

### Cold Outreach Subject Line Best Practices:

1. Personalization: Including the recipient's name or company name in the subject line can increase open rates by 29.3% (HubSpot). E.g., "[Brand], let's collaborate on a new project!"
2. Curiosity gap: Spark curiosity by asking a question or leaving some information incomplete. This tactic can increase open rates by 22% (OptinMonster). E.g., "Why is [Brand] missing out on this opportunity?"
3. Urgency/scarcity: Creating a sense of urgency or scarcity can increase open rates by up to 22% (Campaign Monitor). E.g., "Limited spots: Collaborate with our 1M+ followers, [Brand]!"
4. Brevity: Keeping subject lines under 50 characters can lead to a 12% higher open rate (Adestra). E.g., "[Brand] x [Your Channel]: A winning combo."
5. Emoji use: Using emojis in the subject line can increase open rates by 56% (Experian). E.g., "🚀 Boost [Brand]'s social media presence with us!"
6. Clarity: Clear, descriptive subject lines can increase open rates by 541% compared to clever ones (SuperOffice). E.g., "Let's discuss a [Brand] collaboration on [Platform]."
7. Numbers: Including numbers in the subject line can increase open rates by 53.2% (Yesware). E.g., "500K subscribers ready to engage with [Brand]."
8. Localization: Using location-based personalization can increase open rates by 20.36% (Campaign Monitor). E.g., "Grow [Brand] in [City] with our influencer network."
9. Social proof: Mentioning statistics, achievements, or authority figures can increase open rates by up to 29.3% (HubSpot). E.g., "Join the 20 brands that tripled their ROI with our help."
10. Relevance: Crafting subject lines relevant to the recipient's interests, job, or industry can improve open rates by 22.2% (Yesware). E.g., "How [Brand] can benefit from the latest influencer marketing trends."

### Top Emojis to Use in Subject Lines:

1. 🚀 Rocket: Suggests growth, acceleration, or taking off. E.g., "🚀 Boost [Brand]'s online presence with our expertise!"
2. 💡 Lightbulb: Represents ideas, innovation, or creativity. E.g., "💡 Fresh marketing ideas for [Brand]!"
3. 📈 Chart: Indicates growth, success, or positive trends. E.g., "📈 [Brand], let's skyrocket your social media metrics together!"
4. ⭐ Star: Conveys excellence, quality, or outstanding performance. E.g., "⭐ [Brand], become a star on [Platform] with our help!"
5. 🎯 Target: Symbolizes goals, focus, or hitting the mark. E.g., "🎯 [Brand], achieve your marketing targets with our collaboration!"
6. 📣 Megaphone: Suggests announcements, promotions, or spreading the word. E.g., "📣 Amplify [Brand]'s message with our 1M+ followers!"
7. 🔑 Key: Represents unlocking potential, solutions, or access. E.g., "🔑 Unlock [Brand]'s [Platform] success with our partnership!"

8. 📷 Camera: Depicts content creation, videos, or visual storytelling. E.g., "📷 [Brand], let's create a viral video together!"
9. 💣 Explosion: Implies impact, excitement, or a big splash. E.g., "💣 Make an explosive impact for [Brand] on [Platform]!"
10. 🏆 Trophy: Denotes achievement, success, or winning. E.g., "🏆 [Brand], become a champion on [Platform] with our collaboration!"

### **Top 50 Email Subject Lines for Outreach**

1. Boost [Brand] With Our [Number of Followers] Engaged Followers
2. [Brand], Let's Dominate [Platform] Together!
3. [Brand] X [Your Channel Name]: A Match Made In Heaven
4. Exclusive: [Brand] Featured On Our Latest Video
5. How [Brand] Can Leverage Our [Number of Followers] Subscribers
6. Exciting Partnership Opportunity For [Brand]
7. [Brand]: Unleash The Power Of Our [Number of Followers] Instagram Followers
8. Level Up [Brand]'S Social Media Game With Our Expertise
9. Let's Create A Viral Moment For [Brand] On [Platform]
10. [Brand], Ready To Skyrocket Your Online Presence?
11. The Secret To [Brand]'S Growth On [Platform]
12. A Creative Collaboration Your [Brand] Shouldn't Miss
13. We're Crushing It On [Platform], And [Brand] Can Too!
14. [Brand], Tap Into Our Engaged Community For Your Next Campaign
15. Your [Brand] + Our [Platform] Audience = Massive Success
16. [Brand], Let's Make Some Magic Together On [Platform]
17. Unlocking [Brand]'s Potential With Our [Number of Followers] Community
18. [Your Channel Name] + [Brand] = Viral Success Story
19. [Brand], Join Forces With Our Engaged [Platform] Family
20. [Brand], Let's Bring Your Products To Life With Our Audience
21. [Brand]: The Perfect Collaboration For [Your Channel Name]
22. [Your Channel Name] Fans Can't Wait To See [Brand] On [Platform]
23. [Brand], Discover Our Powerful [Platform] Strategy
24. A Fresh Take On [Brand] Promotion With [Your Channel Name]
25. Our Followers Can't Get Enough Of [Brand] - Let's Collaborate!
26. Brand], Your Next Big Influencer Partnership Awaits
27. Your Channel Name] X [Brand]: A Winning Formula
28. [Brand], Elevate Your Social Media Presence With Our Help
29. Boost [Brand]'s Visibility With Our [Platform] Following
30. [Brand], Experience Our Unique And Engaging Content Firsthand
31. [Your Channel Name] + [Brand]: A Social Media Success Story
32. [Brand], Let's Create An Unforgettable Campaign Together
33. [Brand], Let's Take Your [Platform] Strategy To New Heights
34. Unlock [Brand]'S Full Potential With Our [Platform] Expertise
35. [Brand], We Have The Key To Your [Platform] Success

36. [Brand], Explore New Opportunities With Our Dedicated Audience
37. Innovative [Brand] Campaign Ideas From [Your Channel Name]
38. [Brand], Discover The Power Of Our [Platform] Engagement
39. [Brand], Ready To Tap Into Our [Platform] Success Formula?
40. [Brand], We've Got The Perfect Collab Idea For You
41. [Brand], Unlock The Secrets To Our [Platform] Growth
42. [Brand], Let's Create A Social Media Sensation Together
43. [Your Channel Name]'S Audience Is Craving [Brand] Content
44. [Brand], Boost Your ROI With Our [Platform] Audience
45. [Brand], Experience The Future Of Influencer Marketing
46. The Ultimate [Brand] X [Your Channel Name] Collaboration
47. [Brand], Are You Ready For A Game-Changing Partnership?
48. [Brand], Let's Create The Next Viral Sensation On [Platform]
49. [Brand], Our [Platform] Audience Is Waiting For You
50. [Brand], Elevate Your Online Presence With Our Expertise

#### Bonuses

1. Appropriate Person
2. Partnerships Contact
3. My Audience Loves [Brand]
4. Promo for #CampaignHashtag
5. Are You Launching [Campaign Name] Again?
6. Planning for Q4 [Brand]