

Quick and Sharp: 5 Pro Tips to Optimize an Email for Mobile

You need to make a mobile email as easy to read, understand, and navigate as possible for a person on the go and reading it off a phone or other mobile device.

Consider these five tips to optimize your emails for a better mobile experience:

1. Write short, punchy copy

- Use text sparingly and with much thought put into the words you choose.
- Make sure your copy is clear, simple, concise, sharp, and easy to read.
- Keep main offer and most valuable content above the fold.



2. Use visuals

Infographics, charts, and other visualizations often **make a point far more clearly and powerfully** than a block of text and can be easier to read and understand on a mobile device.



3. Employ clarity and simplicity

- Use a **clean, simple layout and design** that makes good use of white space.
- Consider using **large text, large call to action buttons**, and ample margins and spacing to make the email easier to navigate and read.



4. Optimize navigation

- Content should **load quickly and fit properly onto a mobile screen**, so users do not have to do any side-to-side scrolling or zooming to read it.
- Consider using **linked text** to give the reader a chance to click through on something before they even get to the CTA.



5. Visually pleasing design

- Use images that **resize or adjust to the device** the reader is using.
- Have your image buttons stand out, and use a **clear, direct call to action** that is easy to find.
- Make certain your email **looks good both vertically and horizontally**.
- Check to see how your email looks on a phone or other mobile device before sending.



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