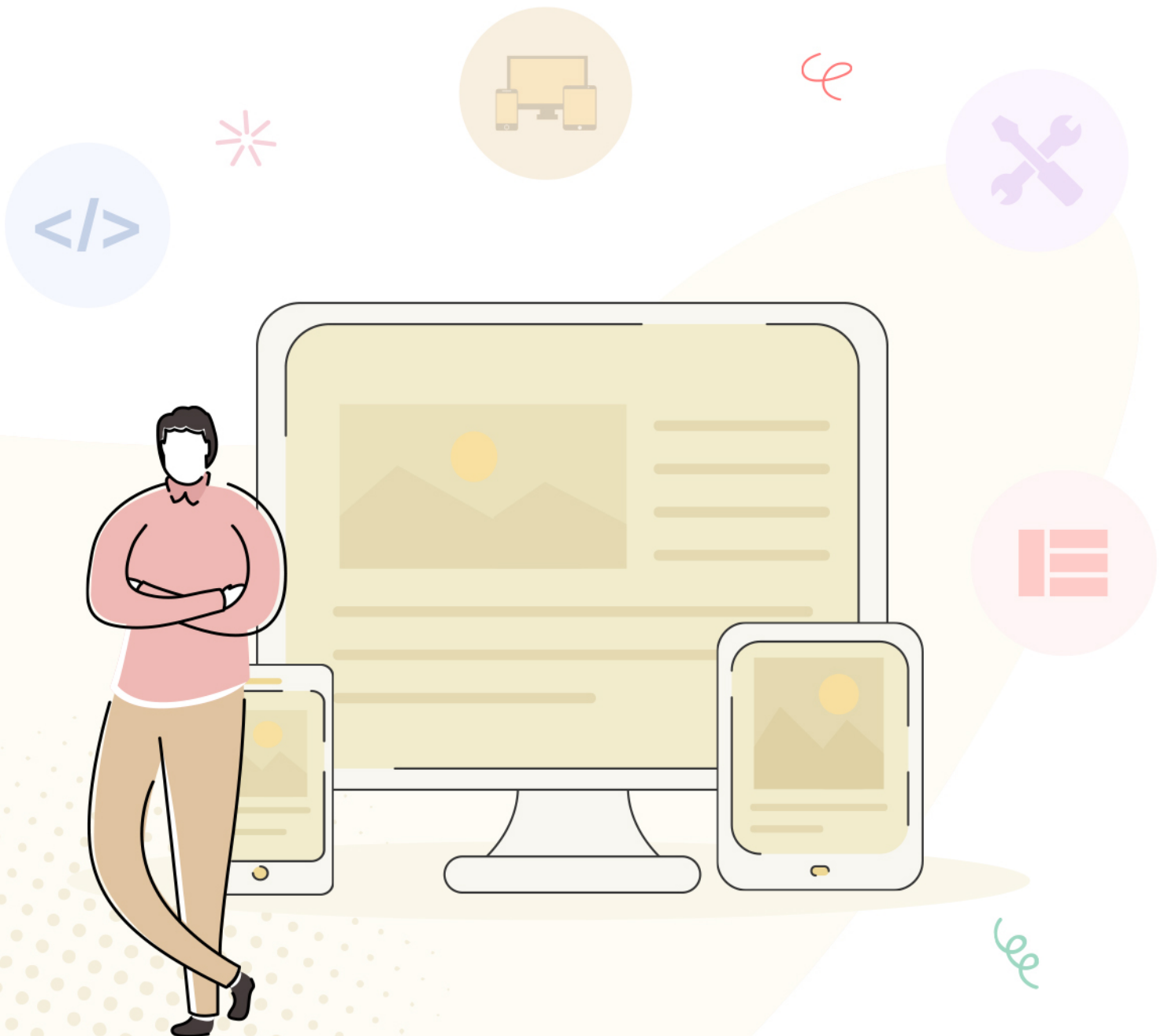


# Responsive Email Design Part - I





## Responsive Email Design

If you've created an awesome email campaign that doesn't appear correctly on your customer's screen, your campaign has failed before your content has even had the chance to win anyone over.

While your campaign's design might genuinely look impressive to you, have you tested to see how it will appear on your customer's device? A wide range of customers means a variety of devices and supporting software used to view your email campaign. They might include laptops, which usually have larger screens; mobile phones and their smaller screens; and tablets, with screens that fall somewhere in the middle.

Statistics show there's a tremendous increase in email opens on a mobile phone when compared to the desktop or webmail. So, while it seems as though making your email appear the way you intended on all devices and email service is a tedious task, there is a solution: responsive design. In short, this means using an approach that detects the user's device and automatically adapts your email to display correctly on it.

Let's take a look at how responsive design can make your email look spectacular on any device.

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# Importance of mobile-friendly marketing

Making your content readable in all devices is the key to mobile-friendly marketing. In the past decade, there has been a rapid increase in the number of devices that could be used to access the internet; devices with wide range of screen sizes and formats (landscape, portrait, quadratic). Give your readers an optimized view to better their experience. If your content is adaptive you can help your readers avoid the inconvenience of horizontal scrolling and zooming in and out to read details. Readers will not prefer reading a newsletter that is a mess.

They will ignore it, delete it or might even go to the extent of unsubscribing the newsletter. No reader will have the patience of going to another device to check a newsletter unless it is of the utmost importance to them.

The rate of adoption of internet enabled mobile phones is tremendously increasing day by day. With the rise of affordable smartphones, they have become the most preferred means of communication for the masses. So it's high time that we start designing out campaigns to suit mobile devices of all sizes and resolutions.

A simple guideline is, "whatever you are doing—do mobile first." -Eric Schmidt.

# How do I make my email suitable for all devices?

A liquid, when poured into a container, flows into it with ease and takes its shape. Content of an email should be designed in the like manner. Responsive email design could solve this purpose. A Responsive Design fits itself into any screen of any dimension with optimized view and interaction for the user. It responds equally good to all devices.

## **Responsive Design = Fluid + Adaptive**

Fluid design uses percentage for widths unlike static design, thus making the columns in the layout relative to each other and scale according to the device size. Adaptive design uses media queries to adapt to every device. Style specific to every device is defined. The server will match the device and render content accordingly. Responsive design is thus the combination of fluid and adaptive design. It has a fluid width and adaptive content for any possible screen resolution.

## Why responsive design?

With the increase in the usage of mobile phones, web designers started designing websites one for desktop users and one for mobile users. But with responsive design, one design could fit in any number of devices. Your email campaigns will have an appealing look in all devices and email clients at the sizes are relative and not fixed. You can also change content from device to device; decide on what content should be displayed to a desktop user or a mobile user. You can resize content and image, hide content, stack columns, rendering completely different view for various devices.

## How are responsive emails designed?

Responsive design uses CSS and media queries to resize, show, hide or stack content based on size. Responsive email uses a media query; a set of styles that behave in a conditional rule. Styles are defined for various viewports - visible region in any device that varies with devices. Viewports are smaller on a mobile phone than on a computer.

The basic rule for responsive design:

If screen size is 'x'; defined style is 'a'.

If screen size is 'y'; defined style is 'b'.

## How does Zoho Campaigns help?

To design a responsive email with Zoho Campaigns you do not need to have any special coding skills. Zoho Campaigns' pre-designed email templates are responsive to all devices and email clients. All you have to do is produce a great content and tweak these templates a bit to fit your brand in.

Zoho Campaigns' inbox preview lets you test your emails for perfection. Look at your emails from your recipients' perspective, learn if any formatting issue is overlooked, and ensure that your email looks beautiful and perfect to all your recipients using different email clients and devices.

# Conclusion

Analyze which devices and email clients your recipients use the most. Zoho Campaigns provides you with a detailed user agent statistics. With these data in hand, optimize your content so it properly renders in every device and email client your subscribers prefer. And, eventually, become your contacts' favorite.



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