



How to Write Effective B2B Email Subject Lines

Avoid Ending in The Junk Folder

First rule of writing good B2B email subject lines, is to never write them in a way that they end up going to the spam folder. Never do the mistake of using all caps subject lines and never indicate fishy terminologies such as “Free Offer”, Lowest Cost”, “Sign up”, and other such obvious words and phrases.



Emotions Connect with People

we are all humans, emotions and powerful words connect with people. Your email subject line has one job to accomplish and that is to decisively grab the attention of the reader, so find words which can evoke emotional triggers.



Examine Different Formats

One solution never fits everything, so it is prudent to research multiple subject lines which can be customized to different kinds of customers you may have.



A/B Testing is Critical

One of the simplest and proven methodology for any form of B2B marketing is using the A/B test approach. Even, when you are experimenting with your subject lines, use two different versions of your B2B email subject line for one particular email campaign and test which works better.



Personalization Always Works

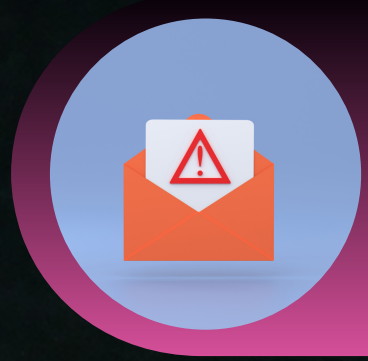
Personalization is not just limited to using the name of your email receiver. Personalization is all about connecting with your audience with a more customized and focused approach. Use a reference to their goals, their pain points in the email subject line to garner attention.





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Shorter the better is the mantra when it comes to B2B email subject lines. There are character limitations on devices from which people access emails, ranging from 60 characters to 30 characters across desktop/laptop or mobile devices respectively.



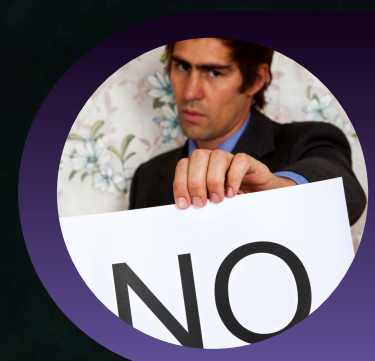
Remember its Not About You, It's About Them

No one wants to know about your successes or your milestones. Just as much as you are invested in your own goals and challenges, so are your prospective clients. They are keen on achieving their goals and mitigating their problems.



Click baits Are a Big NO

As mentioned earlier in the first tip, no fishy and shadowy words please! Your email subject lines should be totally relevant to the actual content of your email. Never write subject lines which portray tall claims and promises which are too good to be true.



Differentiate Based on The Type of Email

Every email campaign that you send out may be focused on a different stage of your readers journey, so customize your email subject lines based on the type of email you are sending. Some examples of the type of emails are as follows;



- Collaboration Emails
- Cold Emails
- Follow Up Emails
- Sales Emails



Find out more at:

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