

ANATOMY OF A MOBILE EMAIL

BEST PRACTICES FOR A MOBILE FRIENDLY EMAIL



WHAT'S A MOBILE FRIENDLY EMAIL?

Designing emails that look great no matter where they're read can be quite the challenge.

As more people read email on mobile devices, chances are your recipient might view your email both on a mobile phone as well as on their desktop.

We live in a society where first impressions count... and this theory applies too when considering email. There was a recent survey done on consumer views on email marketing and the question asked was 'If you get a mobile email that doesn't look good, what do you do?'. Almost 70% of consumers surveyed said they would delete it. Therefore it's clear that the user experience matters.

Mobile users are interacting on a touch screen, on a small screen and more than likely don't have your full attention. Whatever we can do to create a better user experience for these consumers is going to positively effect their perception of your brand, increase the usability of your email and create an overall more fulfilling experience.

With this in mind, there are several design principles that should be followed to ensure you create a mobile-friendly email, or best practices if you will.



THE ANATOMY OF A MOBILE FRIENDLY EMAIL

Take the guesswork out of designing your next mobile-friendly email with this infographic. We've outlined ten important guidelines to ensure a satisfying mobile experience, as well as six things you'll definitely want to avoid.

ENLARGE FONTS

1

In mobile settings, fonts should be set larger than in traditional emails; iOS has a minimum 13px font size and will automatically adjust anything under that size. To avoid illegible fonts, strive for a body copy minimum of 14px and headlines of 22px+.

CALL TO ACTION

3

The most crucial part of any effective email design is a strong and prominent call to action. Put the call to action front and center, and don't be afraid to make the button big: It should be obvious and "tappable" with a minimum size of 44px by 44px.

USING IMAGES

5

Image blocking isn't a problem limited to desktop email clients. The only mobile OS that does not block images by default is iOS. In other devices, there will be a prompt to allow the user to turn images on. Use images carefully and be sure they are balanced by plenty of HTML text.

LAYOUT

7

While newsletters are typically presented in a two or three column format, mobile-friendly emails should consider switching to a single-column template. This "skinny" approach accommodates smaller screens and can help increase legibility.

FINGER TARGETS

9

As touchscreens become widespread, the finger has replaced the mouse pointer. As a result, bigger has never been better. Increase font sizes, line spacing, button sizes and white space to give your design breathing room and allow for fat-finger errors.



2

KNOW YOUR SCALE

While iOS devices zoom to fit your email to the width of the screen, most other operating systems don't, leaving users to resize the email or scroll left and right to view your message. Consider trimming your emails to between 320 - 550px wide.

4

STREAMLINE

Remember: Less can be more. Screen real estate on a mobile device is rare and valuable, so consider simplifying complex preheaders, navigation bars, social sharing and calls to action to keep your design clean and simple.

6

CUT TO THE CHASE

Evaluate the content in your email and prune less useful or relevant links, copy and images. Be short, concise and to the point, making sure the copy you use is direct but still approachable.

8

BE OBVIOUS

Users aren't mind readers and because mobile devices don't support hover states, you'll need to find creative ways to visually indicate that links and buttons are clickable. Try outlines, subtle shadows and other effects.

10

ERGONOMICS

Mobile users often hold their device in on hand and use their thumb to navigate. Since reaching across the screen can be uncomfortable, keep important buttons, images and other linkables within easy reach.

VERY NON-FRIENDLY MOBILE EMAILS

Like the 10 best practices outlined in the previous section, there are some definite common email pitfalls you will want to avoid.

CLUTTER

1

Stacking links or call to action buttons on top of each other can cause the user to tap the wrong link, dissuade them from tapping any link, or force them to resize and then tap the link. Avoid frustrating your users by accounting for these areas of annoyance.

NON-NAVIGATION BAR

2

Although a condensed navigation bar may work on a website or traditional email, it will most certainly fail on a mobile device. Most navigation bars break, are too small to tap or simply aren't relevant to the content of the email.

COLOR PALETTE

3

Combine tiny screens with dialed down brightness levels to save battery power and you're left with poor contrast on many mobile devices. This makes more creative design choices such as white text on gray background less advisable.

ILLEGIBILITY

4

It may seem like it is absolutely necessary to elaborate on the quality of the product your company is trying to sell, but your 10-sentence descriptive paragraph in 9px font size will end up auto-enlarged and out of whack.

MISS-TAPPABLE STATES

5

Each mobile operating system will have standard UI elements, such as the tray icons at the bottom of the screen. Placing buttons or other links near these standard icons can cause users to miss them completely or mis-tap the other mobile email tool bar icons.

IGNORE CONTEXT


6

Users will view your email in ways you never imagined: in bed, at the gym, in the bathroom, while intoxicated...you get the picture. Knowing your audience will help you make decisions that account for user context and enhance rather than detract from their experience.



For further information please contact:



 www.ezymsg.com
support@ezymsg.com

 Unit 1B, 27 Sinclair Street, Arundel

 4214 Australia

 +61 1300 399 674

+61 07 55 030 651

