



Claus Lauter
Digital Marketing & Ecommerce Coaching
<https://www.clauslauter.com/>

Thanks for downloading the "25 Subject Lines To Make You More Sales Today"

Below you will find killer email subject lines, so you never start with a blank page.

All the below email subject lines have proven opening rates between 30-55%.

Important that the subject line is only the start to generate more revenue with email marketing. With the right email copy, you can reach high click-through rates and easily increase your business revenue by 20-30%.

In my **Private 1-on-1 Coaching Program** I will dive deep into the secrets of successful email marketing. Visit my website for more info.

And now let's get started:

Browse Abandonment - Someone visits your site, views a product, then leaves your site.

- Recommended Just For You
- A quick reminder..

Abandoned Cart - A follow-up email sent to someone who has added items to their cart and gotten through a portion of the checkout and then left the site without purchasing.

1st Email

- I'm Sorry, This Is My Fault
- Is Something Wrong?

2nd Email

- Heads Up – I'm holding one for you
- Your shopping cart misses you

3rd Email

- [Order Update] - Shipping Info Needed
- Your Order is on Hold

Up-sell Emails - Emails to persuade a customer to purchase more or supplement their purchase.

- These were made for each other
- We found your match

Welcome Email Buyer - A welcome series is a sequence of emails sent directly after someone orders or signs up to hear from your brand.

First Time Buyer (Placed Order)

- You are what makes us great...
- A Welcome Gift from (Your Brand)!

Repeat Buyer (Placed Order)

- This calls for celebration
- It's your Lucky Day

Win-back Emails / Re-Engagement Emails - A email campaign designed to reactive lapsed eCommerce customers

- Just making sure...
- Did you forget about us?
- A deal to do good to pass up.

VIP Invite - An Email campaign to motivate your best customers to buy more

- [Important] Your VIP Status is pending...

Birthday Emails - the name says it

- It's only the greatest day in the whole world!

Weekly Promo Product Email campaigns

- Bad news...closing down ☐☐
- [WARNING] Supplies Running Low...
- Where are you?
- [Don't Wait] This (Your Product) Holds it All
- You've been chosen!
- A special offer for you inside...

These are only a few of “email hacks” I use to increase my websites (store) revenue.

More importantly you need an optimized website or ecommerce store to convert the traffic into sales. *So I have a special offer for you today:*

Would You Like Me To Audit Your Website or E-Commerce Store, For Free?

I've set aside some time for a no-obligation, completely 100% free personalized assessment of your website or e-commerce store.

You and I will meet up using Skype or Zoom and I'll give you suggestions you can add to your site NOW to make it work better for you.

You then have a blueprint to optimize your current website for maximum profits.

There's no charge for this and it only takes about 30-40 minutes for us to do this together.

All you need to do is to apply for the free website review audit here:

<https://www.clauslauter.com/free-assessment-website-ecommerce/>

And always feel free to reach out to me directly at hello@clauslauter.com

Chat soon,



Claus
Business Coach for Digital Marketing & eCommerce | Interim Marketing Management