



## AWEBER'S FIELD GUIDE TO DESIGNING MOBILE FRIENDLY EMAILS

Today, more than half of emails are opened on a mobile device... yet less than half of marketers are designing with mobile in mind. In fact, 75 percent of readers are likely to delete a message for not being mobile friendly. Crazy, right?

Fortunately, we've got you covered with these tips and tricks to make your email designs mobile-friendly!



**53%** of emails are opened on a mobile device



**75%** of readers are "highly likely" to delete for not being 'mobile friendly'

### OPTIMIZED IMAGERY

Images are a great way to break up large blocks of text and add visual interest to your emails. But too many can be a pain to load, resulting in loss of reader interest. Our tip? Use images sparingly to cut down on download times.



### WHITE SPACE

Our design team preaches the importance of white space, and for good reason! This design element increases readability and helps frame your content, allowing it to stand out from the crowd.

### CONTENT

Studies have shown that readers are more likely to skim on small screens. Putting the most important content first, limiting your word count and having a strong call-to-action early on in your messaging is your best bet to capturing reader attention.

### CALL-TO-ACTIONS

Make sure yours is strong and actionable by highlighting with an accent color, using descriptive text to describe the result of the action and ensuring it's large enough to be easily tapped.



### HIERARCHY

There are a few factors that come into play when establishing visual hierarchy. Size, weight and color all help define your content and influence your reader's visual path.



### COLOR PALETTE

Avoid going overboard with color, as it hurts legibility and puts your message at risk of looking like spam. While it's true that certain colors can evoke different responses for your readers, limiting them to a few accent colors paired with neutrals will help your message get the most "pop."



### ALIGNMENT

Think of alignment as an invisible grid. It's easiest for readers to digest content from left to right or centered. (But make note that when centering content, it's best to use the full-width of your workspace and avoid centering long blocks of text.)



### KEEP IT SIMPLE

Given the array of small screen sizes and email clients used today, it's best to keep your design as simple as possible to ensure maximum compatibility. Make sure you rely on type to get your message across, as certain email clients can block images. Oh, and that sidebar? Time to retire it. It's not mobile-friendly.



### AWEBER USER TIP

No time? No problem! AWeber has over 700 Responsive Email Templates, making it easy to create beautiful emails for all devices and email clients in minutes.



# **Guide conception message emailing pour mobile**

## **Un guide de conception message emailing pour mobile**

Une infographie de Aweber présentant les différents points à optimiser afin de réaliser un message emailing pour mobile.

Les points à retenir :

– 53% des emails sont lus dorénavant sur smartphone et 75% de ces lecteurs ont tendance à supprimer le message reçu si celui-ci n'est pas lisible correctement sur leurs mobiles.

### **Utiliser les images avec parcimonie**

Les images sont un excellent moyen pour briser les gros blocs de texte et d'ajouter un intérêt visuel à vos e-mails. Mais trop d'images peut devenir rapidement un problème, car difficile à charger et de fait pouvant entraîner une perte de l'intérêt du lecteur.

Notre conseil? utiliser des images avec parcimonie pour réduire le temps de téléchargement.

### **Utiliser les espaces blancs**

L'importance de l'espace blanc. Cet élément de conception augmente la lisibilité et permet de cadrer le contenu, ce qui lui permet de se démarquer de la foule.

### **Adapter le contenu**

Mettre le contenu le plus important en premier lieu, dans la première partie du message.

Limiter le nombre de vos mots

Ayez un appel à l'action-forte au début de votre messagerie, c'est le bon pari pour capter l'attention du lecteur.

## **Travailler le call to action**

Le Call to action doit être bien présent et accentuer visuellement.

Le mettre en évidence avec une couleur accentuée.

Utiliser un texte simple mais descriptif

S'assurer qu'il est assez grand pour être facilement exploité.

## **Attention à la hiérarchie**

Différents facteurs entrent en jeu lors de l'établissement hiérarchie visuelle. Le poids, la taille et la couleur aident à définir et à hiérarchiser le contenu et influencent le chemin visuel de votre lecteur.

## **Les couleurs**

Eviter d'aller trop loin dans le jeu des couleurs. Trop de couleurs rend illisible le message et peut donner l'impression que votre message est un spam.

Les couleurs ont une signification et peuvent susciter des réponses différentes pour vos lecteurs

Donc limiter le nombre de couleurs et essayer qu'elles aient des nuances s'accordant.

## **L'alignement**

Composer les blocs d'informations comme une grille invisible.

Il est plus facile pour les lecteurs à digérer le contenu s'il est écrit de gauche à droite ou centré.

Mais pour des blocs de textes assez long, il est préférable d'utiliser toute la largeur d'un bloc et alors d'éviter le centrage.

## **Soyez simple**

Compte tenu de la petite taille d'écran des supports de lectures et des clients de messagerie utilisés aujourd'hui, il est préférable d'avoir un message conçu de manière aussi simple que possible, afin d'assurer une compatibilité

maximale.

avoir toujours en tête que les images peuvent être bloquées.  
Et fini la barre latérale. Ce n'est absolument pas « mobile-friendly »

Encore plus de renseignements de ce type dans le livre « [E-mailing Fidélisation, acquisition : réussir ses campagnes marketing](#) »



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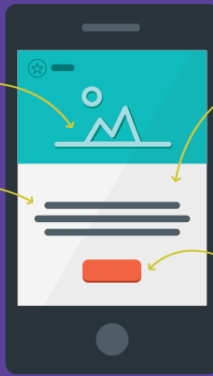
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