



FASHION BRAIN ACADEMY

Email Subject Lines for Buyer Outreach

NOTE: Whenever possible, send an **individual email** to an **individual buyer** rather than a mass email. As your business grows, I realize this will probably not be possible. If you can do it, please know that it MATTERS and you'll get a better response and open rate.

According to Yesware...

“Research shows that personalized emails lead to nearly 50% higher open rates and roughly 22% higher reply rates.”

Check out this article about making personal connections via email:

<http://www.yesware.com/blog/personalized-email/>

Note: Yesware describes itself as a “prescriptive platform for sales teams”. WTH does that even mean?? This is a GREAT example of how to NOT talk about what you do. What Yesware really is (*at least in normal terminology*) is a tool to know when and where someone opens your emails – even if you use Gmail and not an email blast system like Mail Chimp or Constant Contact.

Subject Lines

You want to change up the email subject line each time you approach a buyer. This gives them a different reason to be interested, or not.

Think about it from the retailer’s perspective. Each buyer is different the needs of their store are different. What appeals to one may not appeal to another buyer – at least at the exact **day, moment, and mood** the buyer receives the email.

Examples of reasons a buyer would be interested:

- Immediate delivery available
- Bright colors available
- Muted colors available
- Made locally
- Celebrities using your product
- Good Press received
- High markup for the retailer

- Customization available
- Monogramming available
- Discount on large orders
- Discount on orders placed early
- Free shipping
- Gift for the buyer (or key employee) on first order
- Exclusivity
- Special length or sleeve lengths available (apparel products, modest apparel)
- Case pack specials
- Clearance
- Re-orders available (inventory recently re-stocked)
- Brand new merchandise
- Limited editions
- Proven sellers in other stores and e-commerce stores
- Can't keep it in stock (proof that the product retails well)

See where I'm going with this?

One buyer might not care at all if your product is made locally, but they are interested in immediate orders of your product category. Another buyer's eye may go straight to the fact that you can customize lengths.

Until you know a buyer and understand their customer and their store, you have NO IDEA what will appeal to them so you must switch it up.

Email Subject Lines Swiped From Jane Hamill Boutique

COMPANY NAME FINAL FALL 9/30X CLOSING JULY 8TH - AMAZING PRODUCT - DONT MISS OUT!!

- Why are they yelling at me? However, good to let buyers know the last date to order for a Season or delivery

LAST DAY to order Company Name 5/30!!

- Clear and to the point. Less yelling.

PR ALERT: JENNER & KARDASHIAN + COMPANY NAME

- *Again with the yelling but it's GREAT that they are giving their stores a head-up of celebrities wearing their product. Why are they yelling at me?*

Company Name Spring '17

- Very simple, which is good. I'd suggest adding something that compels the buyer to open it. Perhaps add a hint about why the line is GREAT this season.

Spotted! Two Your Company Necklaces Last Night on ABC's the Bachelorette = Savings!

- Terrific placement on a TV show and an authentic, great email subject line. Only suggestion is to consider if you want to keep the “= savings”.

Your City Magazine | Best of Your City | Designer's Name

- This email was sent to notify people that the designer received great press and was named best of her city. AWESOME NEWS!! The email is confusing, however. I suggest you keep things simple and just say something like, “Jane Hamill Named Best Designer in NYC by the Village Voice”

Trocadero Jacket Is Back For \$65 Wholesale!

- LOVE this one. Tells the buyer a best-seller is back and at a great price. Very compelling

Looks to look forward to: Resort 2017

- This is fine. Perhaps you could spice it up and tease the collection by saying “Resort 2017 – Sneak Peek Inside”

New Fall Jewelry!

- This is fine – simple

Time to take a look - Washable Rugs

- I like this and feel compelled to look because **they told me what to do next**. Not kidding.

THEY'RE BAAAAACK! OUR #1 SCARF OF THE SEASON, HURRY, THEY WILL BE GONE AS QUICKLY AS THEY COME!

- *Again with the screaming...*BUT the great part of this email is it tells the buyer it's their #1 scarf.

More Examples

- LA Mkt Appt or Road Appt? for line U really have to see-Photo's 2 follow
- Appt for (Company Name)-Casual-Tops-Dresses-Short-Palazzos
- COMPANY NAME - POOLTRADESHOW BOOTH 1146 - LV - AUG 18th to 20th
- New!...Fall Style Preview @ ENK Vegas-Booth#'s 31132 & 31133
- Just Say Yes
- Our holiday money makers
- Our Best Selling Collection To Date
- What a girl needs: spiked-up flats, colorful jewelry, fun dresses!
- FREE Wrap Bracelet at Company Name at Accessories Circuit in NYC May 6-8th!

