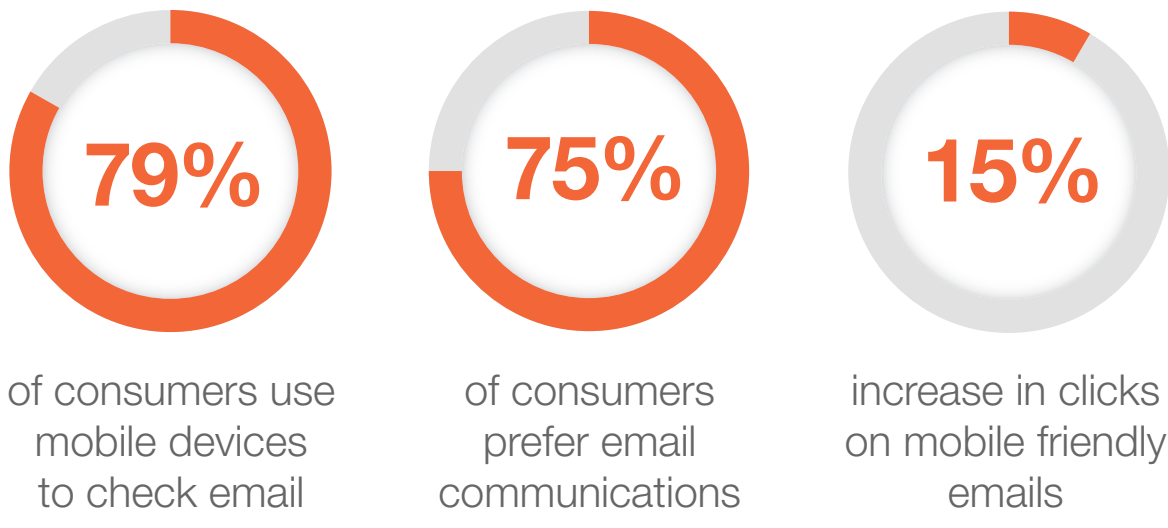
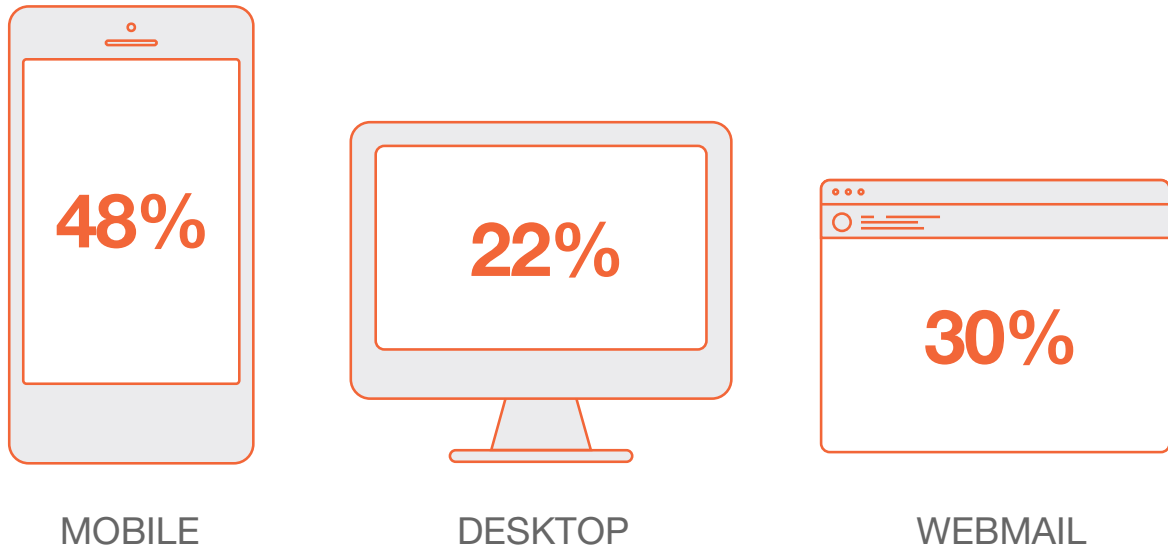


EMAIL MARKETING IS CHANGING



THE RISE OF MOBILE EMAIL

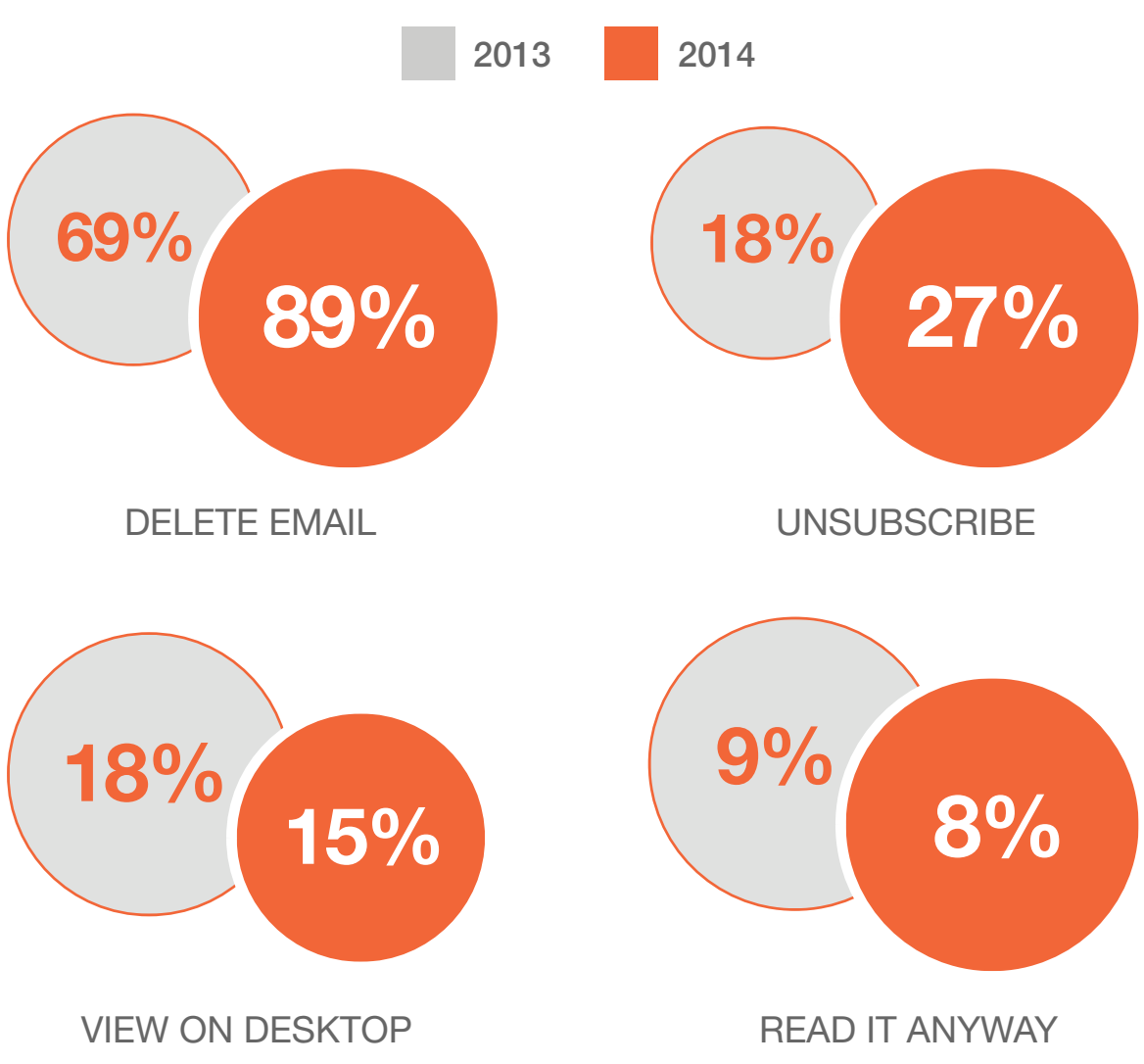
EMAIL OPEN RATES



Despite this rise in mobile usage, only **2%** of businesses have an advanced mobile email marketing strategy.

CONSEQUENCES OF A POORLY FORMATTED MOBILE EMAIL

Consumers were asked what they do if they get an email on mobile that doesn't look good. These were their responses:



MOBILE EMAIL MARKETING TIPS

TIP #1: FORMAT EMAILS FOR MOBILE
 Always keep in mind how your email will appear on mobile devices. Keep the design simple and don't go overboard with graphics.

TIP #4: SWITCH TO A SINGLE COLUMN
 Scrolling on a smartphone is a natural action. A single column format makes your newsletter easy to read.

TIP #2: WRITE EMAILS FOR MOBILE
 Think about the environment in which people will read your emails. Get to the point quickly and make your Call to Action as prominent as possible.

TIP #3: CATCHY SUBJECT LINES
 To ensure people open your emails, make sure the subjects are short and provoke curiosity.



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