SHOW ME LEADS!

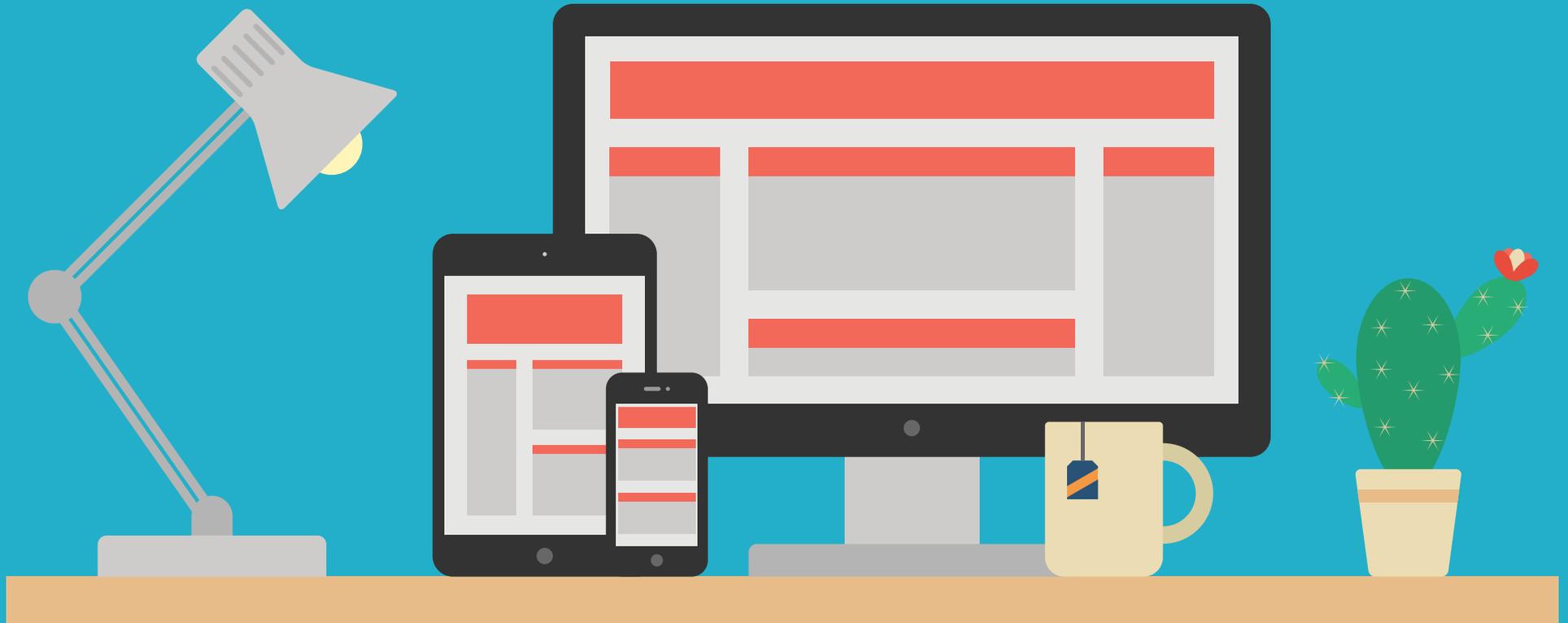Optimize Your Marketing Automation Engine

WELCOME

Best Practices to

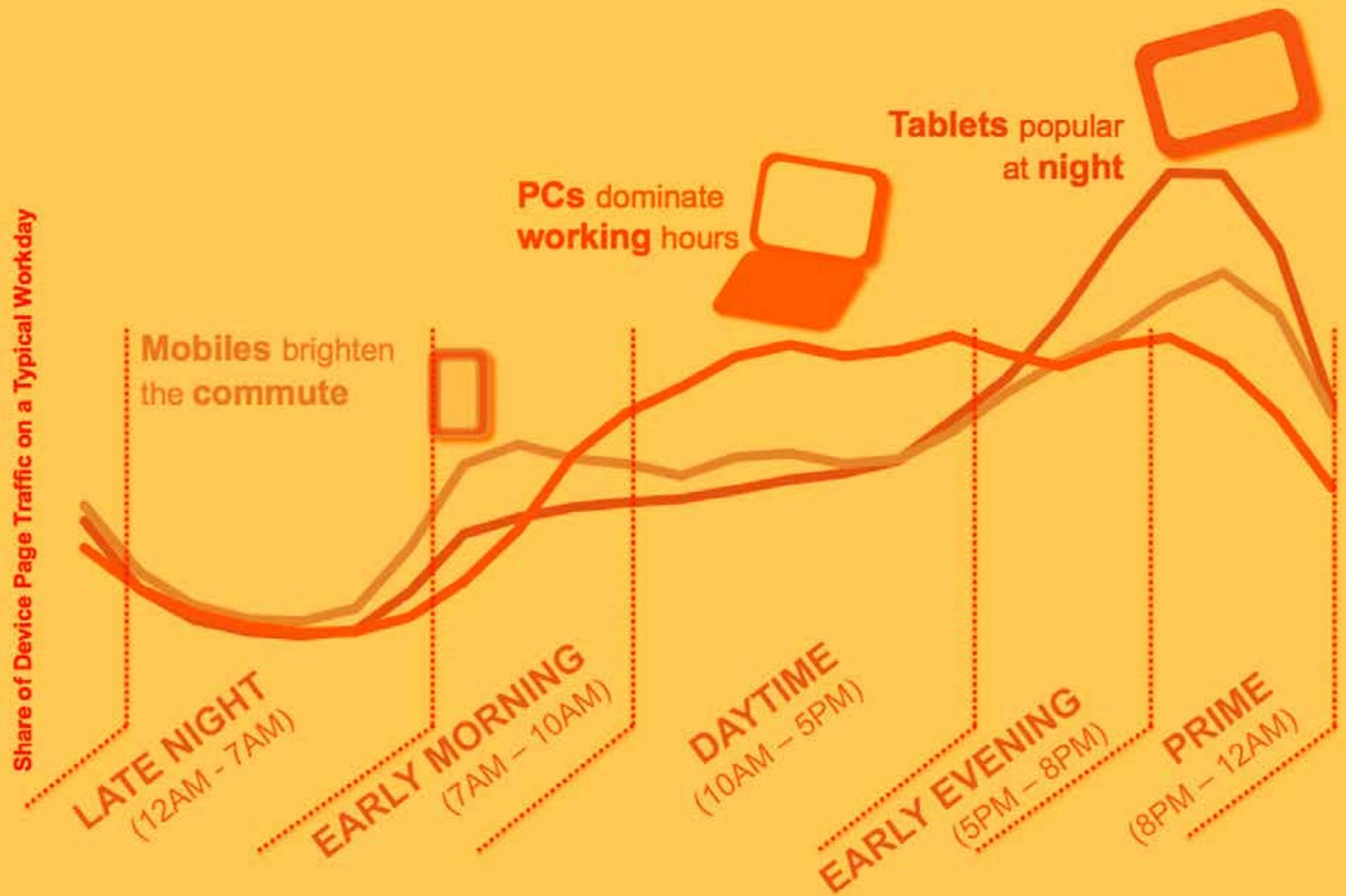**Optimize Email**

Content for any Screen

Best practices to optimize email content for any screen

Customer communication and relationship management have changed in a huge way. Now companies and brands are more agile than ever before allowing them to tap into more prospects. In today's scenario, even email marketing— one of the most reliable and versatile marketing channel, is going through an immense transformation. Why? Due to the aggressive use of mobile phones and tablets, consumers' habits are shifting from desktop to mobile.

Device Preference Throughout the Day

Share of Device Page Traffic on a Typical Workday

Mobiles brighten the **commute**

PCs dominate **working** hours

Tablets popular at **night**

LATE NIGHT (12AM - 7AM)

EARLY MORNING (7AM – 10AM)

DAYTIME (10AM – 5PM)

EARLY EVENING (5PM – 8PM)

PRIME (8PM – 12AM)

GLOBAL EMAIL OPEN RATES

The US can sometimes be thought of as a bellwethwer for mobile trends. Brazil and Europe are mindfull to watch their open rates for shirts to the mobile device. On the other hand, jumping on the mobile bandwagen too soonn m ay, be costly and have the opposite effect inteded

Now what's in it for marketers that aggressively use email channel for their business? Email via Mobil devices obviously will leverage their campaigns. And we can see the trend will continue to be mobile in the near future for fast tracking visibility and open click through rates..
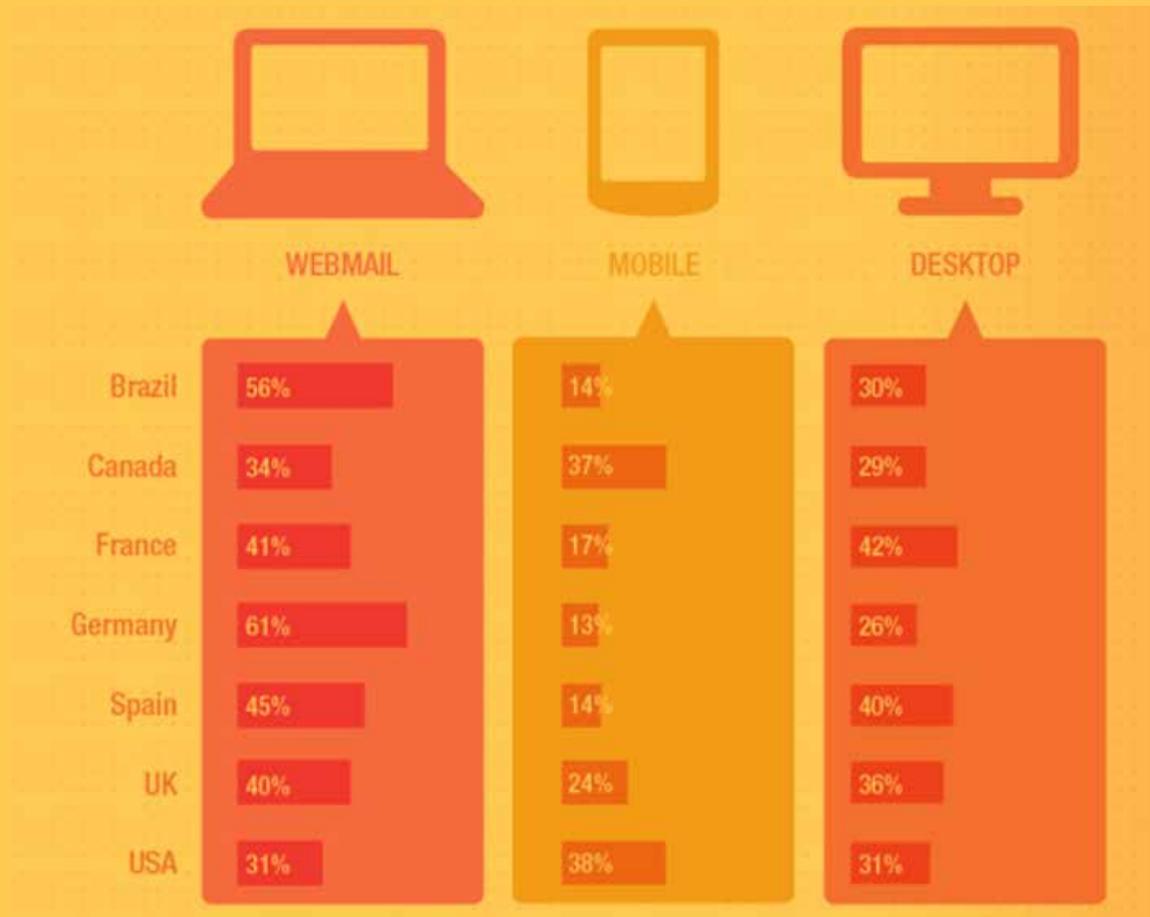
A new report from email marketing provider Movable Ink revealed more brand emails are opened on mobile devices versus desktops, with a 61% of email opens happening on a smartphone or tablet.

When analyzing mobile versus desktop popularity, the study found consumers were three times more likely to use their smartphone to view brand emails versus tablets, with 45.52% of emails read on smartphones compared to 15.29% on tablets. Only 39.19% of emails were viewed on desktops.

	WEBMAIL	MOBILE	DESKTOP
Brazil	56%	14%	30%
Canada	34%	37%	29%
France	41%	17%	42%
Germany	61%	13%	26%
Spain	45%	14%	40%
UK	40%	24%	36%
USA	31%	38%	31%

But email marketing (focusing on mobile and tablets) also brings its own share of challenges due to multiple devices, multiple platforms and multiple screen sizes. A key challenge is email optimization for multiple screens. When the strategy you used to adopt for PCs and laptops while designing your email template in standard HTML comes with some challenge, now it won't be a surprise to know that optimization of these same email designs comes with more challenges, as we venture into the face of mobile devices, too.

So, of course, you cannot apply those old techniques in email template design like building layout with tables, applying CSS, and fixing big bold Headers at the top. Things are changing quite fast, and you need the latest practices to optimize email content across different devices.

This paper discusses best practices for email content optimization to help you give users an awesome experience. So when you plan your next email campaign, give a thought to these factors below, so that you won't have to face any embarrassment when your loyal customers open your email on any device, no matter their size.

Desktop
39.19%

Smartphone
45.52%
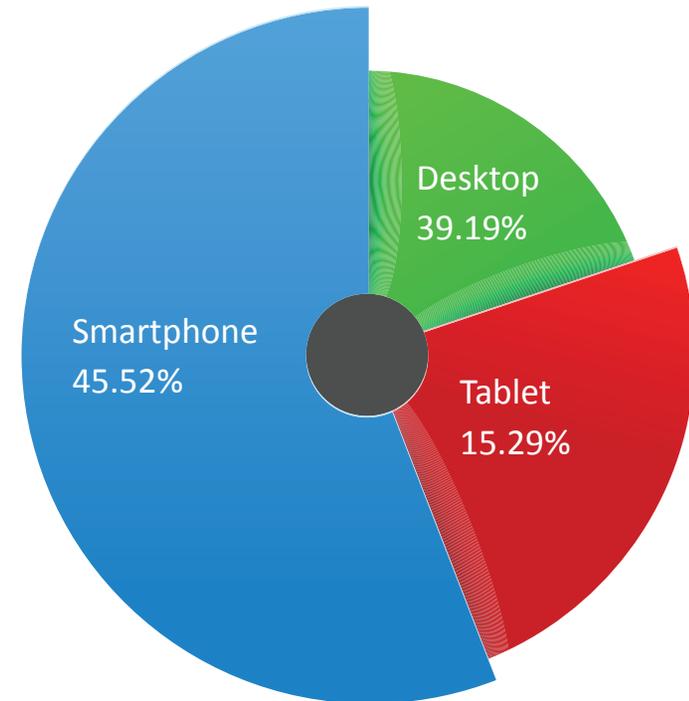
Tablet
15.29%

61%
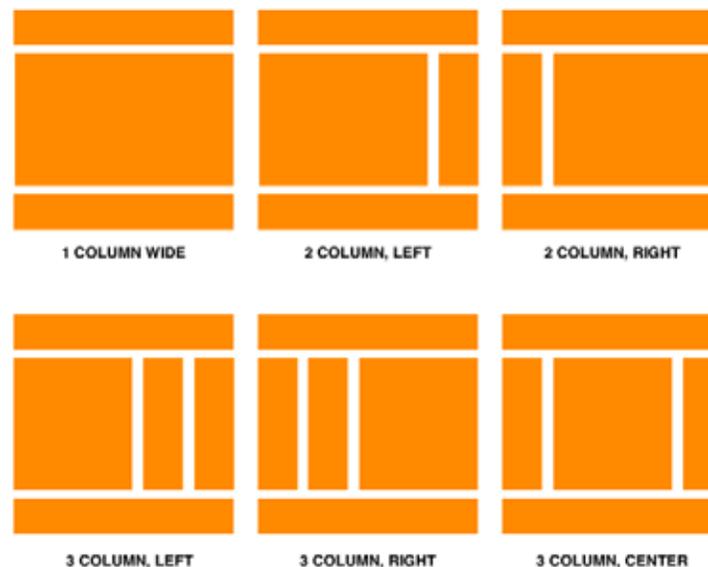of emails were opened on a
smartphone or tablet

Design optimization

1. **Fit your email in a single-column layout:** Regardless of different screen sizes of mobile devices, a single-column responsive layout goes perfect. So, when you design your layout, keep it in a single layout. Most Mobile Operating systems don't scale content to precisely fit into the screen, and your email content won't be displayed as you have designed. Remember most mobile OS use a standard median width of 480 px.

   Keep the design simple and elegant considering device dimensions for images. Images render different on different mobile OS (on iOS, they render automatically to fit the width of the iphone but not for Android). Thus, know the dimensions for each device and design accordingly. In addition, make sure you are following the set-standard so that your email layout is uniformly accepted across different email clients; this will provide a nice and elegant experience to the users.

2. **Keep font size well-situated:** The font size you've used in email templates for PC and laptops might not work on mobile devices. Bigger font size is always better on these devices. Keep body copy around 14-16 pts and headlines at 22-24 pts. This makes your email content easily readable on mobile.


1 COLUMN WIDE   2 COLUMN, LEFT   2 COLUMN, RIGHT

3 COLUMN, LEFT   3 COLUMN, RIGHT   3 COLUMN, CENTER

3. **Text alignment = Left:** It is a common practice to keep text alignment on the left side. Human tendency and our writing style from left to right makes us start paying more attention to email content alignment to start from the left-hand side. At all levels, most users find it convenient to interact with elements in the bottom left/middle of their handheld screen. So watch out for the display of your email content and ensure it'll give beautiful experience to users.

4. **Keep CTAs prominently large:** In your email copy for your Call to Action (CTA) is the most important element that enables users to contact you. Simply put, you have to hit a homerun with your CTA message. In other words, your CTA should be catchy, well-placed, and attention grabbing. Today, most of the devices are touch screen, so, of course, it is going to be touched and tapped with finger. Apple's iOS Human Interface Guidelines recommend a minimum "tappable" target area of 44 × 44 px. Also, don't make the mistake of putting your CTA button in image form as many users may not have enabled 'display image' option. Be prepared for all user viewing settings and have your backup CTA content message always included with or next to the image if you do opt to display a tappable image

Content Optimization

1. **Be careful about subject lines:** Your subject line is the face of your email copy. So, always be mindful while writing the subject line. As you know on mobile devices the space is not as large as on PCs and laptop, so set the subject line accordingly. Around 24 to 27 characters' subject line can be comfortably displayed on different mobile platforms. Keep it short and catchy to make your customers open your email.

2. **Keep content short and less scrollable:** The platform where your email is being viewed in has space limitations. So, always put concise and clear content in the copy. Plus, make it less scrollable so that users can view it within seconds. If your email copy gets long, users might leave it for various reasons such as too lengthy, got a call in between, or a text, or just find it boring or overwhelming. Remember, mobile experience has to be fast, efficient, helpful. Think of your message as being the birth of efficiency with a personality.

   It is better to use bullet points in short sentences (that's the efficiency part) and put text in a way where users find it engaging, (that's the personality part).
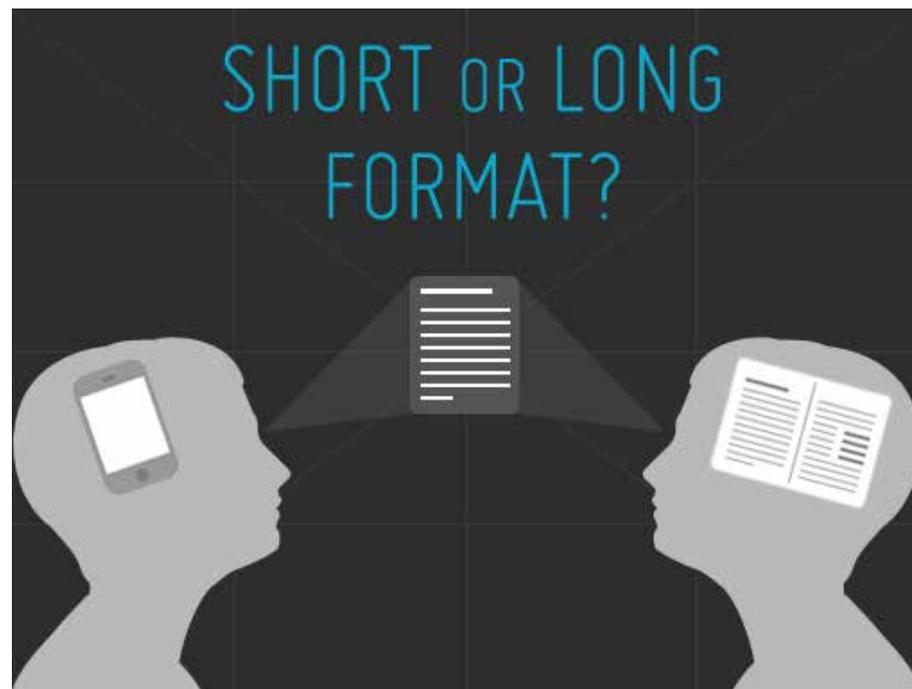
3. **Purposefully use pre-headers:** When you optimize email content for mobile devices, pre-header comes into play in a big deal. They are also used as a call to action to catch users' attention on mobile devices. They are used to provide instant information like FREE SHIPPING, GET DISCOUNT, OFFER VALID TILL..., and THANK THE CUSTOMER. With changing layout of email clients (Gmail, Outlook, and Yahoo), the role of pre-header has become even more interesting to help marketers display 'what's included in the email'. Keep in mind, your marketing pre-header should be in the top left of the email. And other functional pre-headers can be kept in the top right corner of your email.
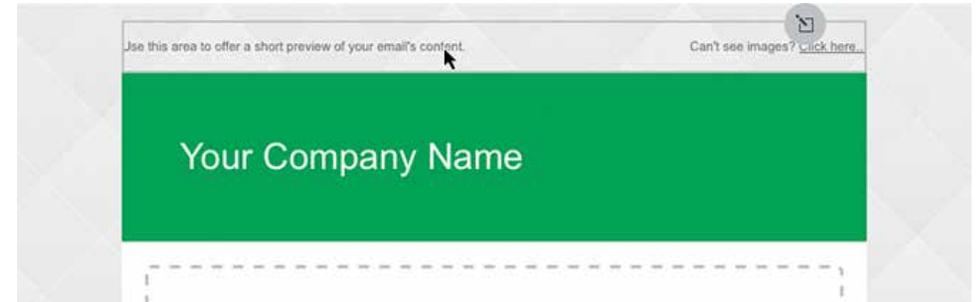
4. **Proper placement:** The proper content placement is important so that customers feel engaged. Follow inverted pyramid approach while putting the content structure together. Starting with the most important first, followed by less important, and so on. Build a vertical hierarchy, and a relevant Call to Action should be placed according to message relevancy. Make the position prominent so that it can be easily seen and used.
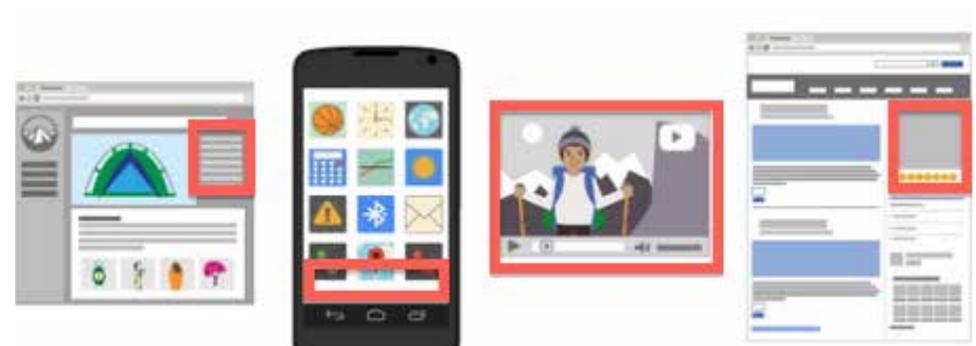
5. **Use images carefully:** Putting too many images in your copy can ruin the overall taste of your email. So, put optimized images with carefulness so that they will load quickly and enhance the overall experience.

6. **Don't extend CTA time period:** Include those CTA capabilities that can be easily performed by users on their mobile devices. Rather than putting a lengthy form, it is better to put quick revert form option and Phone Number to help users immediately contact you. Display your phone number as a prominent CTA in a plain text.

7. **A plain-text version option:** This helps users quickly open your email. And those mobile devices which find it hard to open HTML email can be reverted to plain text. It is also a recommended best practice for CAN-SPAM compliance to build text-only versions of your emails.

Campaigns Optimization

1. **Set email delivery carefully:** The usage time of different devices is quite interesting. As shown in the first figure, mobile devices are mostly in use in the morning time when people commute, tablets are favored in the evening and night, while PCs and Laptops usage spikes during the bulk of the work day (but this stat has been predicted to decline and be replaced with more mobile devices across work-day hours). So plan your design and delivery accordingly. A study from Return Path found that mobile email use shows a fairly steady pattern through the week, but then starts to rise beginning on Thursday and continues to increase on Friday and Saturday before starting to taper off on Sunday.

2. **Customize campaign with the help of geo-targeting:** Smart phones come with lots of other great features that make it possible to customers' behavior such as their location and purchasing behavior in real-time. Analyzing this type of customer data can further help you build a more targeted campaign. You can plan your email campaign highlighting interesting offers and deals.

3. **Give mobile-friendly experience:** When you give your users a better experience, they will be more prone to take the next step. Providing a more mobile friendly experience will surely enhance engagement and increase more chances of lead conversions.
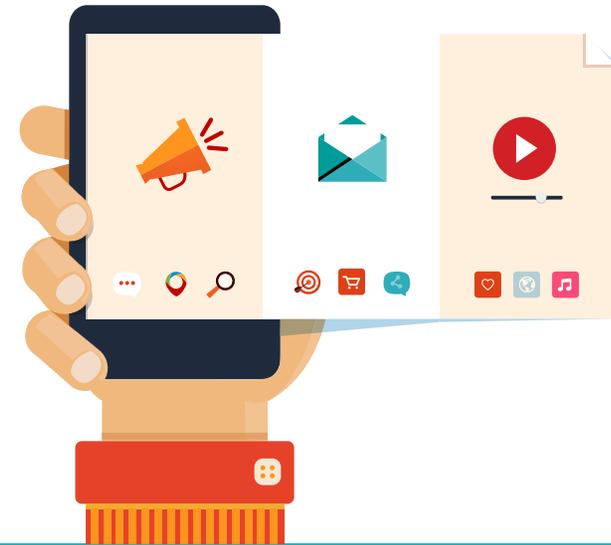
Test Rigorously

Before you launch your email campaign, test it on different devices so that you can get a better idea of how it behaves on different screen sizes. Comprehensively test all aspects of your email campaigns. Make sure images and links are loading easily and properly. Check that text font and color is easily readable on different screen sizes, and that your Call to Action is easily viewable and actionable.
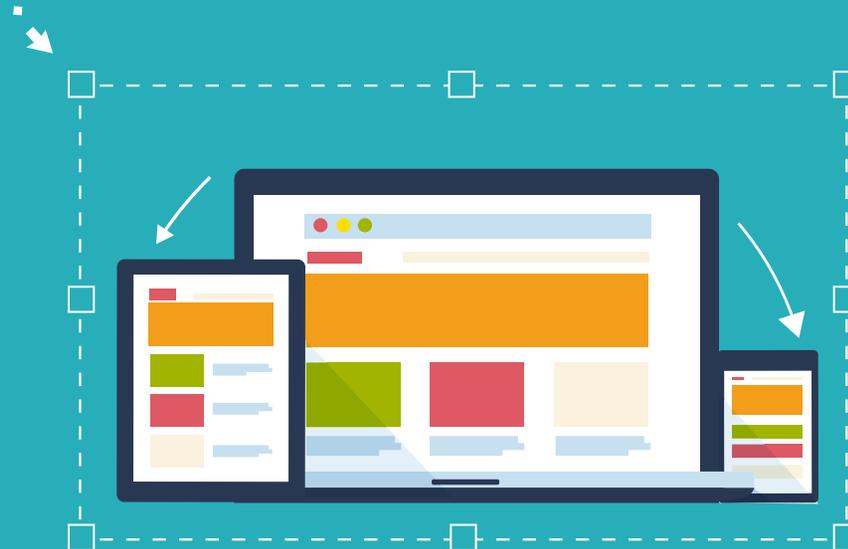
CONCLUSION

So when you start the planning, designing, and building of your next email campaign, bring these factors into practice to provide the ultimate experience. In addition, keep an eye on the metrics you defined for your mobile email marketing so that a better idea about your efforts can be acquired. And this will also lead you in the right direction for your upcoming campaigns, and build a closer mobile engagement.

All of this adds up to creating a stunning experience for mobile audience at the same time reaching them more quickly and timely. The time is right now to start building your mobile email campaign. And you may be surprised to observe the exciting result that your optimized email content will provide you. Take the step forward now and create long-lasting relationships with your mobile users.
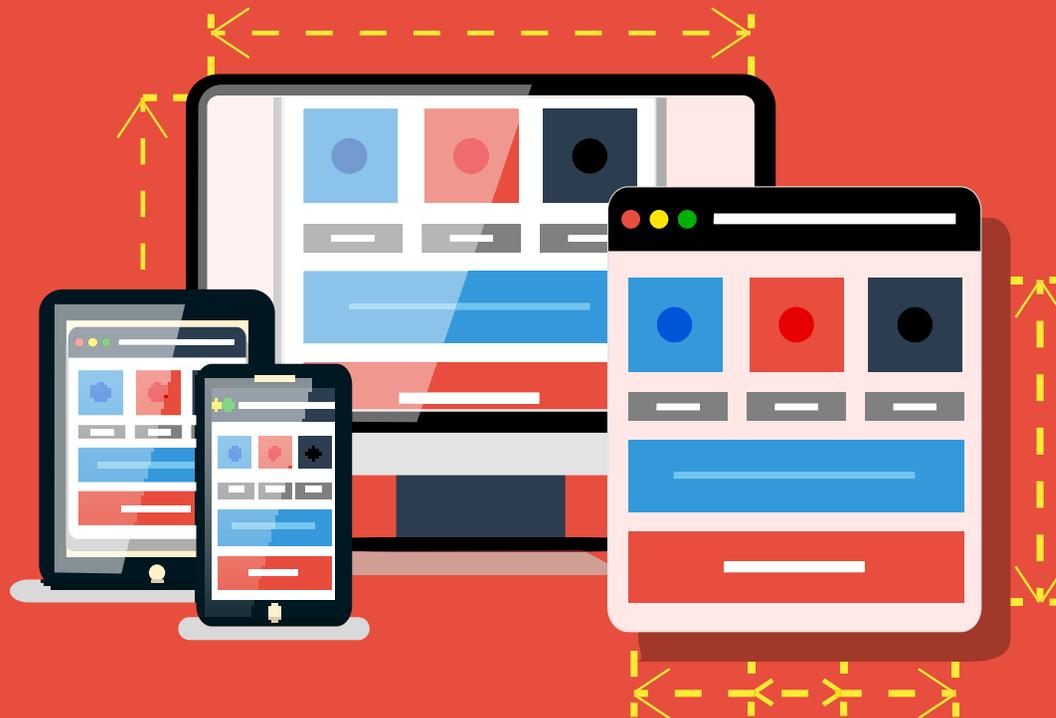
About ShowMeLeads Inc.

ShowMeLeads Inc. is a Global CRM and Marketing Automation Consulting firm that helps companies to build predictable pipelines and improve revenue faster by implementing best practices. We combine in-depth marketing knowledge and experience with visionary technological expertise to help companies deploy CRM systems and Marketing Automation systems like Eloqua, Pardot, ActOn, Marketo, Exact Target and SalesForce.

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