



Cheat Sheet: Email Newsletter Headlines

We've put together a list of the best email newsletter headline strategies and explained why they worked. Check it out.

The strategy: Fear of Missing Out (FOMO)

- Warby Parker: "Uh-oh, your prescription is expiring..."
- Clinique Online: "Hurry, these great skin-kits are almost gone!"
- Lego Store: "May 4th Star Wars Lego Sale Ends Today."

This strategy works because it puts a sense of urgency behind the email. By giving the customer a deadline or an end date, you will pique their interest and make them want to read your email.

The strategy: An offer they can't refuse

- Chicago Shakespeare Theatre: "New HAMLET Tickets Only \$20!"
- Bath and Body Works: "A FREE goodie is waiting for you inside..."
- The Colette Collection: "Derby Dress Sale – 30% Off All Dresses."

This strategy works because you play on people's curiosity. Everyone loves a good deal, even if it's for something they don't necessarily need.

The strategy: Be funny, clever, or off-beat

- Groupon: "Deals That Make Us Proud (Unlike Our Nephew, Steve)"
- FabFitFun: "Sam, let's get EGG-cited for Easter!"
- Taco Bell: Keep your pants on! We're revealing our new Naked Chicken Chalupa NOW."

This strategy works because it's not something people are expecting to read. If your brand is the type that can get away with being quirky, this is the right strategy for you.

The strategy: Solve a problem or answer a question for your customer

- Adobe Creative Cloud: "Make edits right in your PDF's
- Pizza Hut: "Feed your guests without breaking the bank"
- Zola: "Your event registration? Confirmed. Details inside."

This strategy works because sometimes your customer is just looking for an answer to their question. You can cut through the noise by giving them the solution they're looking for and nothing else. Easy!