



MOBILE Marketing

Must-Have Tips For Creating
Mobile Emails & Websites

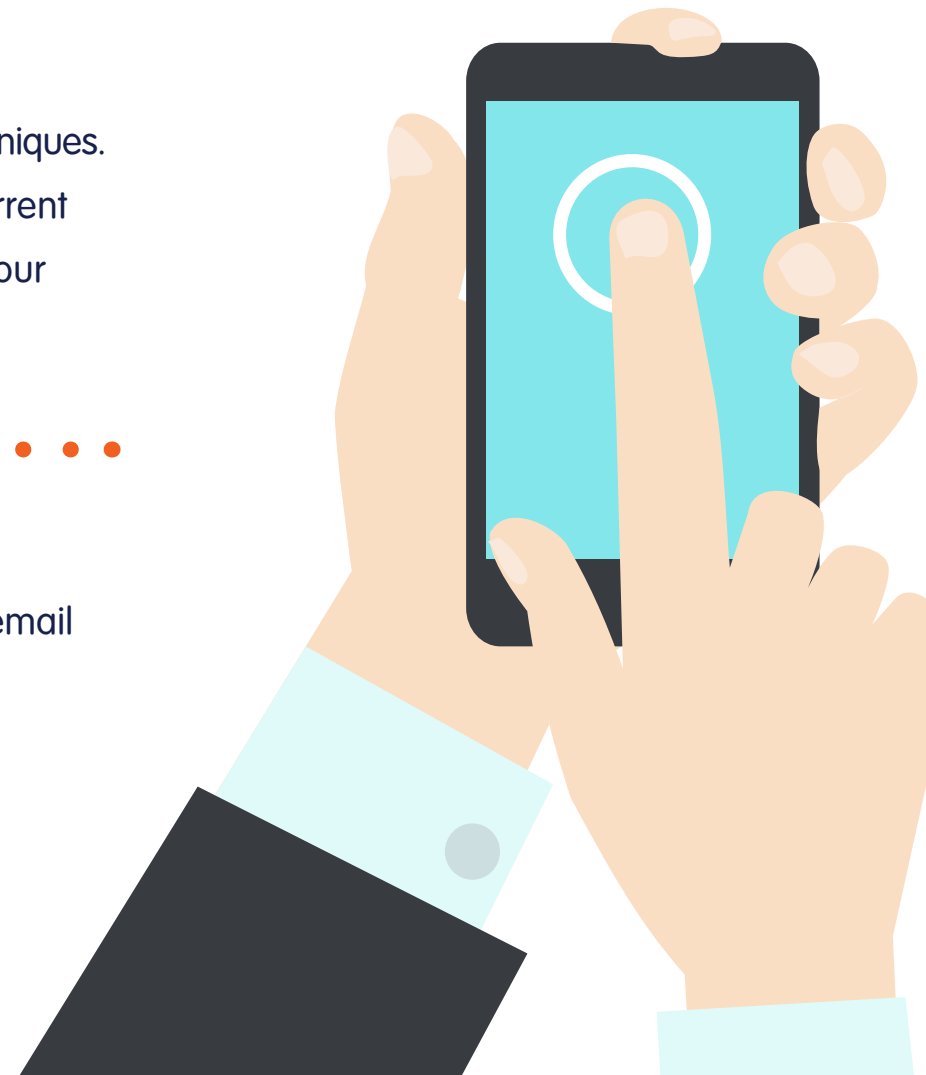
CHANGING YOUR BUSINESS TO FIT THE EVER-CHANGING MARKET OF MOBILE USERS

When you're preparing your email or website marketing strategy, mobile optimization should be an essential component of both. If you haven't factored mobile users into your overall marketing strategy, it's about time to make some changes.

Don't worry...you're not going to have to axe your current marketing techniques. Your mobile marketing strategy won't replace any aspect of your current marketing plan — it will just add on a few elements and enhance your effectiveness and reach.



To start, we're going to explain why you really need to optimize your email campaigns for mobile users...



THE STATS ARE STARING YOU IN THE FACE: MOBILE EMAIL IS GAINING PROMINENCE

In 1964, the great Bob Dylan said “The times, they are a-changin’”. Fifty years later, these famous words still hold true for email marketers. Until a few years ago, the standard has been to generate an email campaign that will capture the attention of prospective customers... prospective customers who opened emails on a desktop.

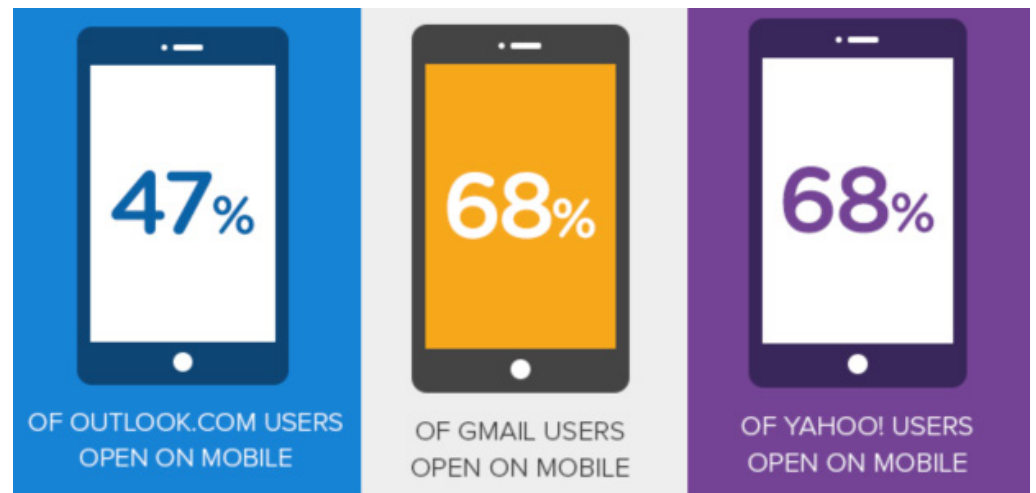


MOBILE OPENS ARE ON THE RISE

There’s no denying it! Litmus generated a study on mobile technology and found that in the last year alone, mobile email opens have increased from 41% to 51%¹ — that’s 10% in just 1 year!

That same study broke this information down by platform and reported that 47% of Outlook users open their email on a mobile device.

Now check this out...Yesmail did a study that analyzed five billion marketing emails and uncovered an interesting fact. More than twice the number of clicks within an email occur on a desktop (22.56%) compared to a mobile device (11.07%).² You have to wonder...is this simply because email marketers are not changin’ with the times?



GET YOUR EMAIL OPENED (AND READ) ON A MOBILE DEVICE

Let's be honest...creating an email campaign that has a 100 percent guarantee to convert customers into leads is a bit unrealistic, yet you can increase the chances of conversion by following these three simple tips.

1. OPTIMIZE YOUR SUBJECT LINE

Most mobile platforms will only display about 30-50 characters of the subject line depending on the size and orientation of the screen. Ensure the sender can quickly identify both your company and your reason for emailing them.

2. PUT YOUR CALL-TO ACTION (OR SOMETHING PRETTY DARN COMPELLING) INTO THE OPENING COPY

Many mobile apps for popular email clients will show a brief preview of the email below the subject line, giving your email about an additional 75 - 100 viewable characters. Make the most of the limited character availability with a strong, eye-catching headline. People who browse their email on their mobile device may be in a hurry, so only the best headlines will stand out to them.

3. INTEGRITY FIRST!

Ensure your subject line and your introduction text hold the integrity of your company, avoiding the reader to classify it as spam alongside the Viagra email they could have sworn they never subscribed to. Consider opening the message with the name of a reputable person in your workforce, such as the lead salesperson, content marketer, or even your CEO.





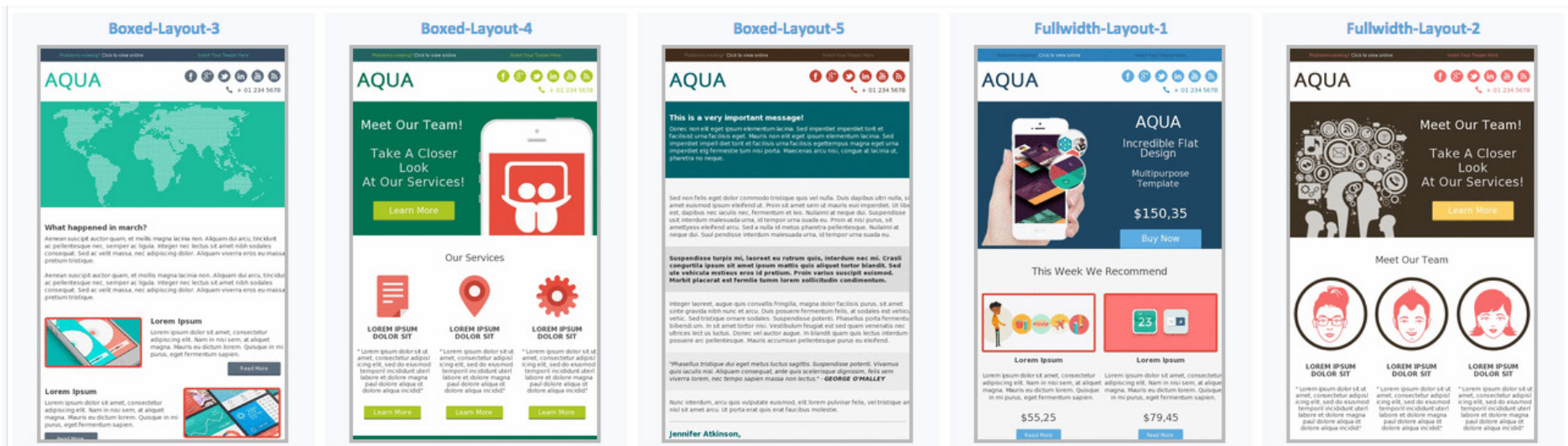
THE NEXT STEP (WITH SOME MORE GREAT TIPS)...

Hopefully your email now has been delivered and opened. The next task is avoiding a click on the unsubscribe button. After analyzing thousands of emails sent from Pinpointe customers, we've put together a list of tips that will dramatically increase the odds of capturing your recipients' attention and urge them to take further action.

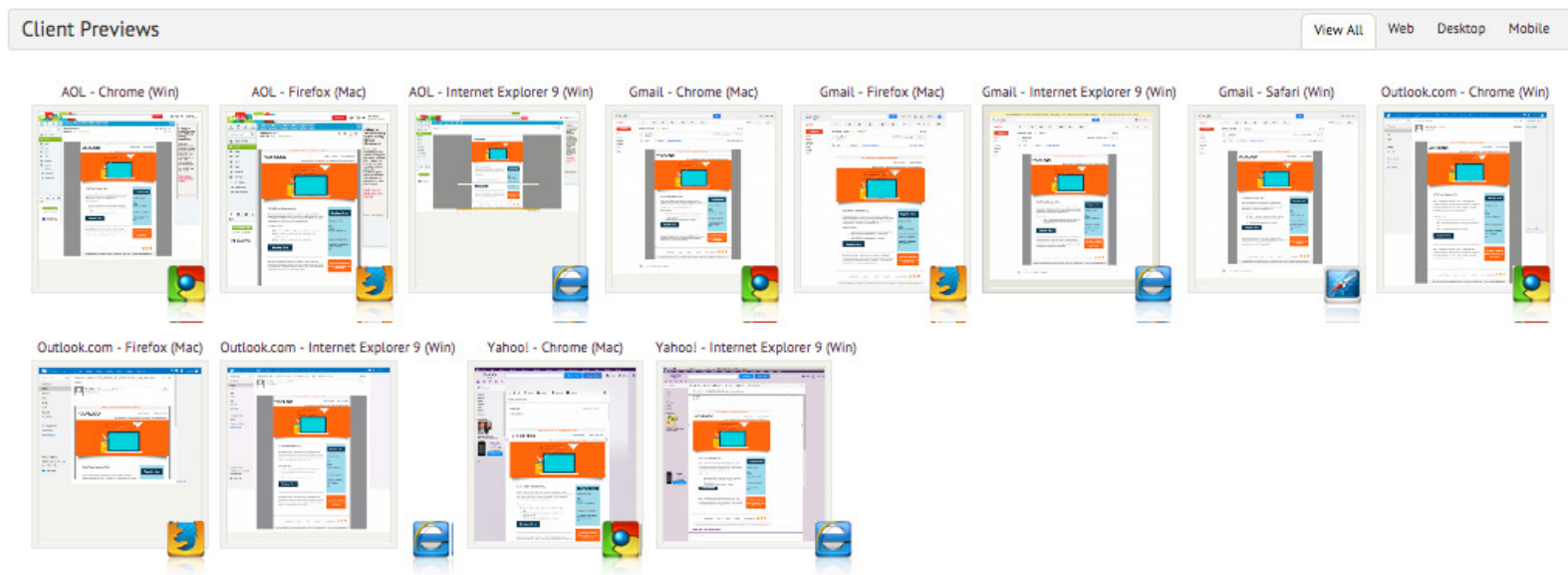
- **INCLUDE TEXT AND PHOTOS AS OPPOSED TO PHOTOS ONLY.** This way, mobile users who have not enabled images for your email will still get the bulk of the message.
- **AVOID LARGE IMAGES.** If your email takes too long to load, a customer may delete it and move on. Photos should be bold and simple to take advantage of the limited viewing space available on the mobile device.
- **USE A CLEAR CALL TO ACTION.** Some mobile apps for popular email clients will cut off an email at a certain point. If your call to action is past this point, it could be missed altogether. Also consider making your call to action clickable, highlighting the importance of it and increasing your click through rate.
- **OPTIMIZE YOUR CLICKABLE LINKS.** With all links, ensure that they are large enough to accurately click on with your finger. Apple suggests that you make your clickable text at least 44px.
- **KEEP IT SHORT AND TO THE POINT.** Mobile users want to take away as much as possible in as little amount of time. Even desktop users would prefer for you to get to your point, rather than have to read a novel.
- **HAVE A FONT SIZE LARGE ENOUGH TO BE READ ON MOBILE.** People do not want to zoom in and scroll around attempting to read your email.



- **CONFIGURE YOUR INFORMATION FOR MOBILE VIEWING.** Make sure the reader can skim through it on a mobile device. Even if your email is lengthy, ensure you are using short sentences, clear headings, and identifiable bullet points.
- **MAKE YOUR CUSTOMER FEEL SPECIAL AND UNIQUE.** Segment your email to allow for personalization — highlighting sales funnels, demographics, and the source of your receivers' email. This should be a consideration for both mobile and desktop users because everyone wants to feel special.
- **TARGET SPECIFIC CUSTOMERS IN VARIOUS GEOGRAPHIC REGIONS.** Personalize your email for various areas and ensure that the time you send your emails are geographically unique.
- **USE AN EMAIL DESIGN THAT IS MOBILE FRIENDLY.** There are different ways to do this. First, you have responsive designs — these are email templates that adjust their sizing to fit the screen the user is viewing it upon. Then you have mobile templates that are specifically sized for mobile devices. You can see examples of mobile-friendly email template designs in **Pinpointe's Mobile Email Template Gallery**. Using either of these two mobile design options will save your reader from having to pinch and zoom to read your emails.



- **THINK ABOUT USING A SINGLE COLUMN LAYOUT.** This is easiest to read and navigate from a mobile device. Additionally, many responsive templates will display in this layout.
- **USE MOBILE FRIENDLY LINKS.** If you link to a page on your website from your email, whether it is a landing page, product page, or piece of content, make sure that page is mobile friendly. The last thing you want to do is create a mobile-friendly email that directs mobile users to a non-mobile-friendly web page, which can actually reduce your click-through conversions.
- **DO NOT INCLUDE VIDEOS IN YOUR EMAIL.** They highly increase load time, simultaneously increasing the likelihood that the user will leave your email before it loads.
- **REMEMBER, HUMANS ARE READING YOUR EMAIL, AND MOST HUMANS NAVIGATE THEIR SMARTPHONE WITH THEIR THUMBS.** Place your clickable elements, particularly your call to action, in places that are ergonomic for your user, specifically avoiding the lower right corner of the screen.
- **ALWAYS PREVIEW YOUR EMAIL BEFORE SENDING.** This way, you can see what it will look like to both desktop and mobile users. Pinpointe offers an **inbox preview tool** that allows you to test your email with images either enabled or disabled across multiple devices before sending. Every Pinpointe user can easily preview their email campaign in 16+ email clients, including the top mobile email clients, with 100% accuracy in less than a minute .



DO YOU HAVE A MOBILE RESPONSIVE WEBSITE?

Once a customer has read through your mobile-friendly email, they will hopefully feel compelled to click through to your website. Ensuring that your website is also mobile friendly will increase the likelihood that they act on your Call-To-Action on their mobile device.

Speed and **Usability** are the two main things to optimize for your mobile visitors. If a website takes a long time to load or is difficult to use, visitors on mobile devices will leave in a heartbeat, and potentially visit your competitors' (mobile-optimized) websites instead.

SPEED: WEBSITE LOAD TIME AFFECTS MOBILE RESPONSE

The load time of your website is affected by a number of website elements. **Gomez** found that 74% of users will only wait five seconds for a web page to load before leaving it. If you manage to load your site under five seconds, 46% of consumers will not return to the mobile site if it didn't load properly on their first visit.³ To ensure that your web page loads correctly and in a timely manner, avoid the following heavy material:

- Scripts called by your website, including Cascading Style Sheets, Javascripts, and Java files. These can be a part of your website's design template / theme, plug-ins, add-ons, analytics programs, and widgets such as your social media profile boxes and sharing buttons.
- Large image files (jpg, png, and gif).
- Videos loading from your server or off site.



5 CHANGES TO MAKE YOUR WEBSITE LOAD FASTER ON A MOBILE DEVICE

The best way to ensure your website will load as quickly as possible is to include only the most necessary connections, add-ons, widgets, and plug-ins. For example...

1. If you have included scripts for five separate analytics tools on your website, but you really only use the data from two of those tools for your business, consider removing the additional three.
2. If you have widgets on your sidebar that pull in your latest tweets, Facebook posts, Pinterest pins, and similar updates, consider replacing them with a standard logo image and link to your profile or page instead to reduce your website's need to load data from several different other websites. If Twitter is down, it will slow down your entire website based on the one widget.
3. If you have 50+ plug-ins on your WordPress website, figure out which ones are absolutely necessary, which ones could be replaced by code, and which ones are cosmetic and not vital to your website's overall functionality.
4. If you have a lot of images on your website, look at the size of those images. Unless you are a fine art photographer, you don't need your images to be uploaded at full resolution and size. Resize and optimize images as needed.
5. If you have videos on your server, consider hosting them on outside services such as Amazon Web Services instead to put the load time on Amazon's cloud instead of your server.



Start by using the free **Pingdom website speed testing tool**. It will show you how your website's load time ranks compared to other websites and exactly what files on your website take the longest to load. Use this tool to decide what website elements should stay and what should go.

USABILITY: 5 METHODS TO INCREASE YOUR CUSTOMERS SATISFACTION WITH YOUR MOBILE SITE



Next on the list of mobile optimization importance is usability. There are three things you don't want your mobile visitor to experience when they reach your website — a website that doesn't load because it is all Flash, a website that needs to be "pinched" and zoomed in order to read the content, and a website that is missing half of the most important information because only the important pages were optimized for mobile.

1. Do not use a Flash-only website. This should be a given considering how many view the web on their mobile devices.
2. Use a responsive web design. This is a design that proportions itself to fit any screen resolution. For example, if your website has a main content column and sidebar column on a desktop browser, it would have a content column followed by the sidebar column on a mobile browser. Every page on your website would continue to be displayed using a responsive web design.
3. Create a mobile-only website. This is a website that is unique to mobile visitors, usually on a m.domain.com sub-domain on your website. The plus for this method is that you can custom tailor each page on your mobile site to mobile visitors, leaving out any unnecessary elements. The downside is any pages you do not add to your mobile-only website will be inaccessible to mobile visitors unless they choose to switch to the full site.
4. Install a plugin. Self-hosted WordPress users can download plug-ins such as WPTouch to quickly create a mobile-friendly version of their website. This would mean you wouldn't have to change your main website's design at all and not have a separate web address for your mobile-only website.
5. Another thing to consider with a mobile website is popups. If you use a popup to advertise new products or build your mailing list, you will need to test them — or potentially disable them — for mobile visitors. The issue is that many popups are hard to resize on a mobile screen, thus your visitor may not be able to get to your main content because they can't shut off your popup.



TESTING

ENSURE YOU ARE AS HAPPY WITH YOUR SITE AS YOUR CUSTOMERS WILL BE.

No matter how you choose to optimize your website for mobile visitors, be sure to do plenty of testing, especially on your key landing pages, shopping cart pages, and other pages that generate business. They need to be easy to read, easy to scroll through, and easy to take action upon.

Try signing up for your list on your squeeze pages, making purchases off of your sales pages, and going through your entire shopping cart on a mobile device. Take the ideal customer paths throughout your website in order to fix any problems before you lose a lead or a sale.

Ensuring your mobile website matches the needs of your customers brings a satisfaction to customers and encourages them to initiate, complete, and follow up on their purchases.



HOW TO INCREASE YOUR PRESENCE IN THE MOBILE MARKETPLACE

With the increasing prominence of mobile devices in email marketing, your campaign can no longer be designed solely with the desktop viewer in mind. The following 5 tips are highlighted to easily identify ways to optimize your email marketing services for mobile users.

1. Utilize the subject line and first headline of your email to grab your reader's attention, increasing the likelihood of it being opened.
2. Having a sleek and simple design that loads fast and is enjoyable to read on a responsive template will ensure that your customer clicks through to further investigate your product and company.
3. Ensure your site is mobile friendly. This can be done by increasing its speed and streamlining its usability. Remove any clutter on your site that unnecessarily increases load time. Build your site on a responsive template and considering removing popups that increase the difficulty of navigating your site. If you do not want to edit your existing site, a mobile only site may also be a good fit for your company.
4. Sometimes there is a unique niche in the marketplace that allows your company to successfully implement a mobile app for your company's product. If this is the case for your company, consider investing in generating a mobile app.
5. Test all changes you implement on various mobile devices to ensure you are as happy with your final product as your customer will be.



REMEMBER, THE TIMES THEY ARE A-CHANGIN' AND IT IS YOUR RESPONSIBILITY TO CHANGE YOUR COMPANY TO FIT THE EVER EVOLVING MARKETPLACE.



Target. Deliver. Measure.

ABOUT PINPOINTE

Pinpointe is a leading provider of on-demand email marketing automation software based in the heart of Silicon Valley, California. As former High Tech B2B marketers, we've been in your shoes. Our team has a passion for helping B2B marketing professionals communicate with existing customers, and target new prospects through behavioral targeting, improved segmentation and message personalization. Pinpointe offers top-notch resources like [informative webinars](#) and a [marketing tips blog](#) that helps you to get the most out of your email marketing efforts and become a successful marketer.



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