How to write the best subject lines for follow-up emails

Crafting Effective Follow-Up Email Subject Lines

The subject line of your follow-up email is critical to its success. It's the first thing your recipient will see, and it can mean the difference between your email being opened or ignored.

Here are a few tips and examples to help you create compelling subject lines:

1.**Be clear and specific with your subject line.**
Your recipient should know what the email is about right away.

Examples:
- "Following up on our meeting last Tuesday"
- "Details on the proposal we discussed"

2. **Keep it brief.**
Try to aim for 5-7 words. This is especially important for mobile users who appreciate short and concise subject lines.

Example:
- "Feedback on your presentation"

3.Personalize your subject line by including the recipient's name or other specific information to make it feel more personal.

Examples:
- "John, an update on your order"
- "Feedback on [Project Name]"

4. **Highlight value or urgency:**
Make it clear that there's a benefit to opening the email or a deadline they need to meet.

Examples:
- "Please provide final details by Friday"
- "Exclusive offer just for you, Sarah"

5.Ask a question:
Engage your reader by asking a question that prompts them to respond.

Examples:
- "Have you had a chance to review the files I sent?"
- "Do you have any changes for the draft?"

6. **Show gratitude:**
Small gestures of appreciation can go a long way.

Examples:
- "Thank you for your time yesterday"
- "I appreciate your insights during our call"

7.**Avoid being pushy:**
While it's important to be assertive in some scenarios, avoid sounding too desperate or aggressive.

Example:
Try "Checking in on your thoughts" instead of "Why haven't you replied?"

8.**Use numbers:**
Incorporating numbers can make your email seem more concrete or actionable.

Example:
Try "3 points we missed in our discussion" or "5 updates since our last chat."

9. Create curiosity:
Intrigue can be a powerful tool, but don't be too clickbaity.

Example:
Try "Exciting news about our project" or "You won't believe this update."

10. Reiterate the purpose:
If it's the second or third follow-up, make it clear.

Example:
Use "2nd follow-up on the contract details"
or "Final reminder: feedback due tomorrow."

Few more tips for successful email campaigns:

- **Spam triggers**: Avoid using words such as "free", "buy now", "urgent", and an excessive amount of punctuation (!!!) as they can cause your email to get flagged as spam.

- **Test and adjust:** When sending follow-up emails in bulk, use A/B testing to try out different subject lines and find the ones with the highest open rates. Adjust your approach according to your findings.

- **Personalization:** Address your audience by their name and use segmentation to send targeted content to specific groups. This will increase engagement and make your subscribers feel valued.

- **Clear Call-to-Action**: Make it clear what action you want your subscribers to take after reading your email. Whether it's signing up for a webinar or purchasing a product, a clear call-to-action will increase the chances of conversion.

- **Timing**: The timing of your email can make a big difference in its success. Avoid sending emails during busy periods and consider time zones when sending to a global audience.

- **Analytics:** Use analytics to track the success of your email campaigns. This will help you identify what's working and what's not, so you can adjust your approach and improve your results.

Subject Line	Purpose
"Your thoughts on our recent meeting?"	Feedback Requested
"Great meeting you at [Event Name]!"	After An Event
"Touching base: [Your Name]'s application"	Job Application Follow-up
"Clarifications needed for our proposal"	Proposal Discussion
"Appreciating the opportunity to chat yesterday"	Post-Interview
"[Project Name]: Weekly Update"	Project Updates
"Hope this didn't get lost in the shuffle"	After No Response
"Continuing our conversation from [Event/Place]"	Networking
"More info on [Product/Service Name] as requested"	Product/Service Inquiry
"Exclusive discount for valued customers like you"	Sales Follow-up
"Checking in on our progress so far"	Client Relationship
"Re-sending the docs you asked for"	Document Follow-up
"Reminder: Meeting tomorrow at 3 PM"	Appointment/Meeting Reminder
"Offering assistance with [Specific Task]"	Offering Help
"Grateful for your time and insights"	Thank You Follow-up
"[Project Name]: Final Review & Feedback"	Project Completion
"Clarifying key points from our chat"	Checking Understanding
"Your experience at [Event Name]?"	Event Feedback
"Last day to renew your subscription"	Subscription Reminder
"It's been a while, catching up?"	Reconnecting

The most affordable Gmail follow-up tool

Automate
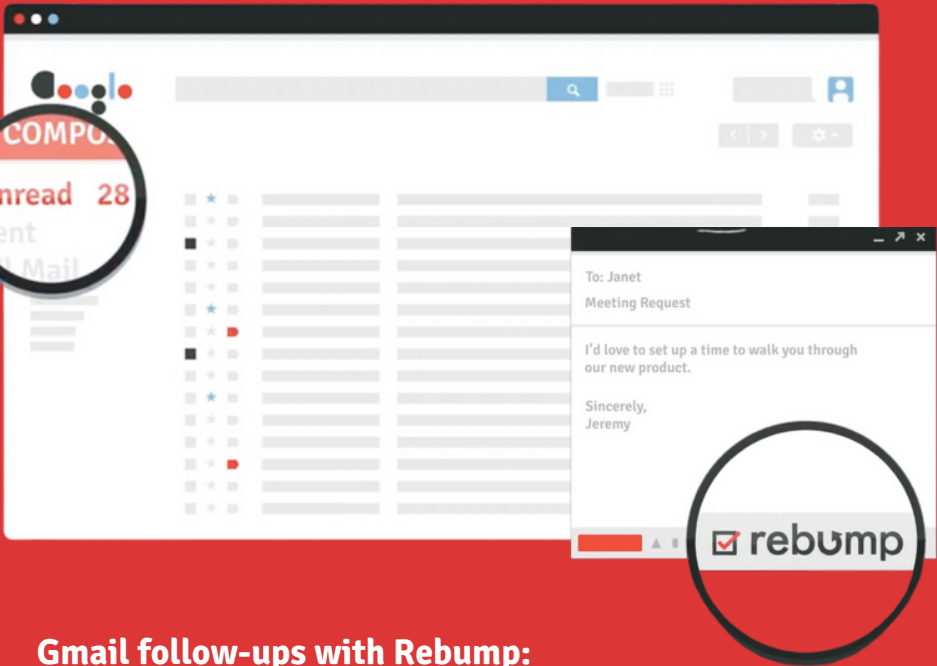## Your Email Follow-Ups

- Customized your follow-up
- Automate your messages
- Track and scale easily

Gmail follow-ups with Rebump:

The most affordable tool for personalized, automated email reminders you can track!