

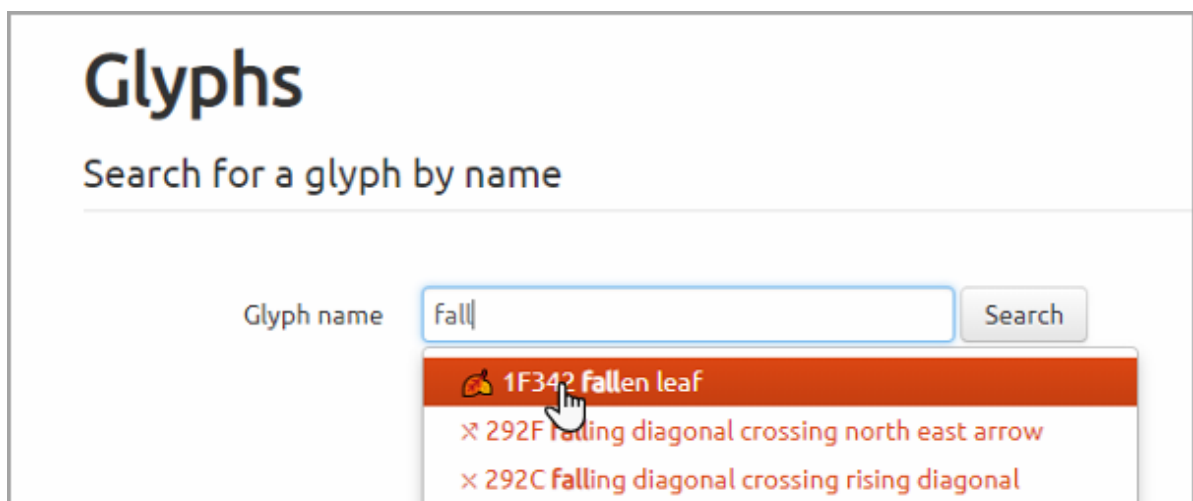
# Increasing Email Open Rates with Emojis📧

Emojis can be a nifty choice when there is a word in your subject line that you can replace with an image. For example, instead of “love” use “❤️” for a Valentine’s Day promotion. This helps shorten the subject and makes it stand out. That being said you do not want the meaning lost, so use this approach only when your message can read without the word itself. Strategically using emoji in your subject line can increase opens, but overusing them can make your email look like spam.

**Note!** Adding emoji to a bad subject line only makes the subject line worse, so stay away from phrases that are known to trigger spam complaints. Click [here](#) to learn how to use the **Content Checking Tool**, which can help check for spam triggers.

## To add emojis to your email subject line

1. Go to <https://emailstuff.org/glyph> (See Resources below for additional option)
2. Search for the emoji you would like to use and click the **Search** button.






**Glyphs**


Search for a glyph by name

Glyph name

- 🍂 1F342 fallen leaf
- ✕ 292F falling diagonal crossing north east arrow
- ✕ 292C falling diagonal crossing rising diagonal

Glyph name <input type="text" value="fallen leaf"/> <input type="button" value="Search"/>		
Glyph	Code point	Name
	1F342	FALLEN LEAF
	26DE	FALLING DIAGONAL IN WHITE CIRCLE IN BLACK SQUARE
	27CD	MATHEMATICAL FALLING DIAGONAL

- Highlight and copy the code next to "Email Subject or friendly form".

Glyph	Code point	Name
	2708	AIRPLANE
To use in...		Use this...
Email subject or friendly from		=?utf-8?Q?=E2=9C=88?=@
or		=?utf-8?B?4pyI?=@
In HTML		&#9992;

FALLEN LEAF	
Use this...	
=?utf-8?Q?=F0=9F=8D=82?=@	
=?utf-8?B?4pyI?=@	
&#127810;	
=F0=9F=8D=82	
Enter 1F342 as described <a href="#">here</a> (or copy and paste from here)	

- Paste the code into the subject line of your email where you would like the emoji to appear.

**Recipients:** Start typing to add tagged contacts or saved searches...

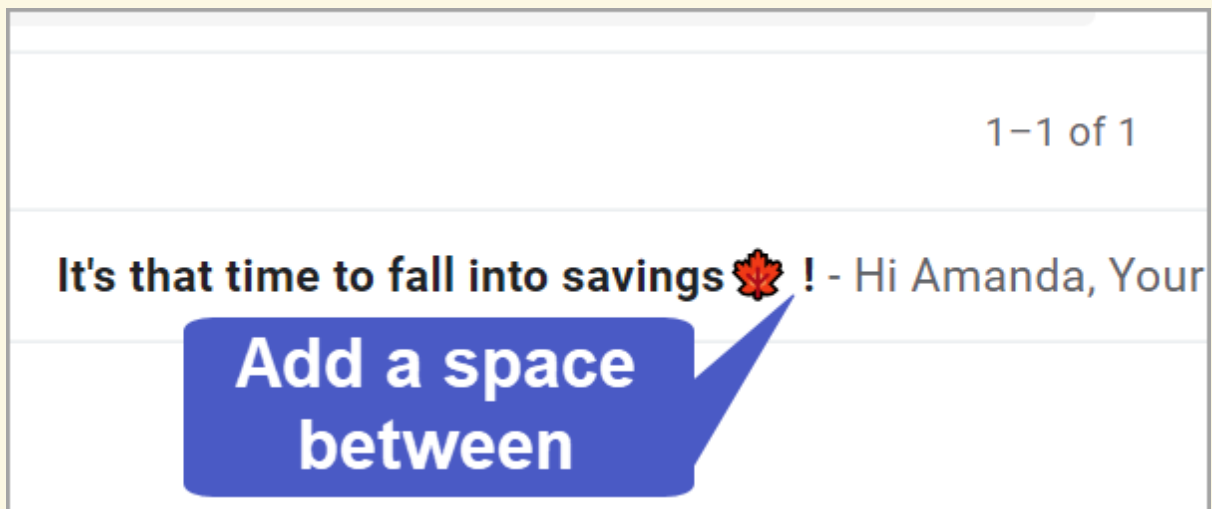
☰ New List - September 7, 2018 5:22:53 PM 1 ✕

[New Search](#) | [Recipient options](#)

**Subject Line:** ~Contact.FirstName~ Time to fall in =?utf-8?Q?=F0=9F=8D=82?=

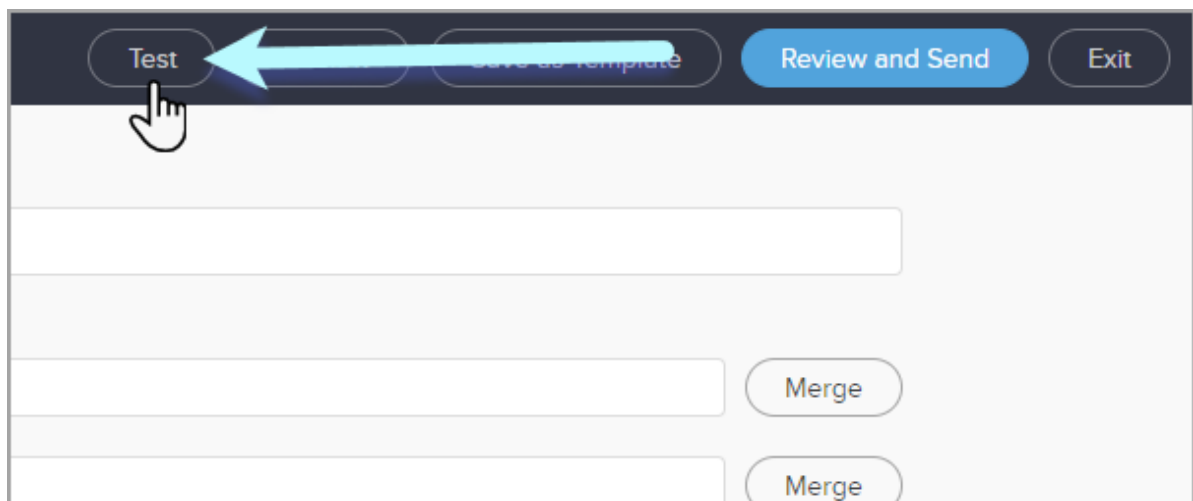
**Preview Text** ⓘ: Only 1 week left

**Note!** Due to the type of code that creates an emoji it cannot have any punctuation directly before or directly after it, add a space between the two.



Also, this will not display if added to the **Preview Text**.

6. Make sure to test your the email before sending! Emojis can render differently on every email client.



## What to keep in mind

- Stay within your brand
- Know Your Content
- Keep It Relevant
- Convey an Emotion
- Only use between 1-2 in a Subject

**Pro tip!** Test your Audience by doing a simple subject line A/B test to see how they affect your open rates.

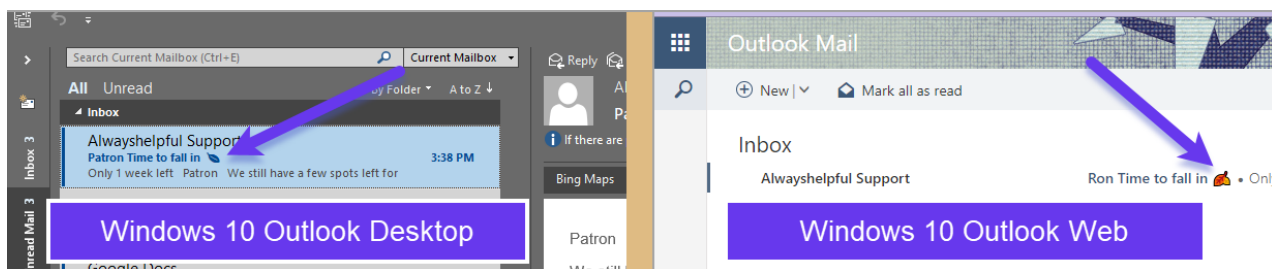
## The Top Ten Emoji

Registered Trademark	Red Heart	Loud speaker	Tulip	Sun	Delivery Truck	Trade Mark	Party Popper	Fire	Sparkles
®	♥	🔊	🌷	☀	🚚	™	🎉	🔥	✨

## Opening emails on different OS & Email clients

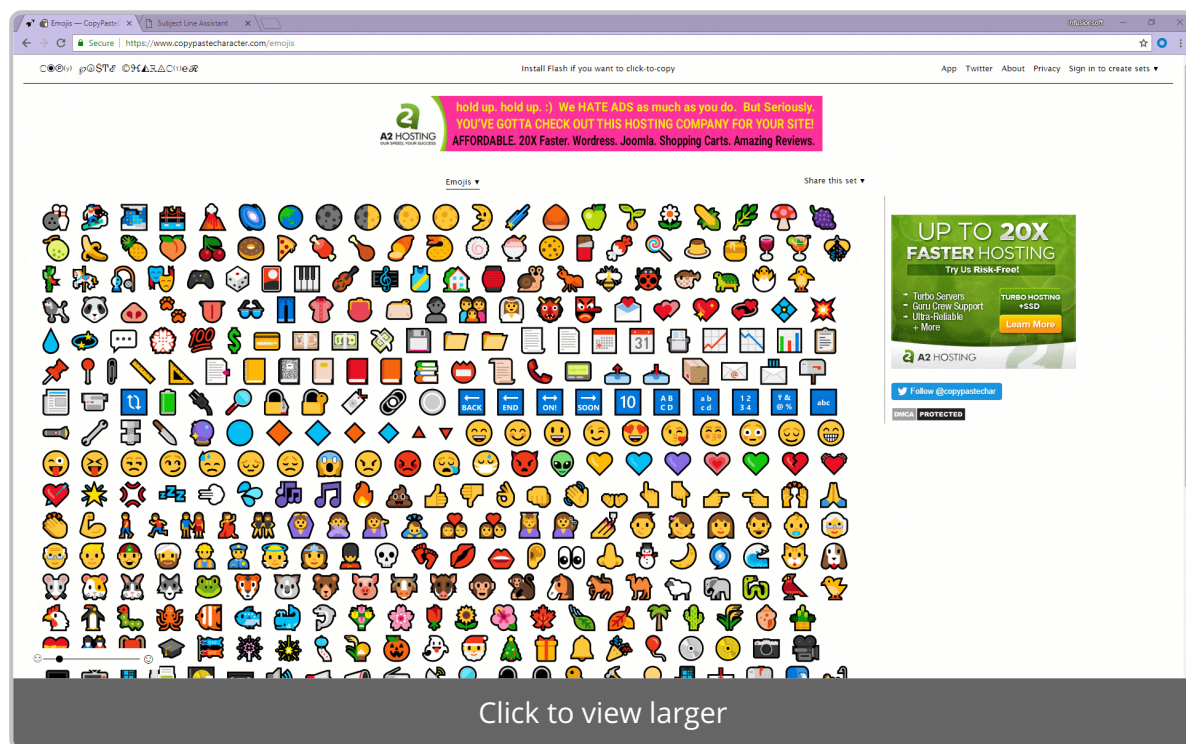
Take into account your subscribers' email client and operating system. Different email clients render emojis differently, and some of them may not even render these emojis. The same goes with the Operating system. **Windows 7 has very limited support for emojis**

## Outlook Desktop vs Outlook Web



## Resources

- 2016 analysis reported a 775% annual increase in marketing messages that contain emoji
- Go to <https://www.coppypastecharacter.com/emojis> or <https://emojipedia.org> copy emoji and then go to <https://tools.bluestatedigital.com/kb/subject-line-assistant> and paste. Use the encoded string to add to your Subject line.



*Any links we provide from non-Infusionsoft sites or information about non-Infusionsoft products or services are provided as a courtesy and should not be construed as an endorsement by Infusionsoft.*

