



Dear ,

Welcome to the Marketing Minute, our email newsletter.

WHO WE ARE: LevinsonBlock LLC is marketing communications firm that has specialized in non profits for over 20 years. We are pragmatists: our mission is to help organizations make money.

WHAT WE DO: brand strategy and branding; persuasive content; print (such as annual reports, event promotion, periodicals); and usability-focused websites.

If you have marketing questions or a topic you would like us to address in a future issue, [email us here!](#)

Writing effective email subject lines

The two most important parts of your email newsletter? The "from" line and the subject line. If your reader does not know who you are, and is not immediately motivated by your subject line, they will discard your email without reading it.

If you are like me, you can practice and improve your subject lines many times a day -- every time you send an email!

Simple steps to better subject lines

1. *Keep it short:* 50 characters maximum, or 5 - 10 words
2. *Content:* Does the combination of "from" and subject line wording inspire trust? Is your subject relevant for your specific audience?
3. *Clearly state* what your reader will get from your email
4. *Test your subject lines:* Try dividing your list in half and sending out emails with different subject lines to each segment. See which email has the best open rates. Repeated testing over time will reveal what motivates your audience
5. *Learn from the pros:* If you were on Obama's email list, you witnessed an advanced course in subject line best practices. Look for skilled emailers in your sector
6. *Personalize your "from" line:* It should have a real person's name, not just your organization name. Readers look at the "from" line first, then decide to look at the subject line.
7. *Avoid promotional language:* The tone of your email should be cool, not pushy. Spam filters look for certain words, make sure they are not in your email.

More information

Check out these links for more specifics:

[Email Marketing Subject Line Comparison](#)

[Best Practices in Writing Email Subject Lines](#)

Email Subject Lines That Work?

Did our subject line work for you? Is our content relevant to you? Please [email me](#) and let me know!

FACT OF THE MONTH

Hostess Twinkies were invented in 1931 by James Dewar, manager of Continental Bakeries' Chicago factory. He envisioned the product as a way of using the company's thousands of shortcake pans which were otherwise employed only during the strawberry season.

Below: New JobsFirst NYC branding



LevinsonBlock News

We have completed the branding phase of the JobsFirst NYC marketing project. Thanks to David, Janet, and Maricela of JobsFirst for a productive partnership. The logo articulates convening and collaboration, a core brand attribute of the organization. The website will further extend the brand -- the launch will be in a few weeks.

For more information about communications and branding, website or print design, call or email me:

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Fact of the Month courtesy Paul Michael Neuman; www.froggypumpkin.com

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