

EMAIL SUBJECT LINES FOR BUYER OUTREACH



FASHION BRAIN ACADEMY



EMAILING BUYERS

- 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 and 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



REASONS A BUYER WOULD BE INTERESTED

- Immediate delivery available
- Bright colors available
- Muted colors available
- Made locally
- Celebrities using your product
- Great Press your product received
- High markup for the retailer
- Customization available
- Monogramming available
- Discount on large orders
- Discount on orders placed early in the selling season



REASONS, CONT'D...

- Free shipping
- Gift for the buyer (or key employee) on first order
- Exclusivity
- Special length or sleeve lengths available (apparel products, modest apparel)
- Private label
- 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)



photo from Bambiniware



photos from BambiniWare

DOWNLOAD: EMAIL SUBJECT LINES



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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.