

15 Subject Line Examples for Your Holiday Email Marketing

It's unlikely that "writing perfect subject lines" is anywhere near the top of your to-do list. But writing effective email subject lines may be exactly what you need.



The question

- ☐ Do you really have the perfect gift for your [wife/husband]?
- ☐ Struggling to find the perfect gift for [mom/dad]?
- ☐ Have you seen our perfect holiday [offer/collection/gift ideas]?

The command

- ☐ Don't wait. Save % [percent off] this week at [your business].
- ☐ Reserve your spot for [name of your event].
- ☐ Find out what we have planned for [month/holiday/shopping day].

The teaser

- ☐ 3 gift ideas for your [brother/sister/uncle/cousin] that you didn't think of.
- ☐ Learn how to [do something] this holiday season.
- ☐ Stress-free holiday shopping is possible at [your business].

The list

- ☐ [#] gifts under \$[amount of money].
- ☐ 5 reasons to attend [name of your event].
- ☐ 10 holiday time-saving tips from [your business].

The announcement

- ☐ We're open late! New hours for the holidays.
- ☐ Come celebrate [shopping day] at [your business].
- ☐ Don't miss our December [specials/offers/events].

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