



Expertise On Tap

Email & Video Marketing

Email marketing is not dead. It's just changing.

How to adapt your email newsletter.

By Julian Wellings.

What's changing	How to adapt
<p>1. Enewsletter design will need to take more account of smartphone and tablet computer users. (iPhones, BlackBerries, iPads etc.)</p> <p>Across my own client base the percentage of e-newsletters read on smartphones has increased from 4.1% to 9.5% in 12 months.</p>	<p>Design e-newsletters with mobile use in mind.</p> <p>This means:</p> <ul style="list-style-type: none">- Newsletter width 600px max.- Larger font sizes.- More space between links.- Fewer links in navigation bars.
<p>2. Social sharing becomes the norm.</p>	<p>Enable newsletter recipients to easily share your content by means of tools such as "Tweet This" and "Like on Facebook" buttons.</p>
<p>3. Subscriber permission becomes even more important.</p> <p>Services like Google's Priority Inbox will enable users to easily filter emails based on their own preferences. That means it's now more than just trying to stay out of the recipient's spam folder.</p>	<p>Ensure you have a high quality list containing subscribers who have asked to hear from you.</p> <p>See my blog post on this and also this informative anti spam policy from Campaign Monitor.</p>
<p>4. Professionalism and relevancy of content will determine whether your email is read or deleted.</p> <p>Since Mailchimp introduced its Forever Free plan more businesses have jumped on the e-newsletter bandwagon.</p> <p>Some of these newsletter efforts look amateur which reflects poorly on the sender and they're less likely to get read.</p>	<p>Ensure your newsletter looks professional and reflects your brand values and identity and is relevant to subscribers.</p> <p>Rather than waste your valuable fee earning time doing it yourself consider outsourcing to Expertise on Tap? It could mean you achieve better results.</p> <p>Remember once a recipient has unsubscribed it's difficult to get them back. The same applies to your brand reputation!</p>
<p>5. The plain text version of your e-newsletter may become more important.</p> <p>Facebook Messages, their new email service displays the plain text of emails by default, as opposed to the HTML version (ie. fully formatted).</p>	<p>Keep an eye on the number of facebook.com email addresses on your list.</p> <p>Once it starts to grow ensure you spend more time on the design and copywriting of your plain text version.</p> <p>Most email service providers enable you to easily generate a plain text version of your HTML newsletter which you can then edit.</p>

For related articles see the [Email is Not Dead](#) website

Any questions on the above article?

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