



How to create the perfect subject line

It's the often overlooked sibling of email copy, but don't underestimate its significance.

Get your subject line wrong and your campaign is going to suffer!

47% of readers open a marketing email based on the subject line alone – so, if you want to cut through the noise of a busy inbox and get teachers and decision makers to read your message, you're going to need a great subject line.

So, what makes the perfect subject line?



Look at the trends

Our analytics have traditionally shown that the 'short and sweet' approach was the way to go when creating your subject line. However, over the past year or so we've seen a huge shift in the stats.

It seems that much longer subject lines are proving more popular in emails sent to schools (12-14 words came out top).

The lesson here is that trends change, and how many words you include will never be as important as which words you use.



Frontload it

Make sure the most important part of the message is at the start of the subject line for those inboxes with low character limits. The last thing you want is to be cut off before you get to the point.

Instead of:

"Improve your knowledge of health and safety requirements with our free online courses" ❌

Try: *"Free online health and safety courses..."* ✅



Be personal

Data is your friend! Use all the information you have available to make your message as targeted as possible.

Think about adding in your recipient's name, the school name, or any other piece of relevant information.

By targeting your subject lines more specifically for the audience, you'll not only stand out, but you will place your reader in a positive mindset from the beginning.



Be relevant

If your content has varied appeal, **make sure you are highlighting the right message for the right audience.**

If your product saves time and money and you're targeting both business managers and teachers, segment the data and point out the benefit that will most likely engage each reader.

The budget-conscious Business Manager is most likely to be interested in the cost saving aspect of your product, while the busy teacher will be attracted to the idea of saving time.



Be straightforward

We love those quirky attention-grabbing subject lines in our personal inboxes, but we know that isn't the case when emailing schools. **Our analytics show that straightforward subject lines get almost double the engagement that their quirky counterparts see.**



Use preview text

Preview text appears beneath the subject line in supporting inboxes and allows you to **expand and develop your message.**

Don't let this space be filled by the dreaded 'view online' text!



Test it!

Whatever else you do, or don't do, when crafting your subject line – Test it!

No matter how much experience we have, or how many numbers we analyse, every campaign is wonderfully unique; this means it's impossible to predict what will work each and every time. A/B subject line testing lets you experiment. So test, check... and check again.

Find out what length, tone and style work best for your message to your audience.



We'll help you...

Don't worry, we won't leave you to do all of this on your own. The expert team at Buzz Education are here to advise you about subject lines, offer ideas, and help you to test and identify the most successful subject line for your email campaign.

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