Mobile design is all about making emails easier to scan and engage with on a mobile device, and its importance is impossible to ignore in the world of modern marketing. 80% of people will simply delete an email if it doesn’t look good on a smartphone (Blue Hornet) – a result no marketer wants to see.

When in doubt, design for the small screen first. An email that looks gorgeous on a smartphone will also look good on a tablet or desktop. Or to save time, use an email template that’s already mobile optimized to look great regardless of the device that your audience is using to view email.

WHY IS MOBILE DESIGN SO IMPORTANT? TAKE A LOOK AT THESE STATS:

> Email is the number one activity on mobile devices (IDC).
> People check their phones up to 150 times a day (kpcb.com).
> 53% of email is opened on a mobile device (Litmus).
> By 2018, 80% of email users are expected to access their accounts via mobile device (Radicati).
> 71% of mobile purchasing decisions are most influenced by emails from companies (Adobe).
> 40% percent of the people who are having bad site experiences visit a competitor’s site instead. (Google’s Mobile Playbook).

TIPS FOR CREATING MOBILE-FRIENDLY EMAILS:

> Arrange content in a single-column layout.
> Incorporate plenty of white space for easy scanning.
> Organize content into sections with clear dividers and headings.
> Use at least a 16-pixel font size for readability.
> Add buttons instead of text links for your calls to action.
> Keep it clean and simple. A bunch of crammed-in content will get ignored.
But don’t stop with just your email. Most email drives your audience to do something else, like visit a website, make a purchase or watch a video, so make sure those landing pages are also mobile optimized. You don’t want to lose them right when they’re ready to take action because it’s too hard to see on their phone.

TOOLS THAT MAKE IT EASY TO CREATE AND SEND MOBILE EMAILS:

**DRAG & DROP CAMPAIGN EDITOR**
With Emma’s Drag & Drop campaign editor, creating beautiful, mobile-optimized emails is a breeze (and actually kind of fun). You can change colors, add images or edit and rearrange content in a matter of seconds. Our editor is flexible enough that you can create the email you want and intuitive enough that you can spend your time designing, not reading help documentation.

**MOBILE-OPTIMIZED TEMPLATES**
We have hundreds of beautiful, mobile-optimized templates available in our template gallery for each step of your customer lifecycle. Pick the template you like, customize it with your logo and brand colors, and you’re good to go!

**MOBILE PREVIEW**
See what your design looks like across devices before you send by clicking the “Preview” button at the top of the Drag & Drop campaign editor. Toggle between the desktop, phone and tablet icons to make sure your design looks great regardless of where your audience opens it.

**NEED A LITTLE HELP?**
If you’re short on time or need some help with mobile design, our Services team is here to lend a hand. Whether it’s a tweak to an existing template, creation of a new custom template or design of an entire series, we have you covered. Just get in touch!