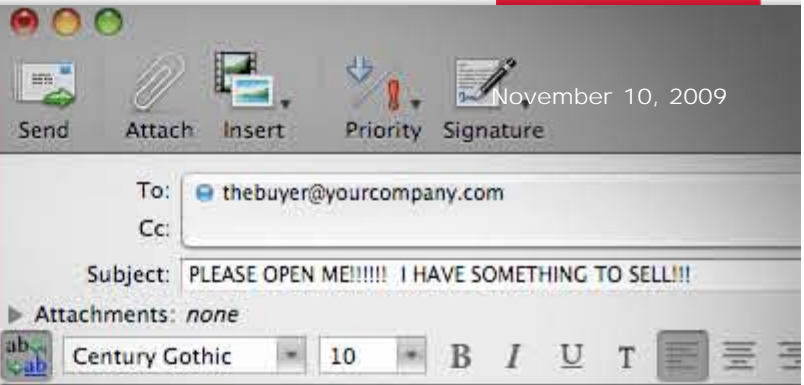


5th insight™

Want to set your company apart from the competition? We'll show you how. Your business will never be the same.



Open For Business Boost Email Open Rates with Savvy Subject Lines

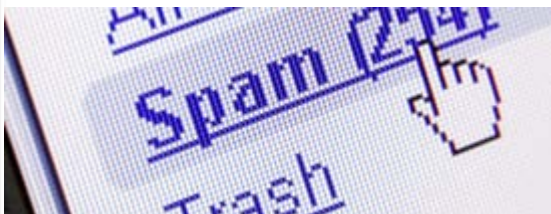
With 210 billion emails being sent every day, (and 70% of those falling into SPAM catchers), first impressions are everything. Subject lines are where you can win or lose the e-marketing battle.

With 80% of marketing executives noting email as their strongest-performing advertising channel, competition is fierce for customer screen time. Email is the fastest, most economical way to keep in touch with customers and reach out to sales prospects, but only if your messages are opened and read. A 20% open rate is the generally accepted average – How do your stats compare?

Find out how to engage your audience to improve open rates with finely tuned subject lines that motivate them to act:

Keep it Brief

With preview panes, remote email access, Blackberry/iPhone viewing and a variety of screen sizes, no two readers see your email subject line the same. Keep it brief, under 30 words is ideal. Shorter subject lines are less likely to be truncated and are easier for busy readers to scan. When each reader gets the entire message, including the source and purpose of the email, they are more likely to take action.



Boost Email Open Rates with Savvy Subject Lines

Talk to the Customer

Words like 'sale', 'last chance' and 'savings' are trigger words for SPAM filters, and increase the chance that your email will not reach your recipient. Even if it escapes the filter, readers may still ignore an obvious solicitation email. A clear call to action or value-add

statement is vital –highlight customer benefits or goals and product details to boost your open rates. Subject lines like, '7 Tips to Increase Efficiency', 'Motivate Your Sales Team and Increase Sales' or 'Need to Streamline Your Purchasing?' are great for giving readers a reason to read on and demonstrate that you understand what is important to them.

Don't Be Too Clever

You may be tempted to use a clever phrase or word play to grab attention, but keep it simple and related to the topic at hand. The number one goal of an email subject line is to give the reader a quick introduction to your subject matter. Email users are increasingly less patient with unsolicited email, and make quick decisions about what to read or delete: let your subject line clearly show value to readers.

Take advantage of email marketing's competitive edge – it is significantly easier to track than any other direct contact method. You can track open rates, click throughs, email responses and more, and should do so regularly. Review the statistics and see what is and isn't working. By acting on the data, you can then refine future



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campaigns and increase your level of success.

Contact 5th business today to discuss your next e-marketing campaign!

5th business Points to Sustainable Marketing as Key Factor in Profit Growth



5th business is pleased to announce the release of the latest issue of Perspective 5, entitled Sustainable Marketing: The Green Effect. The new publication illustrates the realities of the 'green' marketing environment and the key advantages available to businesses that incorporate sustainability messaging and practices into their business strategies.

5th business has identified how businesses can harness the power of corporate social responsibility (CSR) to grow profits. Perspective 5 presents a clear strategy for achieving significant increases in a company's bottom line through three distinct 'green' methodologies - Selling Green. Working Green. Being Green. Independent research confirms that the integration of sustainability strategies can result in profit increases of up to 38% for large companies and 66% for small companies.

[+ more](#)

What's NEW on the Web?



When it comes to the Internet, there's no place for old news. Not surprisingly, the best-trafficked websites embrace what makes the Internet so powerful: instant, up-to-the-minute information. How can your website harness the power of now? With a dynamic news section that keeps visitors coming back for more. Here's how:

1. Keep it Current

Current doesn't mean this year, or even this month when it comes to the Internet: with 24-hour a day access to the latest information you have to compete for attention. Because news section postings must be dated to give them context, it's clear which companies are current and which are not. If posting news items with regularity and committing to keeping customers informed isn't feasible right now, a news section may not be the best option - a resources or article archive may be better.

[+ more](#)



OUR WEBSITE GOES TO THE 5TH DEGREE

5th business has just unveiled its newest client project – our own website! The complete website redesign offers up a fresh new look and a wealth of user-friendly new features.

[+ more](#)



SKYLINE'S MANY SHADES OF SUCCESS

When Skyline noticed the number of inactive accounts on the books, they decided to take action.

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5th POLL

How important is it to your company to use green marketing options?

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