

# Mobile-friendly marketing emails



**M**ore than half of emails are opened on mobile devices. Yet, many marketers still aren't doing a good enough job of making their emails mobile-friendly.

According to a recent survey by email intelligence firm 250ok, nearly 40 percent of consumers report that promotional emails aren't well designed for their mobile device, which puts marketers at a severe disadvantage.

"It's all about enhancing the user experience on a smaller screen device," says Anthony Chiulli, director of product marketing at Indianapolis-based 250ok.

■ **Among the top issues** cited

by survey respondents who read emails on their phones were how the email fit their screen and readability, according to the survey.

For instance, often brands will pick fonts and typefaces that "are creative and artistic and look cool, but aren't necessarily readable" on mobile devices, Chiulli says.

In general, experts say to use a sans-serif font for text appearing on a mobile device, he says, noting 250ok's platform allows marketers to create and test-market emails to see how they look across 60 different devices. Examples of common

## LESS IS MORE

An analysis of more than 2.1 million Constant Contact customer emails found that emails with three or fewer images and 20 lines of text saw the highest click-through rates.

sans-serif fonts are Arial, Helvetica and Tahoma.

■ **Tiny text should also be avoided;** you want text that's easy to read on any device, says Dave Charest, director of content marketing for Constant Contact in Waltham, Massachusetts, which provides online marketing for small businesses and offers more than 100 mobile-responsive email templates.

As a best practice, use 22-point type for headlines and 14-point for body text; choose web-safe fonts that are pre-installed on many devices; and don't use more than two different fonts, Charest says.

■ **To check the readability** of a font size, it pays to send a test email to yourself, which most email programs allow you to do, says Chris Ulrich, president of Direct Response Group, an internet marketing strategy firm in Melville that can assist in designing email and marketing campaigns. That way you

can see how it looks before sending it out to the masses.

■ **As to email length,** Charest says the best results come with 20 lines of text. If your content's longer, include a few short lines of "teaser" text with a link to read more online, he says, and keep subject lines to four to seven words.

Ronen Yaari agrees the subject line should be "short and simple." The partner at OpenMoves, a Huntington digital marketing firm that offers a platform to pre-select mobile friendly templates, says the goal is to get the recipient to read more.

■ **Images are also a consideration.** Pay attention to how many you're using in mobile emails, Ulrich says. For one thing, an excessive number of them can trigger spam filters, he says, and security settings in many recipients' email programs may block images on their mobile devices by default. Marketers often put text in the image itself, adding to the

problem, he says.

The better strategy, he advises, is to use actual text and, if appropriate, include a couple of images for style and emphasis so if someone opens the email and the images don't appear, they can still read all the relevant information.

■ **Keep in mind the aim of the email** is to get the recipient to take some action, such as make a call or click a link, Ulrich says.

So make sure your call-to-action buttons are visible and designed for "fat fingers," Yaari says. Avoid tiny buttons that you have to zoom in on or that are so close to another button that the user can click on the wrong button.

■ **Finally, keep the layout clean and simple,** he says, noting single-column layouts that are easy to scroll up and down are best.

"It's all about keeping it simple and in line with that mobile experience," Chiulli says.

## THE ISSUE: CREDIT CARD OFFERS

# The 'no interest for 12 months' trap

## MONEY FIX

BY SHERYL NANCE-NASH  
Special to Newsday

Retailers go hard to get you to dig deeper into your pocket at this time of year. Expect to see those "no interest for 12 months" credit card deals dangled this season along with jingle bells.

For sure it's tempting, just like holiday goodies you can't seem to stop gobbling. Think twice. The National Consumer Law Center in Washington, D.C., warns shoppers about the "debt trap." That seemingly sweet offer won't be so sweet if you don't pay off the entire balance before the promotional period ends.

According to the NCLC, say you buy a \$2,500 laptop on Nov. 23, 2018, using a one-year, 24 percent deferred interest plan, and pay off all but \$100 by Nov. 23, 2019. The lender will add

nearly \$400 in interest to your next bill — that's interest on the entire \$2,500 dating back one year.

Here are two more reasons to just say no.

■ **The clock ticks immediately:** Interest accrues from day one. It's waived if the balance is paid in full by the agreed upon end-date. "If you miss a payment, the balance isn't paid in full by the end-date or you are a single day late on a single payment, the interest from day one is instantly tacked on and voids the zero percent interest offer," says RJ Mansfield, author of "Debt Assassin: A Black Ops Guide to Cleaning Up Your Credit."

■ **Watch out for low minimum monthly payments:** Jacob Dayan, CEO of FinancePal, a Chicago firm that offers financial services to companies, warns, "Often the monthly minimum payments on deferred payments are set low enough that it won't pay off the balance during the promotional period."

## THE WEEK AHEAD

For more events, visit [newsday.com](http://newsday.com)

### MONDAY

**NAVIGATING GIG ECONOMY | Huntington**  
Explore how the gig economy works and learn strategies to become part of working "gigs" rather than traditional jobs, 6-8 p.m., Huntington Library, 338 Main St., free, register, [thehuntingtonlibrary.org](http://thehuntingtonlibrary.org), 631-427-5165.

**WOMEN IN BIZ CONFERENCE | Long Beach**  
Join Long Beach city Councilwoman Anissa Moore for a monthly series designed for women's empowerment, mini seminars from guest presenters focus on emotional, physical, financial and spiritual health 7-9 p.m., Long Beach Library, 111 W. Park Ave., free, [longbeachlibrary.org](http://longbeachlibrary.org), 516-432-7201.

### TUESDAY

**SMALL-BUSINESS COUNSELING | Centereach**  
One-on-one meeting with a representative from SCORE to address your business-related problems, 4-7 p.m. Middle Country Public Library, 101 Eastwood Blvd., free, must register, [mcplibrary.org](http://mcplibrary.org), 631-585-9393, ext. 133.

**CAREER COUNSELING | New Hyde Park**  
Consultation with a career counselor for those actively engaged in a job search, get assistance with how to improve performance on job interviews and approaches to the job search process; appointments available at 10:30 a.m., 11:15 a.m., 1:15 p.m. and 2 p.m. Tuesday, Hillside Library, 155 Lakeville Rd., free, registration required, [hillsidelibrary.info](http://hillsidelibrary.info), 516-355-7850.

### WEDNESDAY

**LIASB OPEN HOUSE | Hauppauge**

Long Island Advancement of Small Business hosts an open house, all are welcome, 7:30-10 a.m., Adelphi University Conference Center, 55 Kennedy Dr., register, [nwsdy.li/liasb](http://nwsdy.li/liasb), 516-473-7202.

### WRITE THAT BOOK | Garden City

Get step-by-step instructions on how to get started writing a book, get published, printed, promoted and get paid, with tips to make writing easy and fun, presented by the founder and president of Red Pegasus Books and Web Solutions, 8:30 a.m., Ethical Humanist Society of Long Island, 38 Old Country Rd., \$25, preregistration required, includes breakfast, 516-314-8989.

### THURSDAY

**HOLIDAY BREAKFAST | Holbrook**  
Join Suffolk County Women's Business Enterprise Coalition to celebrate a year of professional growth, with the spirit of giving, 8-10 a.m., Trio at the Holbrook Country Club, 700 Patchogue-Holbrook Rd., \$40, reserve; unwrapped children's gift is requested for donation to Toys of Hope, [scwbec.org](http://scwbec.org), 631-358-4370.

### SATURDAY

**LONG ISLAND BREAKFAST CLUB | Garden City**  
The former "Snapple Lady," Wendy Kaufman will be the guest speaker, 9 a.m., The Brisal Assisted Living, 1001 Axinn Ave., \$20, must reserve, [longislandbreakfastclub.org](http://longislandbreakfastclub.org), 516-314-898, 516-315-2762, 516-318-9232.

— GINA TABARUS

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