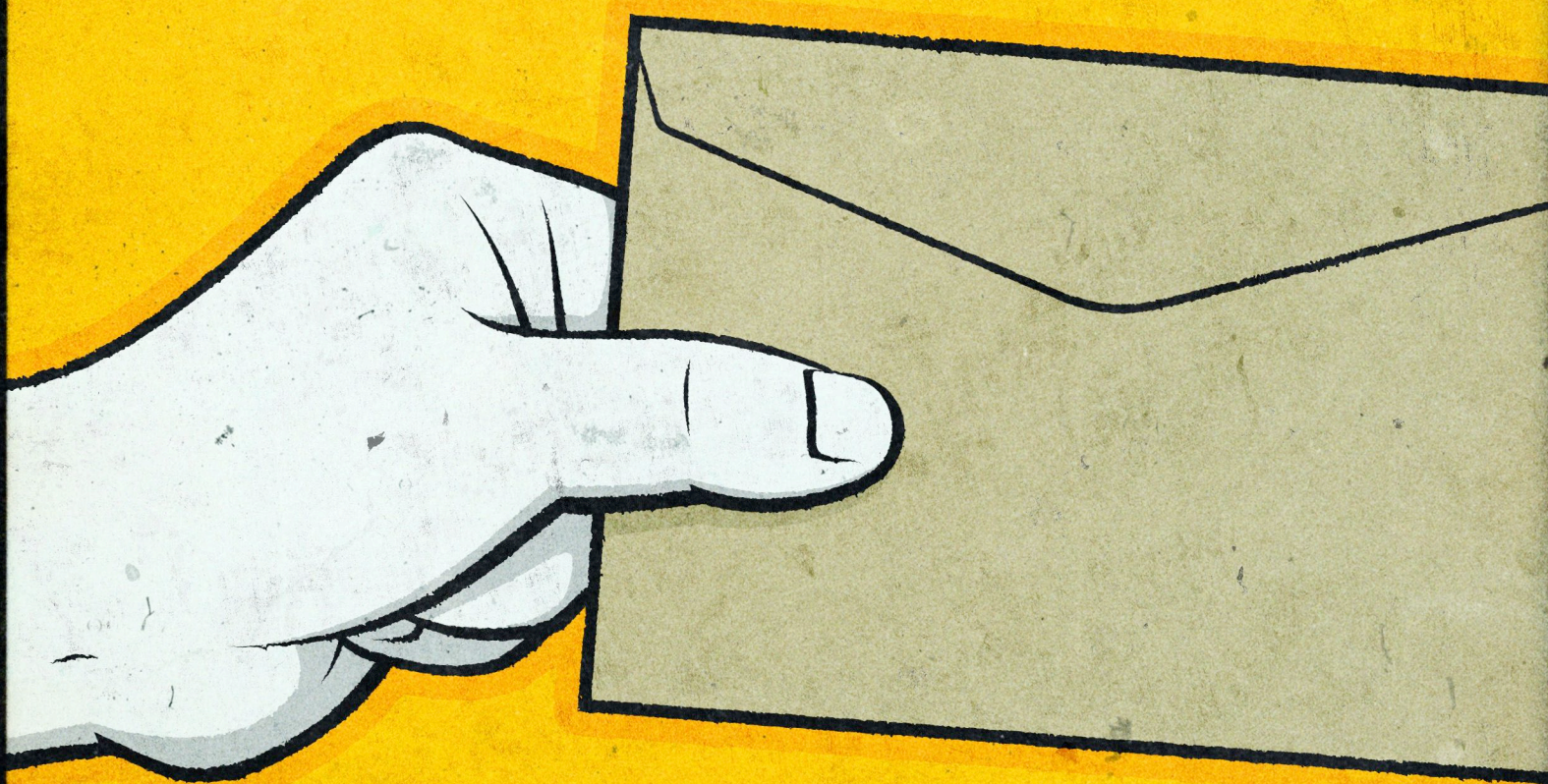


# GOOD (CRISIS) SUBJECT LINES





GOOD  
(CRISIS)  
EMAILS

# 12 Email Subject Lines for Crisis Communication

What kind of subject lines work well right now? How can you build an email subject line that captures attention without being obnoxious?

Here are 12 subject lines that are getting good results right now, plus some tips on building a good crisis email subject line.



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## 12 Crisis subject lines that work

- ① Resources to help you [accomplish goal/solve problem] during COVID-19
- ② [solve problem] in COVID-19 times
- ③ [Company]’s COVID-19 update
- ④ How do you [accomplish goal] during quarantine?
- ⑤ Coronavirus update: Changes to [coverage/services]
- ⑥ Struggling with [problem] during COVID-19? We’re here to help
- ⑦ How can I help?
- ⑧ How to [solve problem/accomplish goal] through COVID-19 and beyond
- ⑨ Our best resources for [type of customer] during COVID-19
- ⑩ Actions we’re taking to [keep you safe/solve a problem]
- ⑪ [Name] here, checking in.
- ⑫ Pandemic resources

# How to build a good crisis subject line

## Avoid making empty promises

Don't promise to help your customers in the subject line and then reveal in the email that your way of 'helping' is keeping them in your thoughts and continuing to run your business as normal during the crisis. If you promise help, provide real help and value to your customers. If you can't provide that, it's better not to promise anything at all.

## Focus on the needs of the customer or prospect

What are their current needs? What are their current circumstances? Are your prospects and customers stuck at home? Are they dealing with taking care of their children or finding ways to continue their education during quarantine? Are they trying to provide for family members at high risk?

What about their business needs? Are they worried about online engagement? Has their supply chain run dry? Are they wondering how to make deliveries, or continue selling?

Get into the mind of your prospects, and focus on their needs and struggles right from your subject line.

## Remove generic well-wishes

My inbox is full of emails with subject lines like:

- Thinking of you
- Hope you're well
- We're here for you

If you're really there for your customers, go ahead and say it. But don't use this kind of subject line just because it sounds nice and empathetic. Generic well-wishes are over-used and not appreciated during times like these.

### **Add personalization when appropriate**

If you're writing to provide resources or valuable help through this difficult time to your customers or prospects, mention their name or their business in the subject line. But if you use their name, the body of your email will need to provide that real, personal help you promised them.

### **Only mention COVID-19 if it's related to your message**

Don't include COVID-19 in your email subject line just for the sake of being on-trend. If you find yourself twisting all of your emails to squeeze out a reference to the pandemic, you're not doing this right.

Make sure your subject line is 100% aligned to the body of your email. Don't reference the pandemic in your subject line if it has nothing to do with your email's main message.

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## Want to make sure your email subject lines hit home without offending during this crisis?

Get a [14-day free trial of Close](#) and build your own crisis email templates to send to prospects and customers.

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