



# TIPS & TRICKS FOR MOBILE-FRIENDLY CAMPAIGNS

These days, if something doesn't happen instantly and on-demand, it doesn't happen at all! In a survey conducted by Constant Contact, it was reported that **75% of smartphone owners are likely to delete emails that are not easily read on their mobile devices.** A huge portion of our population reads their emails from their smartphones or tablets. However, many brands fail to cater to the on-the-go consumer with mobile friendly email campaigns.

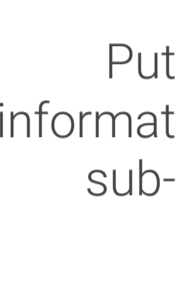
## IMPORTANT TIPS

for making your email campaign compatible with mobile.



### Compose short and concise subject lines

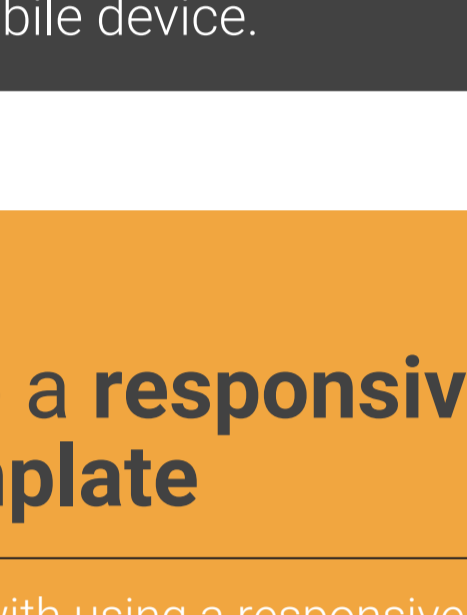
Your subject line is the headline of your email, keep it to 40 characters or less.



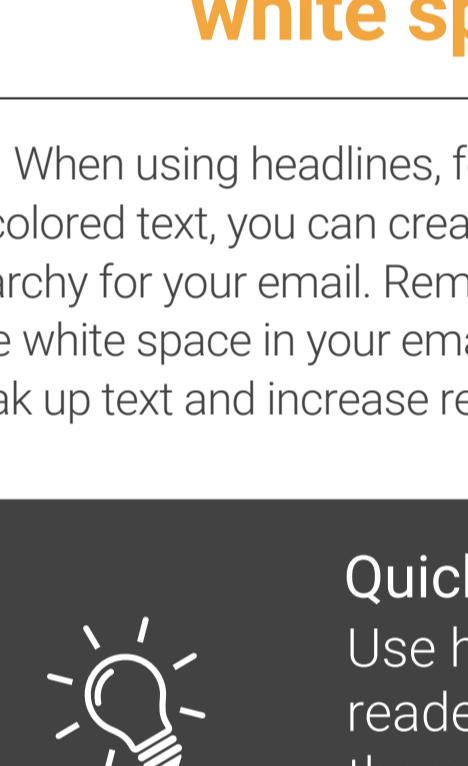
**Quick Tip:** Did you know; less of the subject line gets displayed on a mobile device.

### Put the most important information up front

Put the most important information up front and use sub-headlines to call out specific points.



**Quick Tip:** Consumers are more likely to skim through your email while they are viewing it on a mobile device.



### Use a responsive template

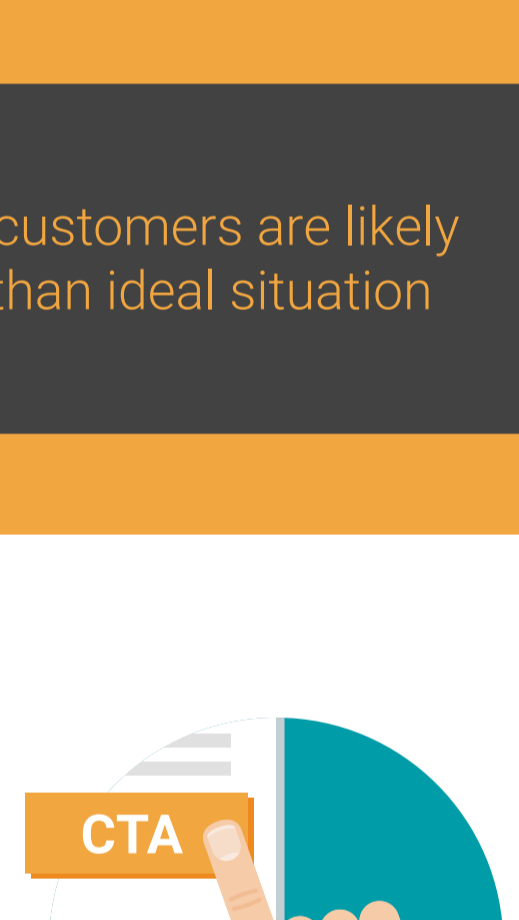
Stick with using a responsive column template designed to work with mobile devices.



**Quick Tip:** Did you know, most marketing tools have responsive template designs built in?

### Have clean hierarchy and design. Be sure to incorporate white space!

When using headlines, font sizes, and colored text, you can create a clear hierarchy for your email. Remember to use white space in your email to help break up text and increase readability!



**Quick Tip:** Use hierarchy to simply walk the reader through your email and show them exactly how you want the information consumed.



### Use larger fonts

Your customers are likely reading in a less than ideal situation while on the go. Using larger fonts helps with readability on smaller screens.



**Quick Tip:** Remember, your customers are likely reading in a less than ideal situation while on the go.

### Incorporate a strong and clearly visible call to action

A finger has much less accuracy than a mouse when clicking on a screen, create a large call to action button using an accent color to make it clearly visible.



**Quick Tip:** If you're using an image for the call to action, be sure you use clear CTA text, in case the image doesn't load. This CTA text should include direct language such as "Click Here."



### Optimize your imagery and use appropriate ALT text

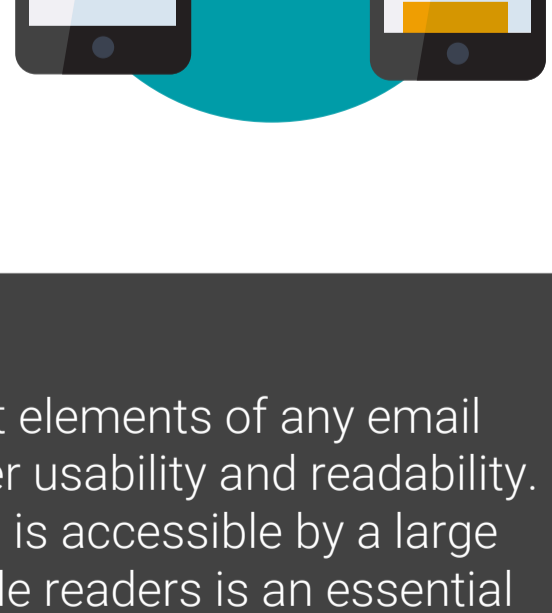
Use limited but valuable images to break up text and add visual appeal. Try shrinking the images by 50% and then compressing them at a slightly higher compression rate. Be sure to use the appropriate ALT text with your images.



**Quick Tip:** Responsive coding will help with the size of your images, if it is available to you.

### Lead your customer to mobile-friendly conversion sites

If your mobile-friendly email is directing the customer to visit your website, then your website must also be mobile-friendly.

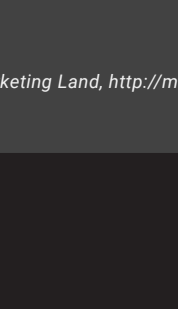


**Quick Tip:** The most important elements of any email campaign are reader usability and readability. Ensuring your email is accessible by a large percentage of mobile readers is an essential step in increasing your click-through rates and customer following.



### Don't forget to test your email on multiple devices

Be sure to test your email on multiple devices to ensure that it displays correctly.



**Quick Tip:** If you don't have access to multiple devices, look for services that offer device testing for you.

