5 *Cool Tips*
to Make Your
Email Marketing
MOBILE
FRIENDLY

With an ever increasing number for mobile phone users, we can definitely say that the future of email marketing is entwined with mobile phones. People are always on the move and they want to keep themselves updated anywhere they go. So they end up checking emails when out shopping, walking, dining, gaming, partying, and just about anywhere. So, if you are not in pace with the new trends and you are still sending mails that are not synced for reading on mobiles, here are five steps that will help you create emails for phones easily: audience.
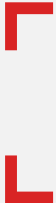
82%

Smartphone users check emails on their Phones

(Source: Google Survey)
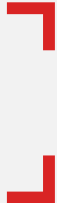
Pioneer Marketers
Innovative Marketing

Render Text for Desktop and Mobile

01

The content of your email should automatically resize according to the device in which it is being viewed. The coding should be done carefully such that it does not hamper the template and design of the message. The recommended font size for the body text that can be read on both desktops and mobiles is 13px.
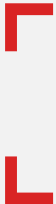
> Your recipients are always time-pressed. Send them only valuable content.
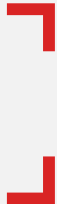
Restrain Email Width

02

For any device, the email width should not exceed 600pixels. If a generic email is designed the recipients will have to manually zoom in or pan to read the email in mobile phone. Width of the emails designed for mobile devices should be scaled such that they fit the mobile screen. The optimum width is 300px. With this width, the text will be clearly readable once it loads.

> Tweaking the width and hiding the less important content gives recipients a better experience.

Have Fancy & Touch Worthy Call-to-action

03

The calls-to-action in emails designed for desktops, are clickable. But when you are designing email from mobiles, recipients consider links to be touch worthy. Make the calls-to-action at least 40X40 px. Do not design bland calls-to-action; jazz them up with creative designs. But see to it that they are compatible with all versions of mobile phones.
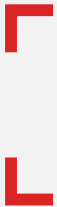
> Behavior of email and mobile recipients are completely different. Follow the relevancy rule and design emails accordingly.
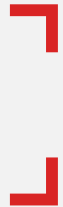
Crunch Content to One Column

04

If you are planning for a layout template, shrink the most important content to one column. Place this column on the left hand side of the email, as it is the best real estate in the email. Do not over-crowd it with too many images or content. If you are including images, place just one image that explains your intention for sending the email.
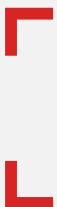
> Remember that images are turned off by default. Always provide alt text for images.
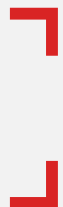
Include
Social Media

05

Give links to your social media pages and sites if you have a presence on those sites. By doing so, you can change the way people interact with your company and create an opportunity to share and engage in conversations. With the perfect combo of email, mobile and social media you won't miss out on potential customers.

> Merging email, mobile and social media is challenging but makes you stand out.

Summary

Once you design the email, you might be wonder how it might look like on mobile devices, as the look changes from device to device. So, remember to check your emails on the 'Mobile Device Simulators'. Mobile device simulators give you access to test the display of your email on different mobiles devices. Follow these tips and you will get attention from your customers and get brilliant email marketing results.