want [product]? It's waiting in your cart
- Remember to check out! Return to your cart now.

Re-engagement
When you want customers to come back for more

- We miss you! Use RETURNING at checkout for $10 off
- Loved _____? It comes in every color
- Drop in for a chance to win!
- Quit playing games with our 💓 We miss you
- Free [service] for returning customers
- You're breaking our heart 💔
- It's been a while 🥹 We're taking it personally
- Come back for more [product]!
- Like [product]? Wait 'til you see these
- Miss us? We want to see you in the shop!
- This [product] goes great with your [previous purchase]
- Was it something we did? 😟
- So you really loved [product]? Try this ▶️

Announcement
When you have an update

- Purge your closet, [product] is back!
- Buy a bag, get a bag is back! 🛍️
- [Sale event] has returned! ‼️
- *Adjusts reading nook cushion* April's top 10 is here
- Storewide sale! Run, don't walk.
- We're moving! Check out the deets.
- New video alert 📺
- Our Holiday Deals are Here! 🎁
- Out with the old and in with the new [product]
- Welcome [name], our newest [insert job title]
- Event cancellation — see inside for more details
- Introducing our newest line of [product]
- Say hello to [product]

FOMO
Create urgency

- 🚨 Attention 🚨 FOMO-inducing offer inside
- Hurry, our new [product] won't last long
- 📣 Last call, [discount, free product]
- Back in stock! Don't miss our bestsellers
- Be the first to know: Big news inside!
- Guess who's close to missing [offer]? 🔶
- 🚨 Almost gone: [Offer, product] 🚨
- Exclusive Event Alert: Register now!
- ❗Today Only: [Offer]
- ⏰ [Time] left to get your [product, offer, promo]
- 🚨 Limited seats available, only [amount] left!
- Don't Miss Out: Get exclusive updates!

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