

Article

RESPONSIVE EMAIL – THE FUTURE OF YOUR INBOX

Almost anyone who has a smartphone will be familiar with the annoyance of trying to locate information on a website that is designed to look beautiful on a desktop monitor, yet not optimised for a phone screen.

Slowly, but surely websites are becoming aware that the benefits of having a mobile optimised website are gradually outweighing the effort required to build the functionality; and with the recent announcement from Google that sites who do not offer a mobile experience will see their search rankings penalised, a mobile optimised site is no longer a 'nice to-have' feature, but a 'need to have' function.

Google has openly stated that of the three typical mobile options available - responsive, mobile stand-alone site and desktop design - a responsive website is preferred when their algorithm is deciding if your site provides an optimal experience for users.

BUT WHAT IS RESPONSIVE DESIGN?

Responsive design ensures that one site is able to cater for all audiences, no matter how big their screen or what device they are using. Using style sheets and various scripting methods, a responsive site will serve the user the optimal format for their needs.

And given the increase in mobile traffic, optimizing your website is only part of the online user experience for your clients.

WHAT ABOUT RESPONSIVE EMAIL?


No doubt you've noticed in your analytics lately that a significant portion of emails you send out are opened on a mobile device. The adoption of mobile technology means that no longer do your readers need to be at work or behind a screen at home to read an email. They can now read on the go - anywhere, anytime.

And if your email isn't something they can easily and quickly interact with no matter what time they receive it or wherever they may be, there's a good chance it will not convert, or even worse - end up in the trash/spam folder.

A **responsive email design** ensures that your message and information is structured in a way suitable for their platform, no matter what size it is.

SO, IS MOBILE OPTIMISED EMAIL WORTHWHILE FOR YOU?

As mentioned above, more and more people are interacting with your digital marketing on mobile devices. Not integrating your campaigns and offerings to suit your audience requirements will ultimately lead to



hurting your bottom line. Mobile devices and non-desktop computing is only going to grow larger, it's up to you to ensure your email and online marketing efforts grow with it.

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