



# 50 Powerful Holiday Subject Lines

As a small business, you want to stand out against big-box competitors in your customer's inbox. Your email subject line entices your customers to open your email or ignore it. With SnapRetail's 5 tips and **50 catchy, must-open subject lines**, we're helping to ease your anxiety during the busiest time of year -- fourth quarter.

**35%** of email recipients open an email based on the subject line alone

SOURCE: Marketing Profs

## Make it Actionable

Action verbs inspire your readers to open your email. Use verbs to encourage your audience to click on your email by instilling urgency.

1. Forward this wish list to your husband.
2. Spend this year's Black Friday with us!
3. Finish your list on Small Business Saturday
4. Free shipping when you spend over \$50 this weekend only!
5. Eat, Shop & Be Merry at Our Open House
6. Wrap up your shopping in a few clicks on Cyber Monday
7. Get it on. Our warm winter sweaters are here!
8. [We miss you!] Stop in this week for 20% off.
9. Open for 3 gift ideas for that hard-to-buy-for-guy
10. Visit this weekend for free gift wrapping with every purchase!

## Keep it Short

Screens are getting smaller, so subject lines with 50 or fewer characters have higher open rates. Keep it around 5-7 words to maximize your impact on mobile.

1. 10 Must-Have Stocking Stuffers
2. 5 Gifts Under \$50
3. Our Pinterest Best Sellers
4. Mom's #1 Pick
5. Your cart won't be empty for long.
6. Sneak Peek Black Friday Deals
7. Fa-la-la-love these prices
8. Naughty or nice? You choose.
9. 'Tis the season for savings
10. Yule Love these Deals!

## Add Fun Emojis

Litmus found open rates increase 10-15% as a result of adding emojis to subject lines. Get creative! 😊

1. Gobble Up These Delicious Deals 🦃
2. ■■■ Spend this year's Black Friday with us! ■■■
3. We're serving ☕ all weekend long
4. Dad ❤️ Our Gift Cards
5. 15 Days Left to Get Him the 📁
6. 🕎 Easy 8 Gifts for Hanukkah
7. Santa loves our homemade cookies. 🍪
8. 🎅 He made his list. You made ours.
9. ❄️ it's cold outside, but these deals are 🔥
10. You'll want to find these gifts under the 🎄

## Share What's Trending

Make your subject lines exciting! Use themes inspired by events, sports, pop culture, and more.

1. Winter is coming! Stay warm with these picks.
2. Steelers are 8-2! Get our fan fashions now!
3. We solemnly swear we are up to no good.
4. Shopping small is always in style #SHOPlocal
5. See you at Light Up Night?
6. Free shipping even if it is "Fra-gee-lay!"
7. 5 Grinch-Proof Gifts
8. The force is strong with these deals.
9. Die Hard Christmas Deals: They'll blow your mind.
10. Merry Christmas, ya filthy animal!

## Make it Personal

Personalized subject lines are 22.2% more likely to be opened. Use customer information to draw attention.

1. Hi Zoë! We know you're busy, but...
2. Stay in your PJs, Kelly! Shop Cyber Monday.
3. Steven: deck the halls & avoid the malls
4. Happy birthday! Click for your wintry gift.
5. Our winter fashion picks just for you
6. [Favorite brand] is back in stock!
7. We picked our favorites from [brand] for you!
8. Your VIP perks are sweeter than candy canes!
9. Brian, as a VIP customer you see this before everyone else!
10. We've got your husband's wish list!

*Now What?*

Send templates to complement your powerful subject lines.

**12 Days of Christmas**

On the first day of Christmas my list filled with daily deals for gifts and days, shop [ENTER STORE NAME] social media channels

Modern Finery  
2840 Liberty Ave.  
Pittsburgh, PA 15222  
(412) 459-7627  
http://modernfinery.com

**SMALL BUSINESS SATURDAY**

NOVEMBER 26

**SUPPORT OUR COMMUNITY**

Buy local, but you'll discover a unique and store. Join us Saturday, November 26 for refreshments, giveaways and choose to shop small, you give back to JR community!

Office Hours  
M-F 8-5 p.m.  
g, PA 15222  
11-6099

**Open House**

We have everything you need to deck the halls this holiday season

So strike the harp and join the chorus, and come see the holiday decorations that lie before us. For those brave souls willing to sing Deck the Halls at the register, we have a 15% off coupon just for you.

[Ex: \$15% OFF One Item]

Good for any item in the store today - December 31, 2016

Expires 12/31/2016

Modern Finery  
2840 Liberty Ave.  
Store Hours  
M-F: 12 p.m. - 5 p.m.  
Sat: 12 p.m. - 4 p.m.

**Learn More at SnapRetail.com**