

Author: Joel Kristenson

Last Updated: 2014-11-11

Overview

This article links to Constant Contact's article on how to design mobile responsive emails, since they did such a good job laying this out we didn't want to re-invent the wheel.

These practices are critical in this day and age when an increasing amount of people are reading emails on their mobile devices. Focusing more on relevant content and a simple layout can go a long way.

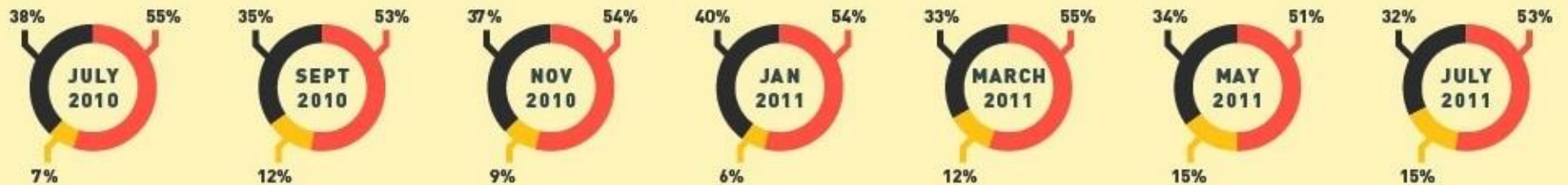
<http://blogs.constantcontact.com/product-blogs/email-marketing/change-to-mobile-email/>

Infographic:

DESKTOP VS. WEBMAIL VS. MOBILE

● DESKTOP ● MOBILE ● WEBMAIL

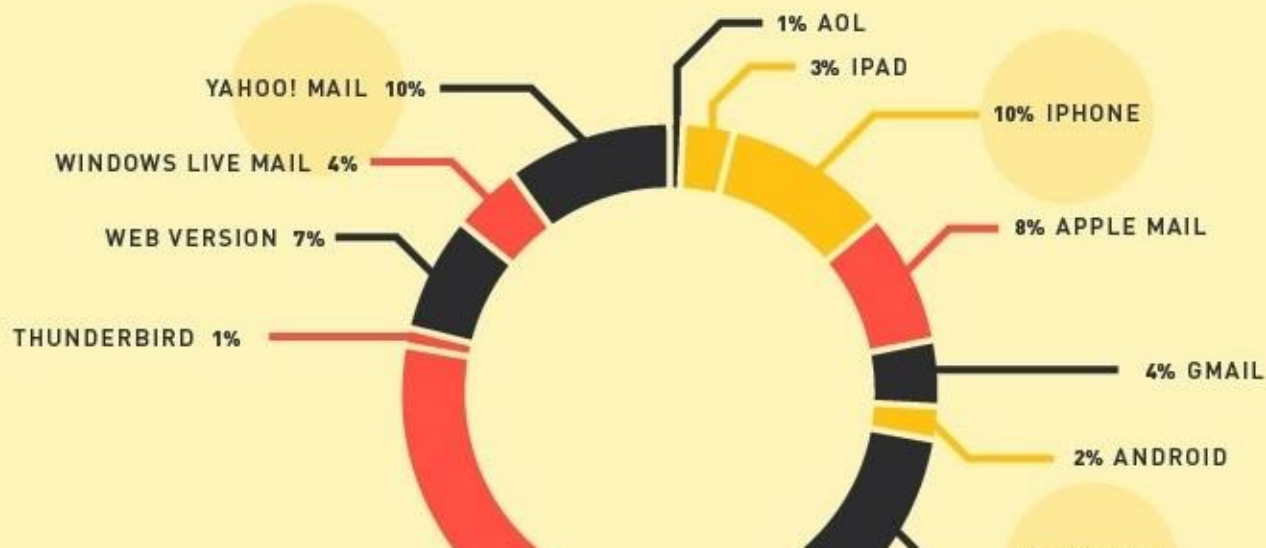
A LOOK AT WHERE SUBSCRIBERS OPEN EMAIL.



MOBILE EMAIL IS STEADILY INCREASING, MOSTLY AT THE EXPENSE OF WEBMAIL CLIENTS, WHILE DESKTOP OPEN RATES HAVE STAYED ABOUT THE SAME. OPENS IN MOBILE DEVICES HAVE EXPERIENCED A 150% INCREASE IN THE LAST SIX MONTHS, WITH WEBMAIL SEEING A 20% DECLINE. EMAIL ACCESSED VIA DESKTOP CLIENTS HAS REMAINED FAIRLY STEADY WITH NEARLY A 2% DROP, PERHAPS INDICATING OUR RELIANCE ON EMAIL IN THE WORKPLACE.

OVERALL EMAIL OPENS BY MAJOR CLIENT

OUTLOOK ACCOUNTS FOR THE LARGEST AMOUNT OF EMAIL OPENS AT 37 PERCENT.



Source of image <http://www.infographicpins.com/infographics/desktop-vs-webmail-vs-mobile.jpg>



Trail Blazer™

- YouTube Channel
- Knowledge Base Articles
- 3rd Party Resources

Related Resources

Article: [Sample HTML Email Templates with Inline CSS](#)

Article: [Exporting from 3rd Party Mass Email Systems and CAN-Spam Policies](#)

Video: [Eblasts 101 How do I send an eblast](#)

Video: [Eblasts 103 – Part 2 – Managing Images - Sizing](#)

Video: [Eblasts 103 – Part 1 – Managing Images - Uploading](#)

Video: [Eblasts 104 – Tracking Links](#)

Video: [Eblasts – Configure email settings before mass emailing](#)

Video: [Eblasts 102 – Setting people up to receive test \(draft\) emails](#)

3rd Party Resource (Tool): [Info Hound – HTML Tidy](#)

3rd Party Resource (Video): [What is responsive email template and How it works?](#)

Trail Blazer Live Support

☎ **Phone:** 1-866-909-8700

✉ **Email:** support@trailblz.com

f **Facebook:** <https://www.facebook.com/pages/Trail-Blazer-Software/64872951180>

t **Twitter:** <https://twitter.com/trailblazersoft>

*As a policy we require that you have taken **Trail Blazer's** intro training class before calling or emailing tech support. [Click Here](#) to view our calendar for upcoming classes and events. After signing up you will receive instructions for how to log into the interactive online webinar.

**This service is included in your contract.*