



## 5 Simple Ways to Make Emails Mobile

*It's a high priority for B2Bs*

*By Jean Van Rensselar*

Yes, if you haven't done so already, it's time to mobilize---your emails. Right now, and for the foreseeable future, email will remain the workhorse of B2B marketing. People are increasingly checking their emails on the run for a number of reasons. Don't assume that everyone reading email on a mobile device is in a hurry—some check email when they're bored or during a few minutes of downtime. In other words, they are actually looking for something worthwhile to read.

Because of this it's imperative that the emails you send are easy to read from a mobile device. And actually, most of the information here will make email easier to read from a desktop too. Here are 5 simple ways to do this.

### 1. Optimize the "From" Line

On most mobile devices, the From line is displayed much more prominently than the subject line—on some devices the subject line isn't displayed at all. Because of this, when it comes to mobile messages, the From line is actually more important than the subject line.

Research shows that people are more likely to open emails that have a personal name in the From line, but only if it's a name they recognize. If you're sending out an email to a large number of prospects, many won't be familiar with your personal name. However if you only include the company name on the From line, the open rate will be lower.

One way to solve this problem is to put your name first – without a title - followed by the company name. But you'll only have about 20-21 visible characters to do this. So include your full first

name, use only the initial of your last name and abbreviate the company name where possible by eliminating spaces and shortening or eliminating common words. For example:

Jean Van Rensselaar – Smart PR Communications (38 characters)  
becomes  
Jean VR-SmartPRCommun (21 characters)

As far as the subject line goes, you don't need to make any adjustments for mobile devices other than shortening it a bit to be on the safe side.

## 2. The Message

The content needs to be easy to navigate with a finger rather than a mouse, so go with bigger buttons and larger links. Because it's harder to read emails from a mobile device than it is from a desktop, be sure to put the most important information (the call to action) first, in your message. Follow that with a paragraph of no more than 50 words of the most compelling information. But don't stop there. If you have a lot of important information to convey, people will still scan through it on their mobile devices. If readers are really interested, they'll read it more thoroughly later on a bigger screen.

## 3. Eliminate Unnecessary (nearly all) Attachments

Don't create any extra steps for mobile device users. This means, instead of including attachments, paste the full text of the attachment into the message. There are many exceptions to this rule; spreadsheets, for example.

## 4. Fonts and Graphics

The traditional advice has always been to create compelling content using designs, illustrations, photos, and an interesting layout. Forget all that. However, you still want your messages to be visually attractive, if not compelling. You just need to use different tools. Instead of designs, illustrations, and photos, focus on fonts and color. Use 2 interesting, but highly readable fonts and highlight blocks of text with background color. Simple black text with color action links is also a winner. Don't add anything to your messages that will increase the load time. A long load time in annoying on a desktop and screams "delete me" on a mobile device.

## 5. Create a Dedicated Landing Page

Create a mobile friendly version of your homepage and add that link to email messages. Just be sure to label the link, i.e. "For Mobile Device Users: <http://www....>" Creating the new page from your homepage is simple, just strip out the graphics, white space, and unnecessary text, put the call to action and most important info at the top, and reduce the header font size.

In all this, remember that you are optimizing your messages for mobile users. While the trend toward reading emails from a mobile device is increasing rapidly, most readers will still see your emails on a bigger screen. Don't make any changes to your emails that will compromise the readability for desktop users.

### About the Author

Jean Van Rensselaar is the owner of Chicago-based Smart PR Communications, which specializes in public relations and communications strategy, creation, and implementation for small and mid-sized technical-oriented companies. You can reach her at [Jean@SmartPRCommunications.com](mailto:Jean@SmartPRCommunications.com) or 630-363-8081.