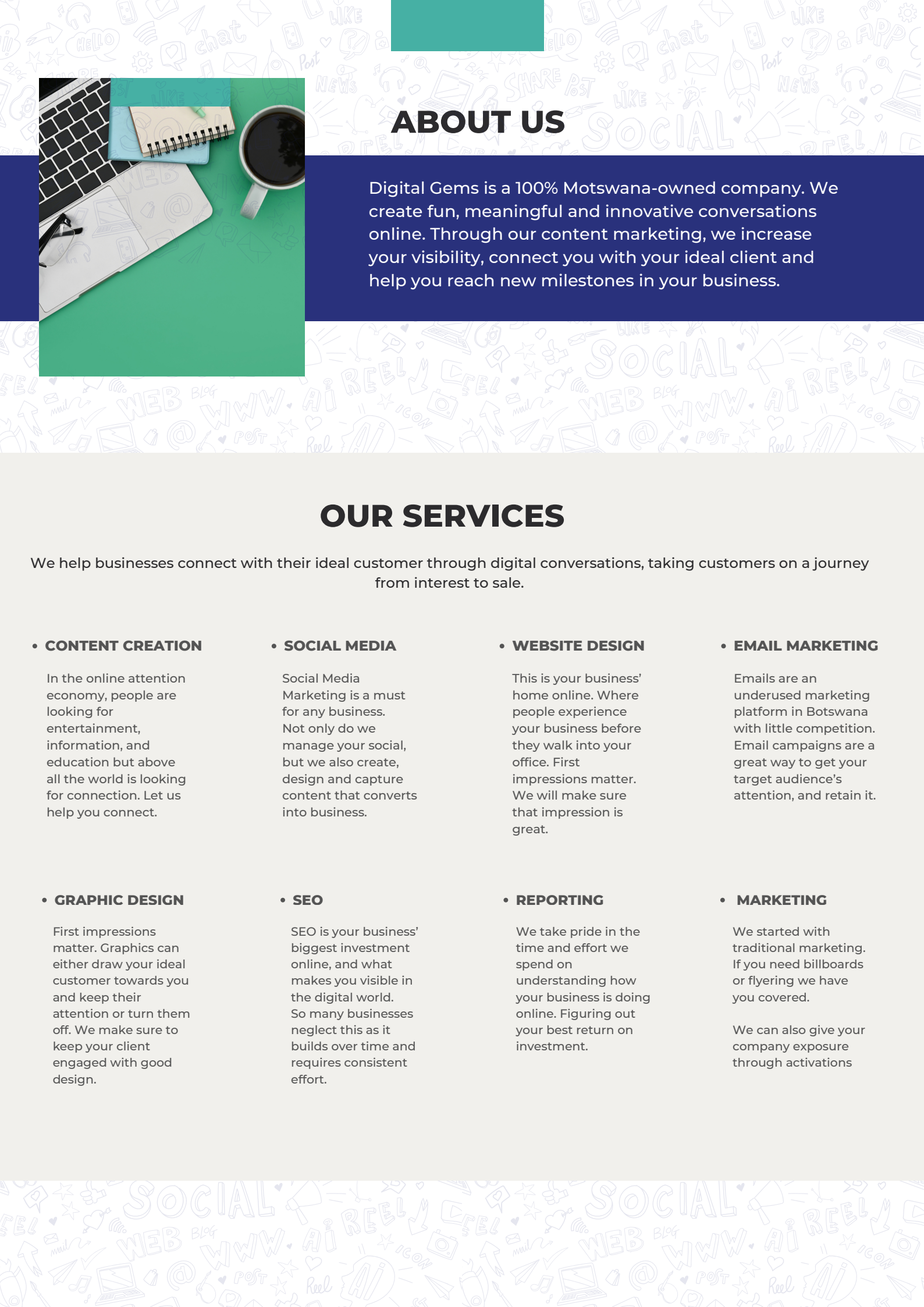




Is your email worth opening?

Your free guide to subject lines that make potential clients want to find out.



ABOUT US

Digital Gems is a 100% Motswana-owned company. We create fun, meaningful and innovative conversations online. Through our content marketing, we increase your visibility, connect you with your ideal client and help you reach new milestones in your business.

OUR SERVICES

We help businesses connect with their ideal customer through digital conversations, taking customers on a journey from interest to sale.

• CONTENT CREATION

In the online attention economy, people are looking for entertainment, information, and education but above all the world is looking for connection. Let us help you connect.

• SOCIAL MEDIA

Social Media Marketing is a must for any business. Not only do we manage your social, but we also create, design and capture content that converts into business.

• WEBSITE DESIGN

This is your business' home online. Where people experience your business before they walk into your office. First impressions matter. We will make sure that impression is great.

• EMAIL MARKETING

Emails are an underused marketing platform in Botswana with little competition. Email campaigns are a great way to get your target audience's attention, and retain it.

• GRAPHIC DESIGN

First impressions matter. Graphics can either draw your ideal customer towards you and keep their attention or turn them off. We make sure to keep your client engaged with good design.

• SEO

SEO is your business' biggest investment online, and what makes you visible in the digital world. So many businesses neglect this as it builds over time and requires consistent effort.

• REPORTING

We take pride in the time and effort we spend on understanding how your business is doing online. Figuring out your best return on investment.

• MARKETING

We started with traditional marketing. If you need billboards or flyering we have you covered.

We can also give your company exposure through activations

BEFORE YOU WRITE A WORD, FIRST THINGS FIRST.

Email is one of the few marketing channels in Botswana where you own the audience rather than rent it. Our article on making email marketing work sets out six steps to doing it well, from building a list with permission to measuring the four numbers that matter. Step two is the one that decides whether any of the rest gets read, and that is your subject line.

This guide expands on that step. It is organised around the types of email your business will actually send, because a welcome email and a win-back email are doing completely different jobs and cannot be written the same way. We cover one type and explain what it is for, and we give you subject lines you can use straight away.

Four things every strong subject line does :

- **Stays short.** Under forty characters, or it gets cut off on a phone.
- **Says something.** Clear beats clever, and curiosity only works when it is honest.
- **Sounds like a person.** Write it the way you would say it across a counter.
- **Uses the preview text.** The line beside your subject is a second hook, and most businesses waste it.

PART 1. WELCOME AND AUTOMATED EMAILS

A welcome email goes out the moment someone joins your list, and it is opened more than anything else you will ever send. Automated emails work the same way, triggered by something the customer does rather than something you remember to do, which means they keep earning long after you have written them.

This is your first impression, so use it to confirm they are in the right place and tell them exactly what to expect. Do not waste it on your company history.

1. Welcome. Here is what to expect.
2. You are in. Here is your 10% off.
3. Thanks for signing up, [Name]
4. Your guide is here!
5. One email a month. That is the deal.
6. Nice to meet you. Here is the short version.
7. Start here, [Name]



PART 2. PROMOTIONAL EMAILS.

Promotional emails carry your sales, launches and seasonal offers. They are the ones most businesses want to send, and the ones most likely to be ignored when the offer is vague or buried three paragraphs down.

One offer, one deadline, no clutter. Timing them around pay week and month end, when people are actually ready to spend, does half the work before anyone has read a word.

1. 20% off, this week only
 2. The winter sale starts tomorrow
 3. A month end treat, inside
 4. New in store: [product]
 5. Last chance on [product]
 6. Payday pricing ends Sunday
 7. Free delivery in Gaborone today
 8. Buy one, gift one
-

PART 3. NEWSLETTERS AND UPDATES

Informational emails keep you familiar between sales. They carry news, advice and updates, and their job is to make sure that when someone is finally ready to buy, yours is the name they already trust.

Nobody opens an email called December Newsletter. Name the single most interesting thing inside and lead with that instead.

1. What we learned this month
2. Five things worth knowing
3. New hours from Monday
4. We have moved. Here is where.
5. Behind the scenes at [Business]
6. The one question we are always asked
7. What is changing in [industry] this year



PART 4. PAID MEDIA AND REACH CHECKLIST

FOLLOW-UPS AND WINNING PEOPLE BACK

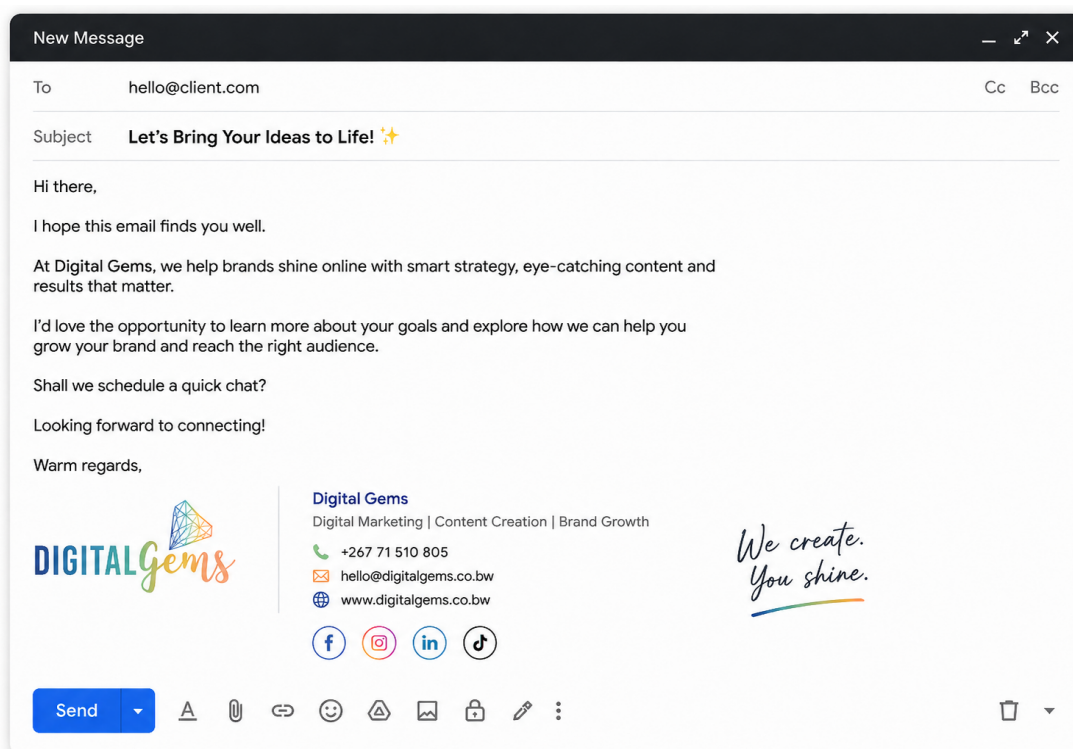
These are the emails that recover business you have already paid to attract. Someone asks for a quote and never hears from you again, or a good customer quietly stops coming in. Both are far cheaper to fix than finding someone new. Keep them short and human. A plain, well-timed message will always outperform a branded template here.

After an enquiry

1. Still thinking it over?
2. Your quote, in one page
3. Did this reach you?
4. Should I hold the date?
5. Here is what happens next
6. Closing this off?

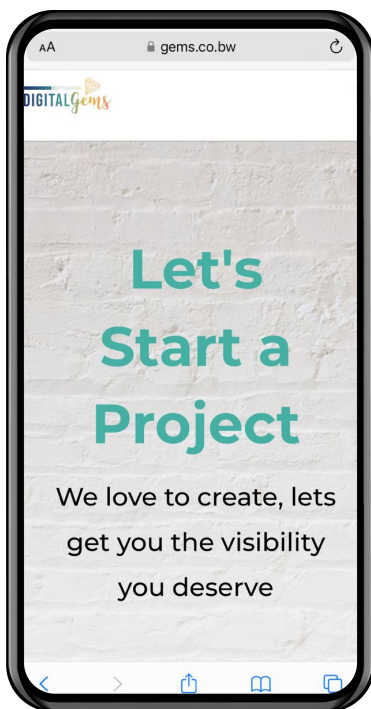
When a customer has gone quiet

1. We have not seen you in a while
2. Is this still the right inbox?
3. A lot has changed since your last visit
4. Come back for 15% off
5. Still interested?



REMEMBER THE BEST MARKETING
DOESN'T FEEL LIKE MARKETING

WWW.GEMS.CO.BW



CONTACT INFORMATION



+267 71 510 805



HELLO@GEMS.CO.BW



GEMS.CO.BW



**51569 LETLERETLERE RD,
GABORONE**