

DIGITALMARKETER'S

# [101] BEST EMAIL SUBJECT LINES



DigitalMarketer Increase Engagement Series



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# DIGITALMARKETER'S 101 BEST EMAIL SUBJECT LINES 2017

Brought To You By:  
DigitalMarketer



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## THE ULTIMATE EMAIL MARKETING METRICS GUIDE (& TRACKING SHEET)

Tired of your email marketing  
being mostly guess work?  
Use this plug and play guide  
and tracking sheet to track,  
analyze, and optimize your  
email marketing strategy.

**LEARN MORE NOW »**



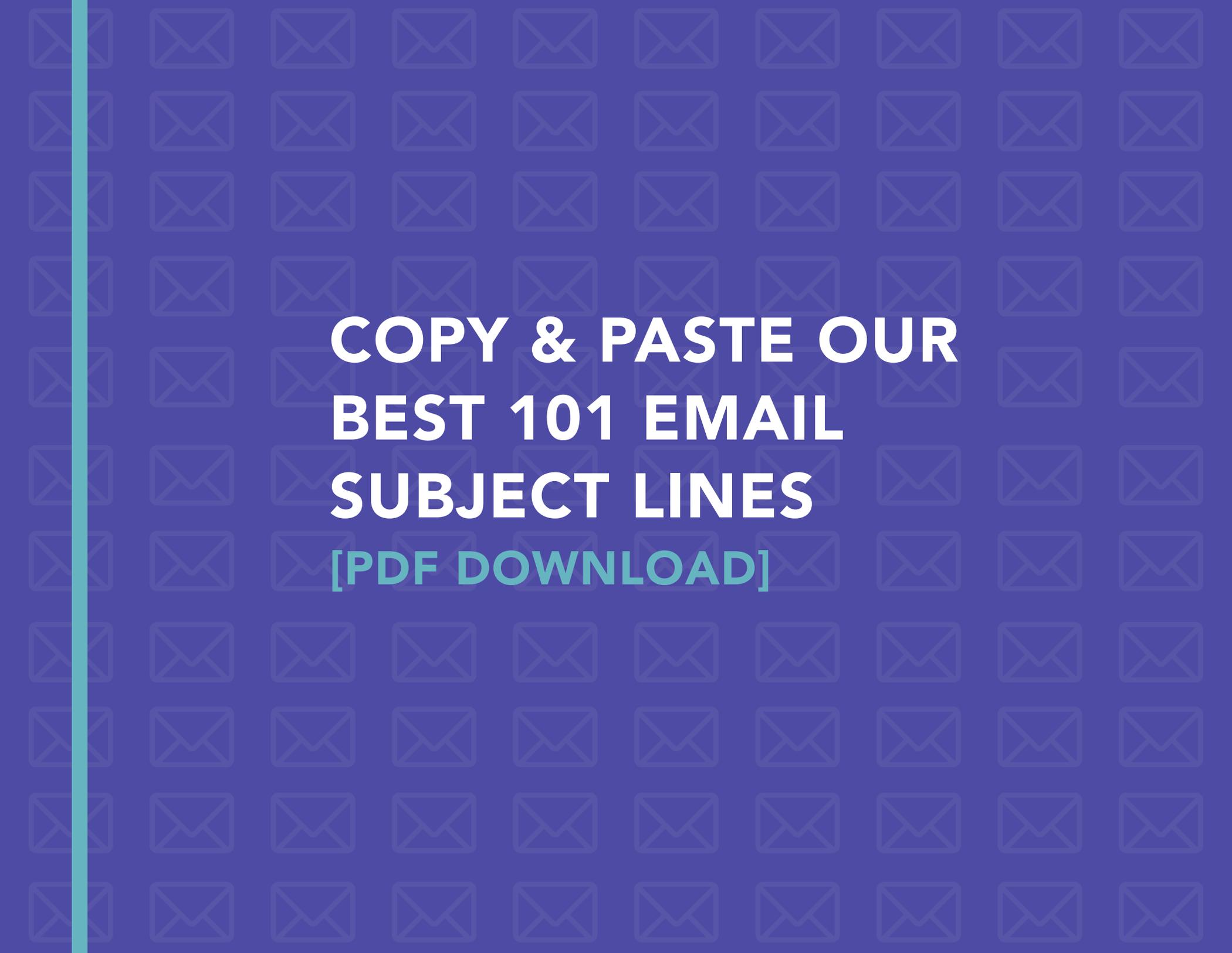
## ABOUT DIGITALMARKETER

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 communicate a direct benefit of opening the email, curiosity-based ones succeed for the exact opposite reason. They pique 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? Do you like to buy things? So does your email list. When you are giving something away or selling something your subscribers would be interested in, directly stating that in your subject line is a great way to convince them to open the email and learn more.

## **4 URGENCY**

This is the most powerful type of subject line you have at your disposal. Subject lines that communicate urgency and scarcity tell readers they must act now. Too many of these can lead to list exhaustion so use sparingly and, of course, only when there is truly a deadline, 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**

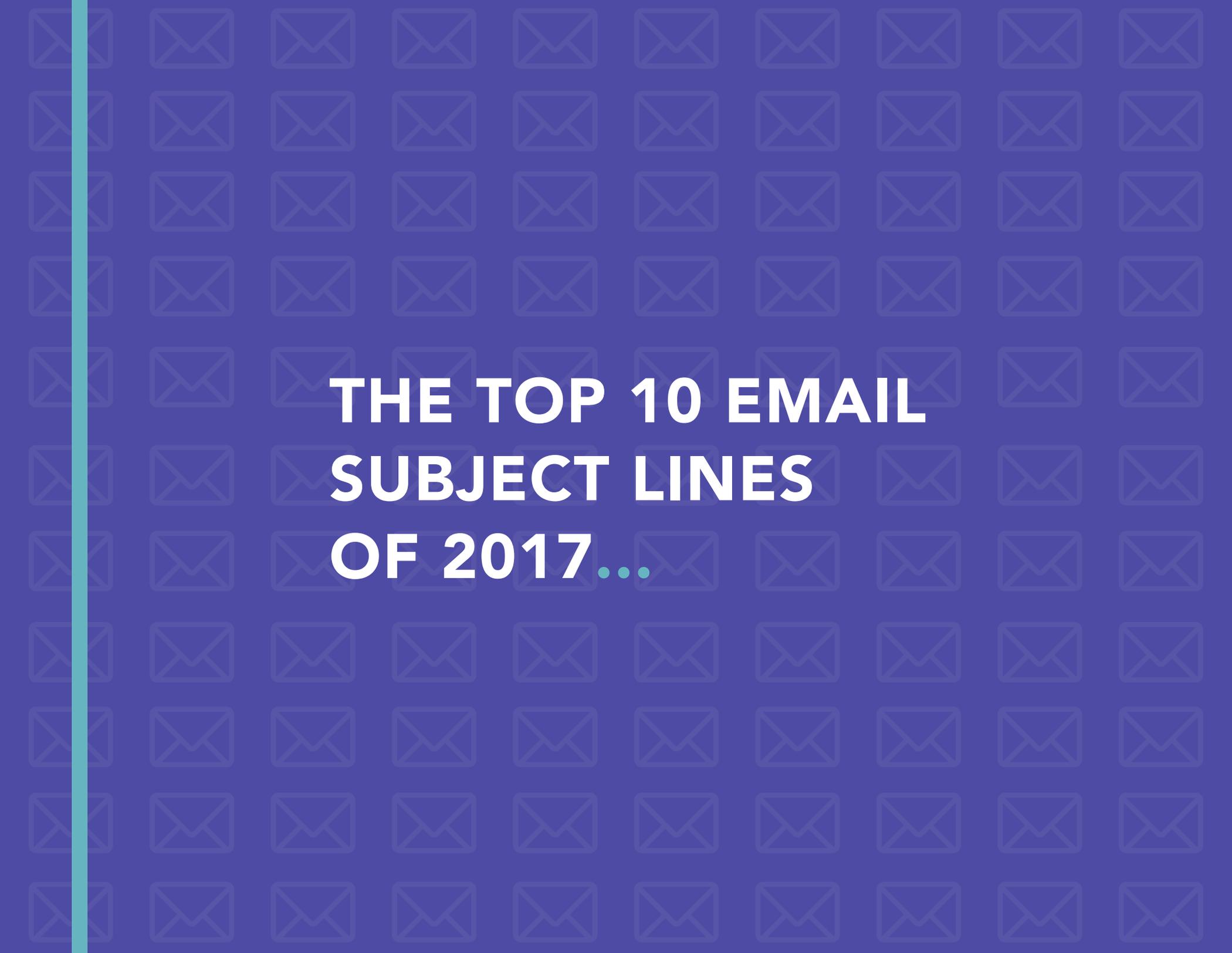
Keeping your audience informed about new developments in your field builds authority and keeps your open rates high. These subject lines often work well when combined with a curiosity element.

## **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

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 2017...**

## 10 I PROMISE IT'S WORTH IT...

- **Content:** Launch a Podcast Execution Plan Flash Sale
- **Open Rate:** 15.41%
- **Analysis:** This is a very blind subject line that basically says, "trust me - click this." Its success relies completely on the existing relationship between subscriber and sender. Using a line like this only works if there is a certain level of trust, but it certainly paid off here.



## 4 CRITICAL QUESTIONS EVERY BUSINESS MUST ANSWER

- Content: Free Video Training
- Open Rate: 15.64%
- Analysis: Specific, odd numbers in subject lines always stand out. And this one combines that eye-catching trick with a powerful piece of value – focusing questions for any and all business owners. This subject line also intentionally speaks to a broad audience, which helped buoy the open rate.

## 8

## I HAVE GOOD NEWS AND BAD NEWS...

- **Content:** Intensive Workshop
- **Open Rate:** 15.73%
- **Analysis:** Another great curiosity-based option, this one works so well because it feels honest and conversational. It plays on a familiar idiom and the willingness to admit the contents are not all sunshine (and curiosity about what earned the qualifier “bad”) is a compelling reason to click.

## 7 [VIDEO] SOCIAL MEDIA + ECOMMERCE TECH STACK

- Content: Blog Post
- Open Rate: 16.25%
- **Analysis:** Calling out unique forms of content is a great way to cut through the noise. There are many other examples including [Checklist] and [Poll] that cracked our top 101. This one is also helped by the fact that software and “tech stacks” are a hot button topic for DM subscribers.

# 6



## LET'S FIX YOUR OFFER TOGETHER

- **Content:** Intensive Workshop (Perfect Offer)
- **Open Rate:** 16.66%
- **Analysis:** Getting customized or hands-on assistance is powerful when you know the expert, so this kind of email works well when there's a "voice" behind your emails. Additionally, the implication that your offer may need some work will resonate with the perfect audience for this offer – it's a great example of qualifying a prospect with the subject line.

## 5

## HIRING A CONTENT MARKETER? USE THIS GUIDE...

- Content: Blog Post
- Open Rate: 17.09%
- **Analysis:** This is another great qualifying subject line and makes a strong offer. It's a great example of how effective copywriting is even with just the bare essentials – there's a clear pain point (hiring) and the answer you need (the guide) squeezed in just seven words. Hemingway, eat your heart out.

## 4 YOUR PRIVATE INVITATION EXPIRES TOMORROW NIGHT

- Content: Intensive Workshop (PSS)
- Open Rate: 17.31%
- Analysis: This subject line uses second person language (“your”) to really build curiosity about the invitation. Coupling that with the urgency of an impending expiration, you’ve got a recipe for a click. The subject line feels personal, exclusive, and urgent all at once.

## 3 SALES ↑, REFUNDS ↓, RETENTION ↑

- Content: Blog Post
- Open Rate: 17.47%
- **Analysis:** Leveraging emojis and symbols in your subject line always gives you a bump in open rates, and this one triples down on them. The pattern and repetition are very eye-catching in the inbox and clearly communicate value without needing to give a hint to the topic.

## 2

# GOOGLE DISPLAY NETWORK (YOUR ONE PAGE CHEAT SHEET)

- Content: Blog Post
- Open Rate: 18.77%
- **Analysis:** There's a clear offer here – the one page cheat sheet – and a more indirect one as well: the simplification of a very complex and powerful traffic platform. This subject line makes a daunting topic feel digestible, and the promise of finding more traffic is always a winning hook.

# 1 T&C 2017 IN BORA BORA?

- Content: T&C Livestream
- Open Rate: 19.51%
- **Analysis:** A classic DigitalMarketer headline if there ever was one. This combines elements of curiosity and self-interest with an attention-getting destination that's sure to pique curiosity. The pattern interrupt of a relocated T&C always jumps out and the natural repetition in Bora Bora's name does the open rate a favor as well.



**DIGITALMARKETER'S  
TOP 90 EMAIL  
SUBJECT LINES...**

Those may be the cream of the crop, but with **181 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...

- Copy our 7 best Facebook ads of 2016 – Self-Interest
- Start using this new Facebook ad type – Self-Interest | Curiosity
- [Flash Sale] 85% off our Podcast Launch Plan – Offer
- What happens when you're approved? – Curiosity
- Your Content Campaign Planner (Google doc) – Offer
- [EMAIL TEMPLATE] Fix your company's biggest marketing issue – Offer | Self-Interest
- #TCS2017: Day 1 Highlights – News
- [In Case You Missed It] Hire The Right Content Marketer... – Self-Interest
- [LAST CHANCE] 85% off sale ends today! – Scarcity
- [CHECKLIST] Get up to 20% better email deliverability ✓ – Offer
- 🔥 New Facebook Group features – this is BIG – News | Curiosity
- The Best of Traffic & Conversion Summit 2017 – Self-Interest
- Livestream for T&C this year? – Curiosity
- Tomorrow's the day... – Curiosity
- #TCS2017: Day 2 Highlights – News
- Swipe these 5 killer traffic campaigns – Offer | Self-Interest
- The 30-Second Sales Pitch – Curiosity

- Massive changes coming to DM – Story | Curiosity
- [Infographic] How to have the ultimate #TCS2017 experience – Self-Interest
- Is this you? – Curiosity
- Open up for our best content – Self-Interest
- Facebook + Pinterest + Video = More Closed Sales – Self-Interest
- You're Invited – Curiosity | Self-Interest
- Paid traffic not converting? Download this... – Curiosity | Offer
- Here's the REAL reason Amazon is buying Whole Foods – News | Story
- I knew I was right... – Story | Curiosity
- 🚨 FINAL NOTICE: "Perfect Offer Mini-Class" – Scarcity
- Russ surprised me with 18 more sessions – Humanity | Story
- Digital Marketing Mastery is open! – Offer
- Brand NEW (and free) Training: 3 Steps To a Perfect Offer – Offer
- How we got 1,329,572 "earballs" in 20 months – Story | Curiosity
- This, friends, is how you sell with email... – Story | Social Proof
- Class closes down tonight... – Scarcity
- Important message (about tomorrow's big announcement) – Curiosity

- \$7 today, \$47 tomorrow – Scarcity | Curiosity
- The 30-Second Sales Pitch – Self-Interest | Curiosity
- Blog posts that sell (a complete guide) – Self-Interest
- The guy who made \$1,015,209 in one day... on Amazon – Story | Curiosity
- 🛠️ Let's build the perfect FB ad campaign, together (for free)! – Self-Interest
- 🎁 Claim your free heat map! – Offer
- The highest-level training we offer – Curiosity
- T&C 2017 closing soon? – Scarcity | Curiosity
- Re: Frequently Asked Question #1 – Curiosity
- [Subscriber] Are you familiar with T&C? – Curiosity
- 🚀 Your perfect product launch for \$7 – Offer
- Landing Page Not Converting? Try This! – Self-Interest | Curiosity
- Join me today at 3pm – Humanity
- Ask me anything? – Humanity | Curiosity
- LAST CALL FOR T&C TICKETS (hours left) – Scarcity
- [85% Off] 3 Proven Facebook Campaigns to Run Today... – Offer
- Join me in congratulating... – Humanity | Curiosity

- For advanced marketers only! – Self-Interest | Curiosity
- The BIG shift thats happening right now (and what it means for you) – News | Self-Interest
- T&C Tickets almost GONE! – Scarcity
- [POLL] Can you answer this? – Curiosity
- ⚡ [FLASH SALE] My 11-step business launch plan (and templates) – Offer
- T&C 2017 Agenda – Self-Interest
- Finally monetize your email list... – Self-Interest
- Earn your (super-rare) “CDMP Designation” – Self-Interest
- Announcing the 2nd Annual Content & Commerce Summit – News
- [Subscriber] Exclusive T&C offer ending TOMORROW – Scarcity | Offer
- [Free PDF Download] Claim our Social Media Swipe File – Offer
- T&C in the comfort of your home... – Curiosity
- BONUS MODULE ADDED: How to scale with Google & YouTube – Self-Interest
- Marketing professionals wanted! – Self-Interest
- Does your landing page suck?... or is it ‘perfect’? 😊 – Curiosity
- 🚨 LAST CHANCE: T&C closes tonight – Scarcity
- Your 2018 Business Growth Plan – Offer | Curiosity

- Do NOT launch your product or service without this... – Curiosity
- Who's speaking at T&C? – News | Curiosity
- [CASE STUDY] 30 minutes of work -> 82,613 pageviews – Self-Interest | Story
- WIN a day with Ryan Deiss & Molly Pittman! – Humanity | Self-Interest
- Meet me in LA, NAME? – Humanity | Curiosity
- The little Facebook tweak that halved lead cost – Curiosity | Story
- Does your ad type match your offer? – Self-Interest
- ❄️ Turn ice cold prospects into buyers 🔥 – Self-Interest
- Exciting announcement (and special invitation)\* – Curiosity | Self-Interest
- How he built a \$20M ecommerce brand – Story | Curiosity
- 🎯 Facebook Targeting Expansion: The Test (and the results...) – Self-Interest
- At DigitalMarketer, we LOVE agencies... – Humanity | Curiosity
- [ANNOUNCEMENT] C&C 2017 lineup revealed... – News
- A new DigitalMarketer event... – Curiosity
- Free Online Training: OMG's 90-Day System – Offer
- Surveys are not the answer... – Curiosity
- Facebook's newest feature: setup, strategy, examples – News | Self-Interest

- NAME, meet Justin. – Humanity
- [New Blog Post] Use FB Messenger to grow your business – Self-Interest
- Email list building: Why you're stuck – Self-Interest | Curiosity
- Are you using Facebook's powerful new advertising feature? – Curiosity | News