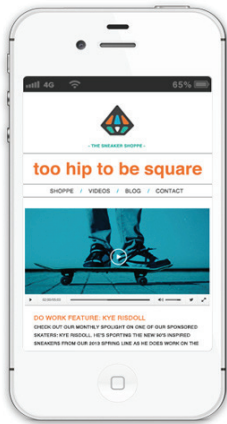# MOBILE DESIGN

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 smart phone *(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 smart phone 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)*.

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.

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.