

'Tis the
season
to be
creative



Sexy subject lines

INTRO:

Email subject lines are arguably the most important component of an email. After all, the subject line is what we see in our inbox and is what determines if we choose to even open it or not.

When used for marketing or promotional purposes, email subject lines should act as mini adverts for the content to come, enticing the reader to want to know more, and drawing them in with intrigue and impact. With around nine or ten words to play with, there's no room for unnecessary waffle.

The Word Man, AKA Dave Harland shared **a detailed review of the Black Friday subject lines** that had (dis)graced his inbox, giving each one a rating for originality and creativity. Sadly the majority of them were lacking in both. We can do better than that!

ACTIVITY:

Take a look back through the range of marketing emails you've received over the last week or so. Pick a few out and give them a shite rating like Dave did. A mark out of ten for their quality. Then rewrite them!

If these calls to action had truly been targeted at you and your preferences, wants and desires, what would they have really said?

How could you apply some creativity and originality to give them a boost?

What would make them seriously sexy subject lines?

THIS HELPS:

- Practice your writing skills
- Strengthen your creative thinking
- Apply brevity to your copy



alive.