高回复率的开发信标题都是这样写的！

第一：去掉标题中不好的词

- **伪装熟人，强行套近乎的的词：**RE：、 RE：RE：、FW：、Reply：
- **自卖自夸，泛化不具体：** Best Price、Top Quality、Super Technoloty
- **引诱词汇，不能兑现的承诺：**100%Free、Only for You、Ever Best Discount
- **语气生硬，忽略情感：** Please come to see us
- **避免使用关键词：**Final、Sales、Meeting、Special、Help、Discount、Partner

第二：标题中使用恰当类型的关键词，会让邮件打开率飙升

- **将收件人的姓名加入标题：**HiJames、Dear Neal Han、To Mr.Williams
- **体现时效性：** News、Updates、Not-to-miss、Last 7-day offer
- **直接表明实际利益：**27% cut-off for spring sale、Free shipping to Canada
- **有区域、职位、品牌针对性：**Specially for India Retailors、Industry Report of x

第三、标题可以使用的标题

Tomorrow、 Free、Alert、Daily、Update、Follow up、ntro/Introduction

第三：邮件标题参考例句

1、News: genuine natural wood cellphone shell released

2、Urgent/Breaking/Alert: Alert-new models for trail with 20% off

3、Free delivery: 2017 Q3 lphone accessory free delivery to Boston.

4、Video Report: Operation Video forSC-Il drilling machine

5、Daily, Weekly, Monthly: Weekly updates of food machinery.

6、Don't Miss: Don't Miss Our Special Offer for India Importers

7、First Name+Last Name: Bill Gates, your invitation of Canton Fair fromxxxcompany

8、see what is hot selling now in CHINA ？

9、Two reasons let me write this Email for you

10、SHOW China Quality to the WORLD .

11、personalized trends you cannot miss.

12、CONTACT.FIRSTNAME

13、Hello {name}

14、Hey {Prospect},

15、Subject line: Terry Fisher says you're interested in better lead gen strategies

{name},

16、Hi（CONTACY.FIRSTNAME)

17、Hi (CONTACT.FIRSTNAME)

18、Hi (CONTACT.FIRSTNAME)

19、Subject: Bookkeeping sucks, let us handle it.

{name}

20、Subject: 10x{conpany}[result]in ten munites?

Hello {name},

切勿使用大量的文字去描写产品的功能和优势，因为这不仅让客户看起来感觉杂乱无章，还会分散他们的注意力，最终导致客户直接“拉黑”你。