

21 Attention-Grabbing Subject Lines to Re-engage Subscribers

FROM THE EMAIL MARKETERS AT DRIP™

Subject Lines to Show Them What They're Missing

- Whoa, you've missed [INSERT NUMBER] updates
- Here's what [NUMBER OF ENGAGED SUBSCRIBERS] got access to in [TIME PERIOD]
- It's been a minute. Let's catch up.
- ICYMI (ok, I know you missed it, but ...)
- What happened? All of this ...
- Don't worry, it's not too late yet
- People loved these [NUMBER] posts/videos/guides

Subject Lines to Offer a Re-engagement Gift

- Not many people have seen this yet ...
- Last chance to get these emails + something extra
- Thought you could use this
- The #1 most useful thing I've released this year
- Just for opening this email, you get ...
- You can only get this here
- Wait, before you delete this ...

Subject Lines to Get Straight to the Point

- It's time we talked.
- I hope this isn't goodbye
- Everything ok over there?
- You can be honest ...
- Are you getting what you want from this?
- You're welcome to stay, but ...
- Am I emailing too much?