

The best subject lines sound like the buyer's problem



✘ WEAK

-  Our latest newsletter
-  Marketing update
-  We can help your business
-  SEO services

✔ STRONGER

-  Are missed follow-ups costing you leads?
-  Why your website may be losing qualified buyers?
-  Is your sales team getting enough right-fit inquiries?
-  Can buyers find you before they find your competitors?



Good B2B subject lines speak to a business problem the reader already recognizes.

Start with the problem your buyer already recognizes.

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