

OPEN COST FORCE CHECKLIST

Minimizing perceived cost for the Email Open

JUSTIFYING THE SEND

- Can the subject line reference a recent action or behavior on any owned media? (i.e. your website, ad space, social media)
- Does it have a customer serving tone?
- Are there any words that seem ambiguous or full of hype?
- Does it feel exclusive or unique to the customer?
- Are the envelope fields specific enough?

CONNECTING TO A PROBLEM

- Can it highlight a recent issue of interest or concern? (i.e. in the news, in their lives)
- Can it connect to a lack of time, money and/or help the customer is experiencing?
- Can it focus on aiding an inability or inadequacy in the customer?
- Can it focus on clarifying a common misunderstanding or perception?

