

Catch 'em with your subject line ^[1]

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Not all subjects have to be gimmicky like this one; some are most powerful simply by stating their purpose plainly: “You’re invited ...,” “Become a member ...,” “Support CU ...,” etc. Regardless of what approach you take, be sure to think strategically about what subject line will motivate your recipients to open your email. Keep it short to make sure it doesn’t get cut off in your user’s inbox, and minimize exclamation points to prevent your email from getting routed to the spam folder.

Got some ideas or examples of successful subject lines? Share them with the group!

Source URL: <https://www.cu.edu/blog/ecomm-blog/catch-%E2%80%98em-your-subject-line>

Links

[1] <https://www.cu.edu/blog/ecomm-blog/catch-%E2%80%98em-your-subject-line>

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