



Alternative Health **Digital**
Marketing for the *Health and Wellness* **Industry**

HEADLINES [Cheatsheet]

Why are headlines and subject lines important?

- *They determine the SEO for the social media post*
- *The subject line determines whether or not a person will open or read your email*
- *Twitter and more use your headline to decide WHERE to send your post*

Subject Lines:

- Keep your email subject lines short & sweet.
- Send your email from a familiar, recognizable sender name.
- Use personalization tokens.
Example: Name or location in the subject line
- Segment your lists, be more specific in your communication.
- Don't make false promises.
- Tell them what is inside your email.

- Know your audience well enough to time it right.
- Use concise language.
- Start with action-oriented verbs.
- Pose a compelling question.
- **USE CAPS SPARINGLY!**
- **Avoid Spam Trigger Words!**

Headlines:

- Include Numbers.
- Use simple powerful language.

- Target high volume keywords.
- Make a bold statement.
- Do competitive research - make yours better.
- Ask a strange, funny question.
- Create a sense of urgency.
- Be a little mysterious.



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