

5 STEPS FOR MASTERING MOBILE EMAIL

Here are five tips from Movable Ink to help you fully optimize your email campaigns to ensure the best results.

1. Keep messages short

Mobile email messages should be short, sweet and to the point. In particular, your mobile template should include your highest-priority content, a call to action, and nothing else. When it comes to mobile, less is more.

2. Use a single-column layout

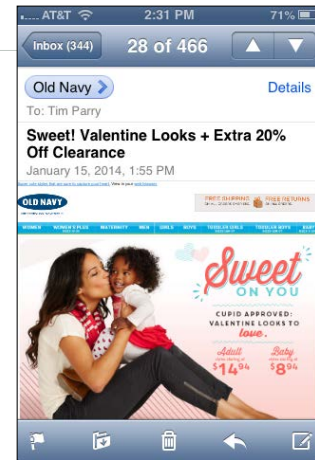
A single-column layout that stacks content vertically enables scrolling and avoids forcing your readers to zoom in and navigate around the email. The less work the potential shopper has to do on their phone, the better the chance of them clicking on your call to action.

3. Use friendly fonts

Mobile messages have limited screen sizes to get their message across and are in competition with anything else the mobile user has installed on their phone from the internet, to games, to apps. Your message needs to be reader and user friendly, which is why your messages need to have increased font sizes and all texts should be placed on high-contrast backgrounds.

4. Put call to action above the fold

Follow a vertical hierarchy, and place your most important call-to-action above-the-fold – i.e., the part of the email template that is immediately viewable when opened on a mobile screen. For a one-stop guide to mobile screen sizes see this list here.



5. Think about thumbs

Enlarged buttons allow for easier click-through. Apple guidelines suggest using at least 44 x 44 pixels for any tappable elements. Incorporate ample white space between the elements of an email to help each piece stand out and make it easy to click-through on links.

—ERIN LYNCH, MULTICHANNEL MERCHANT

6 TIPS TO IMPROVE MOBILE WEB PERFORMANCE

1. Keep it simple

Mobile users who know what they want will only get frustrated when they are slowed down by animation. By cutting the clutter and keeping your mobile website as clean as possible, you will avoid annoying page-loading issues. For example, animation is largely unnecessary.

to ensure that your customers' mobile shopping experience goes uninterrupted.

3. Lessen your reliance on third parties

A common misconception is that third-party items load last, after your “good” content. However, when it comes to render order, there is simply no guarantee which items will load first. The more non-user-facing content you force through via mobile, the longer consumers will wait for your main content – the content that sells products.

4. Reduce complex content containers, such as carousels

To put it simply, static content is best. The more you introduce complex presentations, such as rotating carousels or other interactive elements, the slower and less predictable your page will become. Complex designs need more technology – such as JavaScript – to make them work.

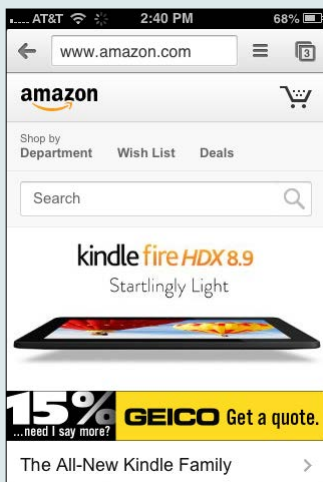
5. Continually lighten your render order

As a result of mobile browser behavior and the inconsistent speed of cellular connections, mobile web pages rarely render in the order you expect them to. For example, if your main content gets snagged on a slow connection thread, your browser can get preoccupied and render less important content – such as social integration tags in your footer – first.

6. Be nimble

As you closely monitor your mobile site, have a process in place to catch errors and be willing to change directions as issues occur. If you are proactive and have the ability to catch errors early, it will be easier to find the source of the error.

—BHARATH GOWD, STRATEGIC SOLUTIONS DIRECTOR, COMPUWARE TECHNOLOGY PERFORMANCE SERVICES



2. Monitor, monitor, monitor

If you're constantly aware of what is happening on your mobile page, you can more quickly find and fix problems. At the first signs of mobile website or app issues, take immediate steps



5 STRATEGIES TO DRIVE RETAIL SALES

Your potential customers are using their mobile devices at every point of the shopping experience — from initial ideas to further research to the store itself, people are using their phones for just about everything. How do you tap into this ubiquity to increase retail sales?

1. Change your mindset

Mobile is not a tactic to add on to your marketing strategy: It needs to inform everything you do. Nearly 40% of all emails are opened on a smartphone or a tablet, and mobile accounted for more than 15% of total Web traffic in 2013. Not having a mobile strategy is like closing your store one day a week. Can you afford the loss in business?

2. Build for mobile

According to research from Canalsys, tablet sales will outstrip PC sales in 2014. Where does that leave your retail site if it can't be viewed on a smaller screen? Too many businesses treat responsive Web design

as an optional extra, but it should be the other way around. In the very near future, there are going to be more people viewing your store on a mobile device than on a traditional Web browser. Build the small-scale website first, and then move on to the desktop experience.

3. Leverage your relationships

Brands are paying you to get their stuff in front of customers and generate sales. Think about ways you can use digital marketing to drive in-store sales. From easy social media sharing buttons to cross-platform campaigns, there are plenty of opportunities to strike a deal.

4. Get people inside stores

It sounds obvious; in fact, it might be so obvious you're ignoring it. How are you getting potential customers to your store once they're on your mobile site? Think about contextual offers, links to local outlets, coupons for discounts, and other appetizers. The average

ecommerce

conversion rate is

hovering around 4%, but chances are your in-store conversion rate is a lot higher. Get people to the point where they're more likely to make a purchase.

5. Start testing the future

Even when you're up to speed with e-commerce, social media, and mobile, don't stop there. How can you make your stores even better? Consider in-store beacons and analytics from services like Nomi. Could in-store pickups from Amazon work for you? At the same time, don't forget that the social experience of shopping and interacting with real human beings is a fundamental part of the attraction for many customers.

—ANTHONY NICALO, CEO, DÓNDE

5 TIPS TO TURN TRAFFIC INTO TRANSACTIONS

1. Make small but meaningful improvements to your web and mobile sites.

Optimize the user experience on revenue-driving pages and those that will receive traffic. Also, be cognizant of your page load times for both mobile and desktop devices to make sure that they are the fastest possible. While desktop is traditionally the breadwinner, don't discount mobile. Google research shows that over three-fourths of online shoppers will browse on their mobile devices.



2. Ensure your site can accommodate increased traffic

To mitigate traffic flow, make sure to time your promotions well. Instead of emailing everyone at the same time, stagger your communications to avoid overwhelming amounts of traffic. Furthermore, use Google Webmaster Tools to crawl for any 404 errors your customers might see, and regularly evaluate server performance.

3. Understand search trends

Identify popular queries from last year's Cyber Monday to see what terms were searched for the most. Among those, identify the terms that will apply again this year. For example, Shop.org data revealed "free shipping" as a popular term from last year, and it will make sense this season as well. After you identify general trends, mine your data to see which queries were the most valuable for your particular brand.

4. Target keywords that are within striking distance

First, mine your data to understand your company's current standing in search. Use tools like Google Keyword Planner to learn how competitive a given keyword might be, then consider it according to your timeline. Choose keywords that you can make significant gains with, despite a quick turnaround.

5. Create compelling content

Your goal should always be to make your customers' shopping experiences the best possible, and content is the most straightforward means to do so. Develop content that fits your audience and their particular needs. Drive traffic to your site by pushing out content via social media channels, being mindful of how behaviors and preferences differ across channels.

—JIM YU, CEO, BRIGHTEDGE