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FREE E-MAIL MARKETING TOOLS  
THAT YOU MUST USE EVERY TIME!

**10 FREE EXPLOSIVE EMAIL  
MARKETING TOOLS!!**

HOW TO BOOST YOUR EMAIL OPEN  
RATE BY 35% - HOT TIPS & TOOLS!



[ You Are Free To Distribute This e-Book Without Making Any Changes ]

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## CHAPTER ONE

# INTRODUCTION

Would you listen to someone who has been into Email marketing for the last 14 years as his MAIN source of income?

*Well! That's me.*

As you know, Email marketing is the **backbone** of any online business, the Swiss Army knife of marketing, LOWEST cost among all marketing channels BUT makes the MOST money.

*“Research proves that Email marketing delivers an ROI of 4,300% + is more cost-effective than other forms of marketing!”*

A Recent analysis by BlueHornet.com, has observed that 98% are tempted by marketing emails to make a buy. In addition, 78% buy at least once a month on an email campaign they received.

***But how many of us are really reaching that kind of potential?  
Where are we going wrong in our Email marketing efforts?***

The answer boils down to just one sentence: ***Open rates of your Emails and the click through rates of your links inside your Email defines your ROI.***

The free online tools and tips given here will **most certainly** help you get more open rate - *the very first step of Email Marketing.*



**So, What needs to be done to achieve an ROI of 4300% with our Email marketing campaigns?**

**Your Step #1: You Got To Get Your Subject Line Right first!**



**Email has an ability many channels don't: creating valuable, personal touches – at scale - David Newman**



# EXPLOSIVE EMAIL MARKETING TOOLS

## Some Quick Email Marketing Subject Tips

### Subject Line Tips

*Your Subject Line Has 1 Job: Get the subscriber to open it. That's it.*

Did you know that 35% of the people open Emails just because of the content your subject line contains? Make your subject line **action oriented, be brief and exclude spam trigger** words.

Here the most important tips to remember...

**Subject Line Length:** Those with over 46 characters in length have an open rate of 9.48% OR while those with 61+ characters get the most opens at 12.38%.

Click rates are highest for subject lines that are either very short at 0 to 15 characters (2.10%) or very long at 61+ characters (2.08%). Compare that to a less-than 1.80% CR, on average, for subject lines that are between 16 and 60 characters.

So it's advised **NOT to use mid-length subject lines** that are 31 and 45 characters in length.

**Email Engagement:** The best time to send Emails is when customers are reviewing their inboxes. For **maximum** open and click rates choose morning and early afternoon.

Top click hours - Between 8 AM & 9 PM. Between 3 AM & 9 PM  
 Top Open Hours - Between 8 AM & 9 PM. Between 3 AM & 9 PM

Fridays are the best days to send Emails as many of them get read on weekends.

**Exclude Sales Related Splashy Words:** Its wise to exclude words like "free," "help," "get paid," "percent off," "increase traffic," or "reminder" etc. in the subject lines. They can **NOT only trigger** spam filters, but many subscribers may ignore them too. 69% of Email recipients report Email as spam based solely on the subject line.

**Avoid** flashy phrases, all capital letters, and exclamation marks in your subject lines. Subject lines with a question mark are known to get opened more. The data shows that **'content'** is the best word for increasing open rates (up 59% vs. the average)

Data & Image Courtesy: [Econsultancy.com](http://Econsultancy.com)

Best words			Worst words	
Word	Open Rate (vs avg)	Rank	Word	Open Rate (vs avg)
Content	59.0%	1	Friday	-4.0%
Policy	40.3%	2	Monday	-3.4%
Offer	36.6%	3	Double	-2.9%
Benefits	30.5%	4	Everyone	-2.9%
Premium	27.9%	5	Videos	-2.7%

**Personalizing Your Message:** Personalized subject lines have an average open rate of 6.21%, while non-personalized subject lines have a much higher average open rate of 10.05%.

However, *unsubscribe rates are lower* for personalized subject lines (0.08%) than for non-personalized (0.12%), so if your goal is to reduce unsubscribes, **test** a personalized subject line.

**Use Different Subject Lines:** Avoid using the same subject line for each subsequent campaign for the same product/service. The subscriber in all probability won't open your campaign.

**Email Sender's Name:** 73% in your mailing list "**report spam**" or hit the "**junk**" button just by seeing the Email senders name! So use your name or your company name. Do not use words like "sales@" etc

**Email Place Holders:** Where do your Emails land up in Gmail? Is it in the primary, social or promotion tab? Educate your subscriber at the time of subscribing itself on how to white list your Email so that your Emails goes to the "**Primary**" tab. [Here is how I do it.](#)



Did you know that about 96% of ALL online businesses fail... and 82% among this failed 96% NEVER used an Autoresponder?



**Using Symbols Or Emoji In Subject Lines:** Using symbols is a good way to **attract attention** among the clutter in an Email inbox. Further, there have been no reports of spam filter getting triggered by the usage of emoji.

It was surprising to not that the **highest increase** in the open rate of 65.72 is achieved with the friendly snowman emoji. A black sun scored 20.95% increase and a black star, 10.65%.

Data & Image Courtesy: [Econsultancy.com](http://Econsultancy.com)

Best symbols		Rank	Worst symbols	
Symbol	Open Rate (vs avg)		Symbol	Open Rate (vs avg)
☃️	65.72%	1	☹️	-9.52%
☀️	20.95%	2	🚫	-8.10%
★	10.65%	3	☀️	-8.03%

**Pre-Header:** 3 things appear in the subject line of most Email boxes. “The from line, The subject line and the pre-header text”. Out of this, Pre-header is the **most ignored** that’s where you're neglecting a chance to increase opens. Do not block it with images.

Pre-header is a small editable part above your ezine body exists, normally a standard “View HTML” link. That’s the field where you would like to include a **short snippet** of an alluring copy.

**An Important Last Tip:** Try and mention **your core topic** of your Email in the subject line. *Your open rate can hit as high as 65%! If it sounds too simple to you, it is!*



# Free Online Subject Line Tools

[Charactercountonline.com](http://Charactercountonline.com): This is a nice online tool that lets you **count the characters** in a sentence. Very useful when you need to check your **subject line count** before you send your Emails.

[Localnews.com](http://Localnews.com): **Email Subject Line** Tester is a nice online tool that lets you test your subject lines more or less accurately.

This tool has been **created** by analyzing subject lines from thousands of SPAM emails, bounced emails, popular SPAM filter rules, as well as from the direct feedback of people using this tool.

[Subjectline.com](http://Subjectline.com): Just paste your subject line on this tool and it gives **instant feedback** on the quality of it. You get rating on the deliverability and marketing results. Accordingly, you can tweak and optimize your subject line for the highest deliverability and opens.

[Ainstitute.com](http://Ainstitute.com): **Headline Analyzer** is a free tool to **analyze your headline** to determine the Emotional Marketing Value (EMV) score.

As you know, reaching your customers in an deep and emotional way is a key to successful copywriting, and your headline is unquestionably **the most important piece** of copy you use to reach prospects.

[Coppypastecharacter.com](http://Coppypastecharacter.com): This is a tool where you can **choose** many Symbols & Emoji. Just copy and place them in the subject line.

Categorized into **12 segments** such as Symbols, Arrows, Classic etc offers a wide collection that works with most of the Email clients. Shows the html code too.

[Miscellaneous Symbols](http://Miscellaneous Symbols): Here is good collection from Wikipedia resource where you can copy and paste. Each of them are **categorized** into astrological, astronomical, chess, dice, among others also offers the html code.

[Coschedule.com](http://Coschedule.com): Though this is created for blog headlines, most of the rules apply for subject lines too. **Get a score** on the potential SEO value and clickthrough. Even measures the length of your subject line.

[Tweakyourbiz.com](http://Tweakyourbiz.com): Another tool that is meant for articles and blog posts, the tool can be **effectively used** to generate GREAT subject lines too. Just enter your topic and go!



Treat your subject line like the movie trailers – give a preview so they know what to expect. - Sugimoto Hiroshi





## Subject Line Tips Courtesy: [Getresponse.com](http://Getresponse.com).

You may [Download](#) their fantastic Ebook too *“How to Write Newsletters That Get Opened Read and Clicked”* for free as PDF.

Let's move on... More Free Email Marketing Tools In The Next Chapter



*There is no formula for the perfect email – Authentic and honest messaging works.*



# Some General Email Marketing Tools

Here are some **extra Email marketing tools** that you can use online to beef up your entire Email.

[Contactology.com](http://Contactology.com): Contactology Email Spam Checker lets you check the Message Quality Score™ (MQS). It allows you to promptly **check message quality** and test Email deliverability on a scale from 0 (bad) to 100 (excellent). Both HTML and text compatible.

[Emailspamtest.com](http://Emailspamtest.com): Here is a **simple** Email spam tester where you can test both in text as well as HTML Email.

[FreebulkEmailverifier.com](http://FreebulkEmailverifier.com): Here is a free tool that will verify all your Email lists for **non-existent Emails** in seconds and present you with a downloadable report with all invalid Emails.

Having a clean list improves marketing campaigns. The chances of being **marked as a spammer is reduced** thus helping you to avoid getting into blacklists.

[Landingpagescore.com](http://Landingpagescore.com): You can test the **effectiveness** of your landing page with this free tool. Over 200 unique rules are tested that evaluate marketing issues, concerns and more...

[Litmus.com](http://Litmus.com): Litmus Scope is an application that lets you create a clean, **web-based version** of any Email, with desktop and mobile previews.

All you have to do is to **drag a button** into your browser tool bar and it's totally free.

[PrEmailer.dialect.ca](http://PrEmailer.dialect.ca): PrEmailer is a **clean tool** that does some pre-flight checks into your HTML Email code.

It makes css inline, creates a text version, converts relative urls to absolute ones, eliminates unwanted comments, classes & IDs. The tool can even append tracking code to links.

[Mailchimp.com](http://Mailchimp.com): Want to convert your HTML Email to a plain-text version? This handy tool **automatically creates** a text version of your HTML Email saving you lot of time.

[Pictaculous.com](http://Pictaculous.com): Want to have a **symmetry** with your main image and your color scheme? Pictaculous tool can be of help to you.

Just upload your image and matching color scheme is determined along with the default hex color suggestions.

[Chimpfeedr.com](http://Chimpfeedr.com): Enter a bunch of RSS feeds into ChimpFeedr, and they will mash them up **into one master RSS feed**. You can use your new master feed for your awesome RSS-to-Email campaigns.

[Grammarly.com](http://Grammarly.com): This tool not only checks the spelling but **grammar mistakes** too of any text that you type on a web interface. For e.g. Facebook timeline. You can also it as a plugin to your browser tool bar.

trust yourself



## In Conclusion...

I hope the Email marketing subject line tips and tools have helped you to put the importance of subject lines in perspective.

**Which squarely means:** *If your subject line doesn't get read.. then nothing gets read or clicked in your Emails!*

It's also a good idea to **observe** the subject lines of the Emails that you receive everyday in your inbox **carefully**. See *which one entices you to open and which one you want to delete* on the spot.

Soon you'll be a master in **crafting perfect subject lines** that gets opened! I want to wish you the best of luck in your future adventures in Email!

***Success To Your New Email Marketing Strategies!***



— S. Kumar

<http://learnhomebusiness.com>



# “5 Day Email Marketing & Autoresponder Video Crash Course For Free!”

**Did you know that about 96% of ALL online businesses fail... and 82% among this failed 96% NEVER used an Autoresponder?**

(From Research Reports)

**You NEED To MASTER an Autoresponder to make profits!**



**INSTANT FREE ACCESS!**