WHEREOWARE
DESIGN • DEVELOPMENT • MARKETING

Mobile Email Design 101

#WOWWEBINAR

MEET OUR SPEAKERS

DAN CARO
Senior Director of Marketing Ops
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CHRIS GROUGE
Digital Marketing Manager
@ChrisGrouge

TWEET USING #WOWWEBINAR

WHEREOWARE

ABOUT US

- PRIVATELY HELD DIGITAL AGENCY
- 17 YEARS OF EXPERIENCE
- RESPONSIVE EMAIL CAMPAIGNS
- PERSONALIZED WEBSITES
- SEO & PPC
- CLOUD-BASED SOLUTIONS AND MOBILE APPS
- DATA INTEGRATION

A&B Home

ad ACCENT DECOR

ACME TOOLS
BUILDING • REMODELING • WOODWORKING • LANDSCAPING

INTERNATIONAL MARKET CENTERS

FEIZY

pitney bowes

Melissa & Doug

BOSCH
Invented for life

PLUM & POST

BEACHCOMBERS BC COASTAL LIFE

YAMAHA

PORT 68

AVENDRA

DEMDACO
lift the spirit

cf HOME

SIMPLY Noelle

mudpie

Sullivans
HOME BEGINS HERE

El Cid.

EVERGREEN
ENTERPRISES, INC.

*Bloomingville

CM ALMY

COAST TO COAST IMPORTS, LLC

COLONIAL CANDLE

PARK Designs

creative co-op
DESIGNED BY US - INSPIRED BY YOU

CRYSTORAMA

CURREY & COMPANY

Danesco

DecoBREEZE DecoFLAIR

Liberty Furniture
INDUSTRIES, INC

BILLY CASPER GOLF

DICKSONS

MARIPOSA
OUR WORLD IS STILL MADE BY HAND

Brownlow GIFTS

PARAGON

CSS
CSS INDUSTRIES, INC.

INTERLUDE

amadeus

FERGUSON
Bath, Kitchen & Lighting Gallery

FITZ AND FLOYD

FORESIDE
home+garden

GANZ

The Gift Wrap Company

SH SAGEBROOK HOME

GG GIFTCRAFT

flor haus

MADE GOODS

OUTRAGEOUS INTERIORS

GVTC
COMMUNICATIONS

HAPMAN
Ideas that move

MIDWEST-CBK

Howard Elliott
the howard elliott collection

ILLUME

IMAX
WORLDWIDE HOME

INSTYLER

UTTERMOST

dei
We Bring The FUN!

Woodstock Chimes

paperSTYLE

Plow & Hearth

TWO'S COMPANY

AGENDA

- **Who cares about mobile email?**
- **Designing for mobile: scalable vs. responsive**
- **What can you do with responsive?**
- **Responsive support**
- **Coding responsive email**
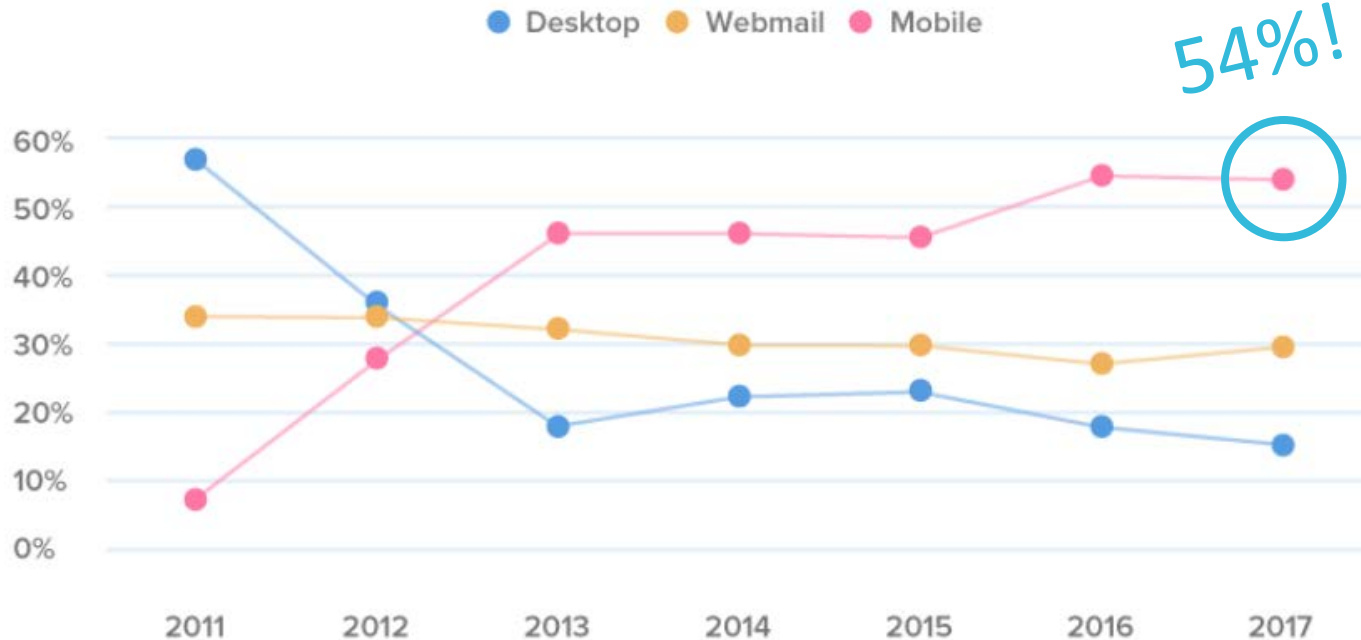- **Email templates within minutes**

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WHO CARES ABOUT MOBILE?

More email is read on Mobile than on desktop email clients. **54% of email is now opened on a mobile device.**

Litmus "State of Email" (March 2017)

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OPENS BY EMAIL ENVIRONMENT

Mobile dominates total email opens

54%!

Source: Litmus 2016 Email Market Share Report (March 2017)

51% of consumers unsubscribed from a brand's emails because their emails or website didn't display or work well on their smartphone.

Litmus "State of Email" (March 2017)

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NO MORE DESKTOP VERSIONS

NO DESKTOP ONLY VERSIONS

Desktop-only versions are no longer acceptable for email sends due to poor rendering and usability on mobile devices

- Text too small to read

- Links difficult to tap on mobile

- Users having to pinch and swipe to read content

- Users having to click to view in browser

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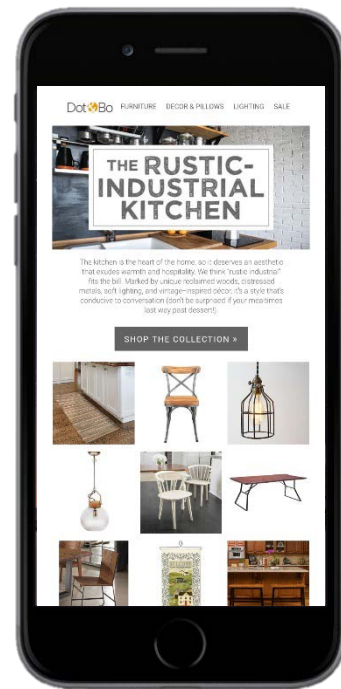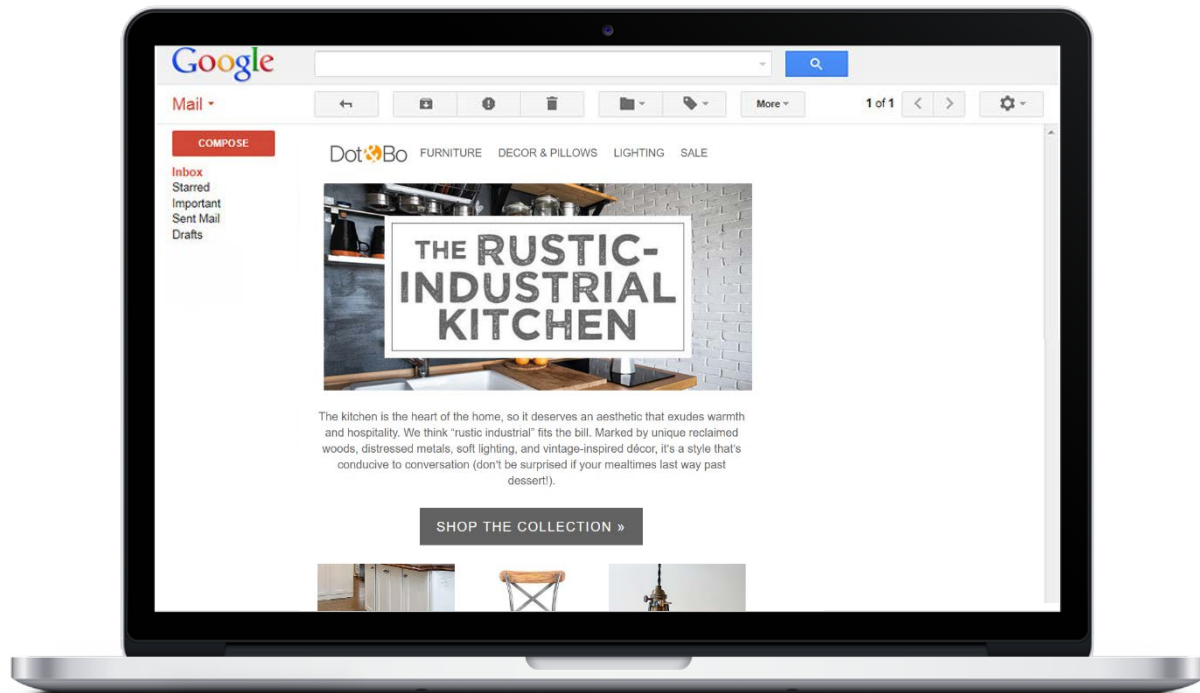
DESIGNING FOR MOBILE DEVICES
scalable vs. responsive

CHOOSING THE RIGHT APPROACH

SCALABLE (AKA MOBILE-FRIENDLY)

- One version of email
- Single column design
- Mobile-friendly techniques
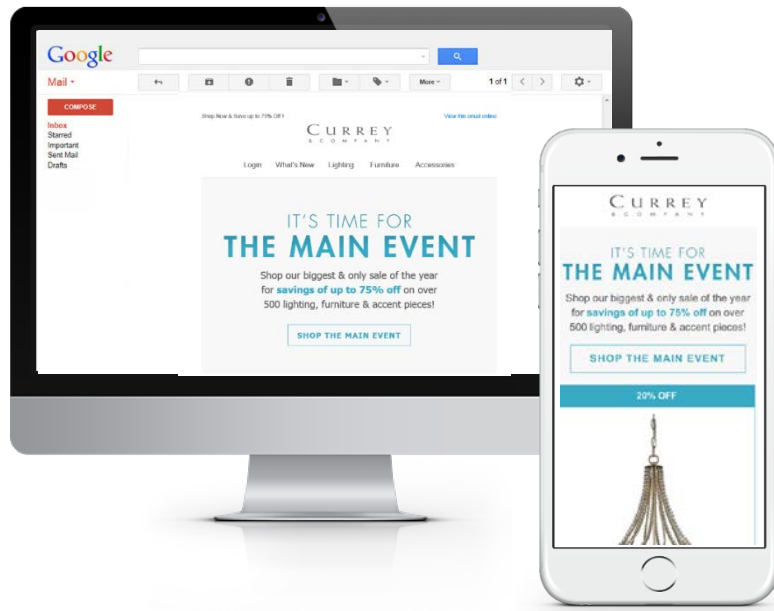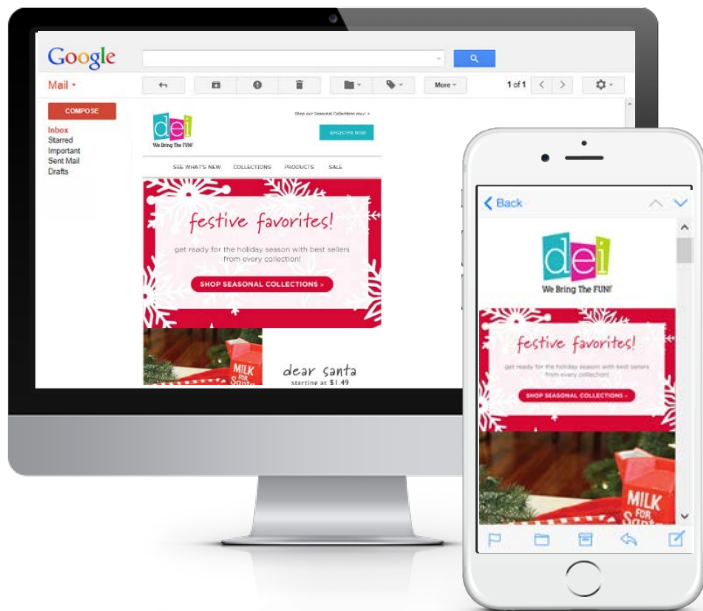
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SCALABLE

CHOOSING **THE RIGHT APPROACH**

RESPONSIVE

- Multiple email versions
- CSS media queries auto-adjust email to best suit the device reading it
- Media queries can change the layout: table + images resize, content can stack, hide/show, etc.
- Uses "break points" to target screen sizes + devices

RESPONSIVE

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Click to open rates are 40% higher for brands that send exclusively responsive emails (14.1%) versus brands that only send non-responsive emails (10.1%).

Yesmail "Email Marketing Compass: The Season of Mobile" (2015)

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about 75% of email marketers already use responsive design on a regular basis as part of their marketing emails.

Litmus "State of Email" (March 2017)

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WHAT CAN YOU DO WITH RESPONSIVE EMAIL?

A combination of media queries, fluid grids, and fluid images, which aim to provide the optimal viewing experience across various platforms.

Litmus "The how to guide to responsive email design" (September 2013)

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RESPONSIVE EMAIL DESIGN WHAT CAN YOU DO?

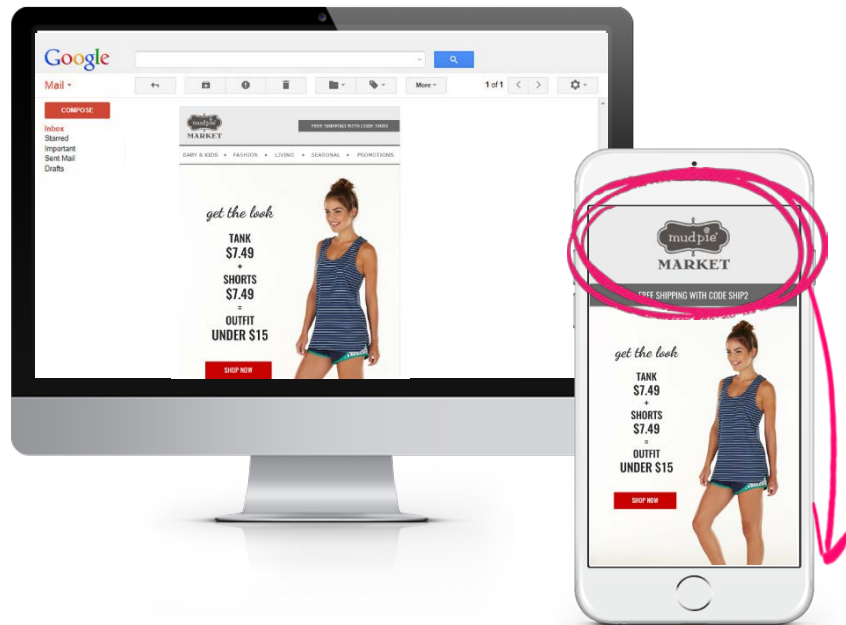**Resize content** – image size, text size, tables

Show / hide content – optimized for smaller devices

Stack columns– allows for image & text scaling

Adjust layouts – RTL -> LTR. Opposite stacking.

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RESPONSIVE EMAIL DESIGN STEPS AND EXAMPLES

HOW TO MAKE IT RESPONSIVE
What needs to move and why?

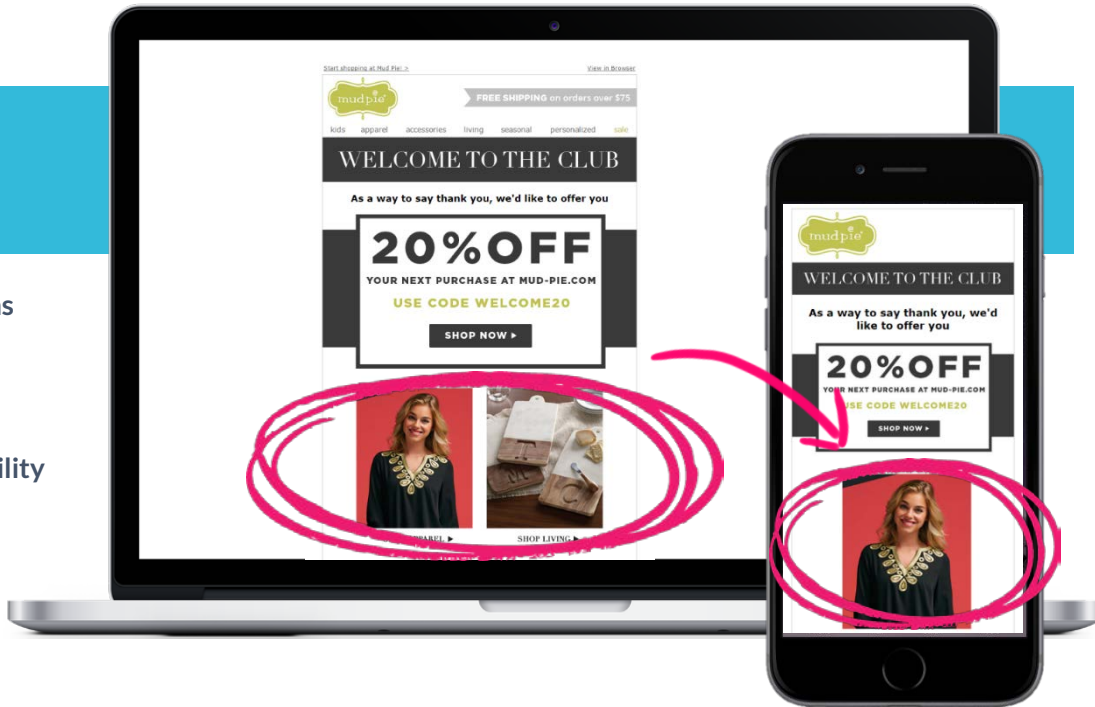- Move navigation and housekeeping items
- Grid layout stacks to linear layout
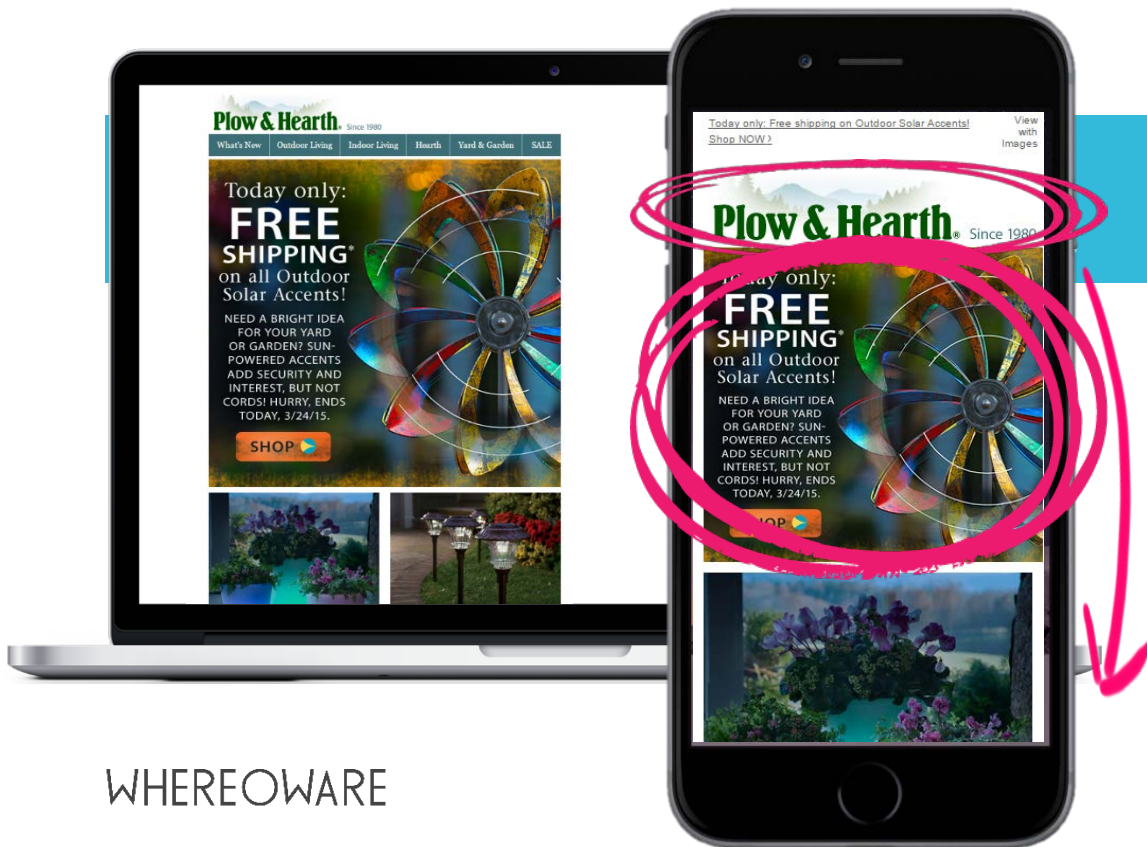- White space + padding increases readability
- Can't miss CTA

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RESPONSIVE EMAIL DESIGN STEPS AND EXAMPLES

HOW TO MAKE IT RESPONSIVE
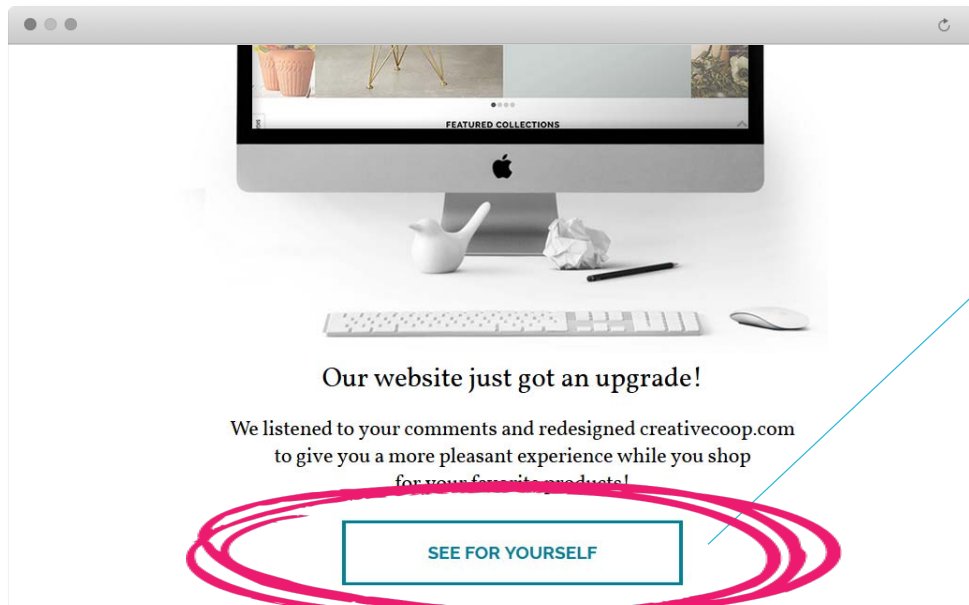What needs to move and why?

Optimized full-screen logo

Top navigation moved and stacked

Full-screen images

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RESPONSIVE EMAIL DESIGN STEPS AND EXAMPLES


Larger fonts + buttons

Our website just got an upgrade!

We listened to your comments and redesigned creativecoop.com to give you a more pleasant experience while you shop for your favorite products!

SEE FOR YOURSELF

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RESPONSIVE EMAIL DESIGN STEPS AND EXAMPLES

✅ **Simplify the design**

🚀 **Single, clear call-to-action**

⭐ **Keep content concise**
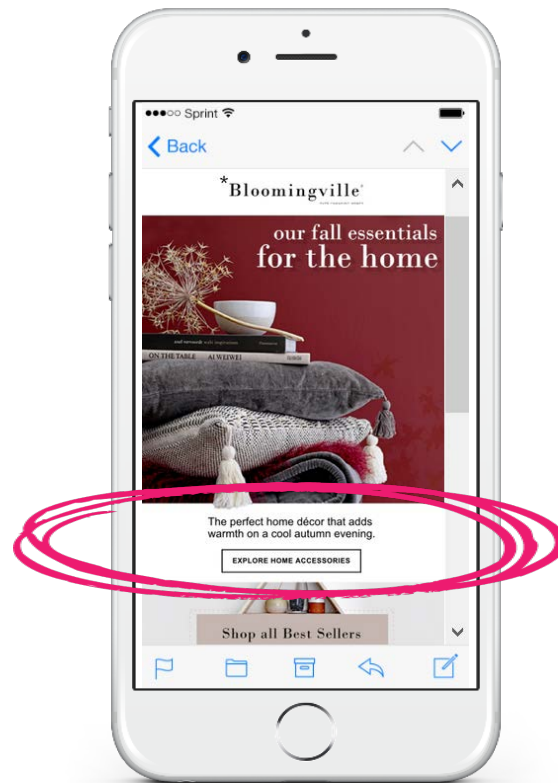
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RESPONSIVE EMAIL DESIGN – RESPONSIVE LANDING PAGE
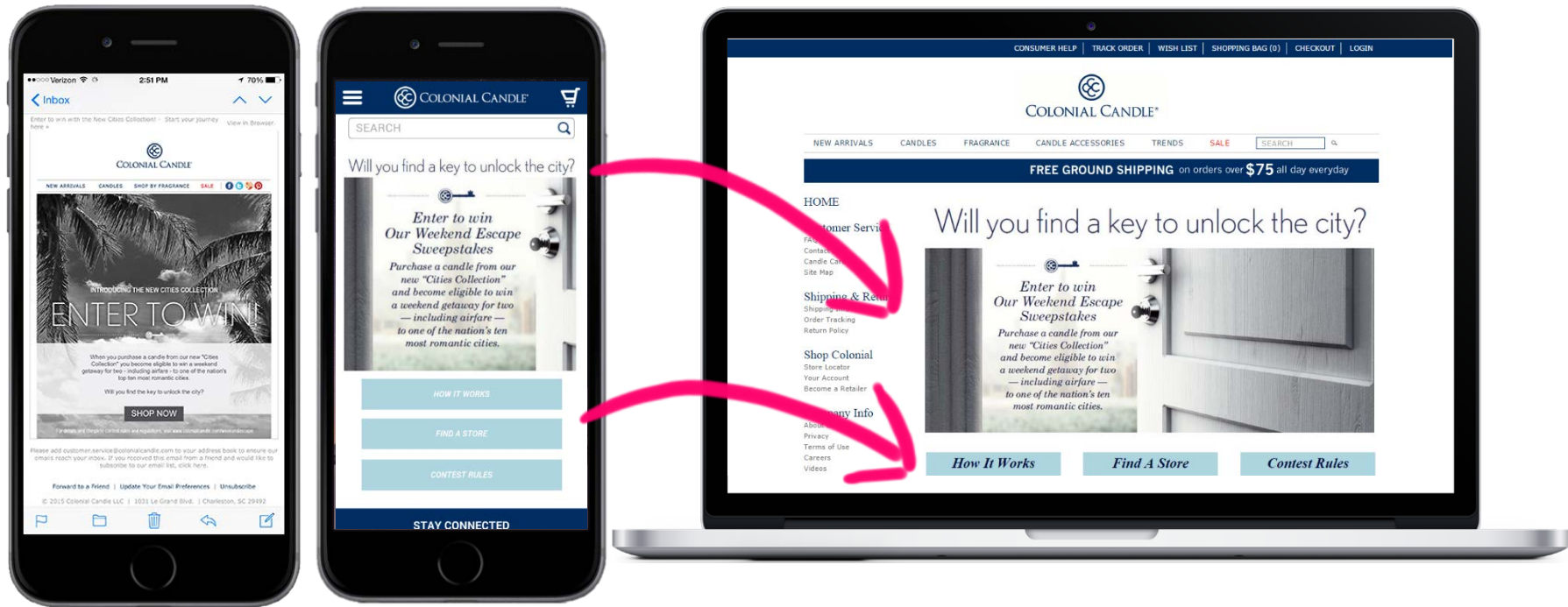
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RESPONSIVE EMAIL SUPPORT

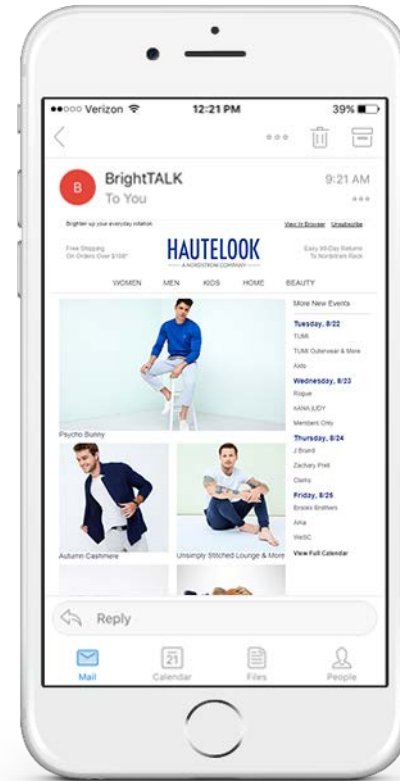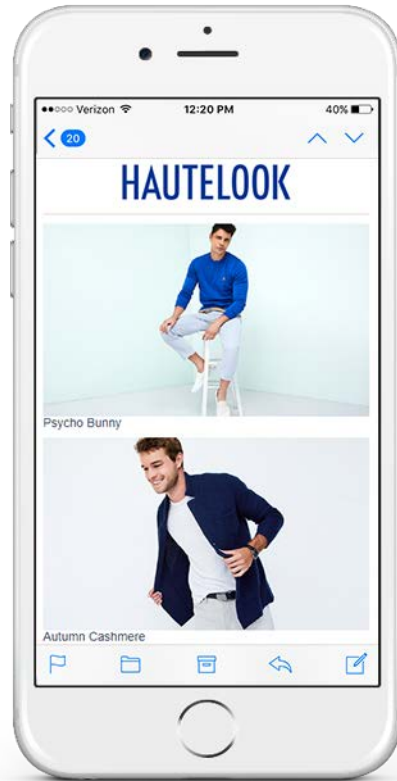**With Gmail's support for media queries, over 75% of email clients will support responsive design.**

Litmus "Update: Gmail Rolls Out Support for Responsive Design, Improved Font Styling + CSS for Accessibility" (September 2016)

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RESPONSIVENESS EMAIL CLIENT SUPPORT

Style Element	Outlook 2007/10/13 +	Outlook 03/Express/Mail	iPhone iOS 7/iPad	Outlook.com	Apple Mail 6.5	Yahoo! Mail	Google Gmail	Android 4 (Gmail) +
Responsive								
Responsive	✖	✖	✔	✖	✔	✖	✔	✖
Style Element								
<style> in <head>	✔	✔	✔	✔	✔	✔	✖	✔
<style> in <body>	✔	✔	✔	✔	✔	✔	✖	✔
Link Element								
<link> in <head>	✔	✔	✔	✖	✔	✖	✖	✔
<link> in <body>	✔	✔	✔	✖	✔	✖	✖	✔

https://www.campaignmonitor.com/css/

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RESPONSIVENESS EMAIL CLIENT SUPPORT

HOW TO CODE A RESPONSIVE EMAIL

WHAT YOU NEED FOR RESPONSIVE EMAILS

- Create a media query
- Create a class within the media query
- Add class to HTML element
- Add appropriate meta tags

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WHAT IS A MEDIA QUERY?

MEDIA QUERY: A set of conditional statements that target html elements or classes and override existing styles in your email.

If screen size > or = X, perform Y

The "Y" is defined by classes

Not supported everywhere

```
@media only screen and (max-width: 600px) {
    .mobile-table {
        width: 100% !important;
        text-align: center !important;
    }
    .fullwidth-img {
        width: 100% !important;
        height: auto !important;
        max-width: 480px !important;
    }
}
```

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HOW TO WRITE A MEDIA QUERY

@media only screen and (max-width: 600px) {

Open your media query and define your rule

HOW TO WRITE A **MEDIA QUERY**

```css
@media only screen and (max-width: 600px) {
    .mobile-table {
        width: 100% !important;
        text-align: center !important;
    }
}
```

Create a class

HOW TO WRITE A **MEDIA QUERY**

```
<table width="600" style="width: 600px;" class="mobile-table">
    ...
</table>
```

Append the class

HOW TO WRITE A MEDIA QUERY

Without media query

With media query

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EMAIL TEMPLATES WITHIN MINUTES

66% of marketers claim to have implemented mobile-optimized templates. However, **only 18% of marketers** have templates that support dynamic content, which enables you to personalize each email.

Getresponse "The State of Email Marketing by Industry 2016" (2016)

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Code Perfect™ Demo

WORKS WITH ANY ESP

For more information ...

Visit **CodePerfect.com**

or

Contact **sales@whereoware.com**
for a demo and pricing

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THANKS FOR WATCHING!

We will be sending a follow up email with slides + recording

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