

B2B Mobile Email Marketing

Reach All of your Prospects — Even When They're Mobile

Many people now reach for their phones for email, so B2B marketers cannot ignore the fact that emails must be easy to read on a prospect's mobile device or the opportunity to market to them may be lost.

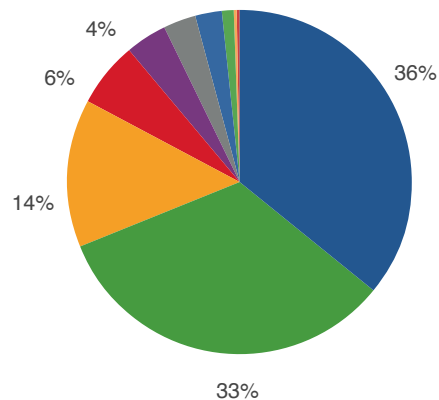
Many B2B marketers have not dedicated time or resources to mobile marketing, finding that technologies like SMS messaging and mobile ads are better suited for B2C marketers focused on branding or awareness. But one area of mobile marketing that can't be ignored is mobile email marketing. This is due to the many decision makers who are reaching for the phones to read their emails. And this means that marketers must follow new email best practices to ensure emails are easy to read on a mobile device, or the opportunity to market to a prospect may be lost.

In 2007, Gartner predicted that 350 million business and consumer users will have access to wireless email by 2010, meaning that 20 percent of all email accounts will be wireless enabled. They also expect wireless email to reach commodity status by 2012. But that doesn't mean you can wait until 2012 to have your emails ready for mobile devices. 64% of decision makers surveyed by MarketingSherpa in partnership with SurveySampling in 2007 said they "regularly view emails using a mobile device," making the success of your current email program highly reliant on its ability to be viewed on a mobile phone.

What makes this tricky is that you can't just prepare an email to be viewable for a Smartphone since each phone has different capabilities in what they can and can't render from your email. The factors that affect this include the type of device, the email software program, the service provider, and the operating system the phone uses. Even with these variables, there are some things a B2B marketer can do.

Top 10 email clients used by business recipients

Email client	Market share
Outlook	36%
Outlook 2003 and earlier	29%
Outlook 2007	7%
Hotmail	33%
Yahoo! Mail	14%
Gmail	6%
Apple Mail	4%
Windows Live Mail (Desktop)	3%
Thunderbird	2.4%
iPhone	1.3%
Lotus Notes	0.2%
AOL Mail	0.1%



Source: <http://fingerprintapp.com/email-client-stats>

Mobile Marketing Resources

Mobile Marketing Association
mmaglobal.com

Mobile Search Magazine
www.mobilemarketingmagazine.co.uk

Mobile Marketing Watch
www.mobilemarketingwatch.com

Mashable
mashable.com/category/mobile

Mobile Search Marketing
www.mobilesearchmarketing.com

Mobile Marketing Forum
www.mobilemarketingforum.com

Mobivity
blog.mobivity.com

And look for more on Mobile Marketing on our blog
Marketo Modern B2B Marketing
blog.marketo.com

Subject and From Lines

You should use a consistent name or names in the From line of your email. This will help the reader to recognize your email is from a trusted source.

For the subject line, as little as 15 characters may be viewable so you will want to make it as short as possible to ensure the most email opens. If your email subject line is longer, put the most important or relevant information in the beginning of the subject line to ensure it is read.

There are some email experts that suggest that your brand name should be mentioned in your subject line to ensure the mobile reader knows the email is from you. Other experts have disagreed and said that you are wasting valuable space in the subject line and should focus on making the subject more compelling. Don't just rely on opinion. Test your emails to see if your brand in the subject line has an impact on the success of your mobile email marketing.

Formatting

Send emails that are considered critical to your company in text. An example of this would be an upcoming service outage or change in subscription costs. This will ensure that anyone can read these messages without problems because of formatting.

Then, instead of just sending HTML messages, send emails in a multi-part MIME format. This means that the email will be deciphered in the most complex format, showing the email in the best way. The benefit to this is the recipient sees the email regardless of the device they are using and ensures that your email is clear and attractive on both their phone and their computer.

Then, as a next step, look at the results from your email campaigns to see if these text-only email messages get better results than other formats. Don't just look at the aggregate of results, but also break them down into segments to see if one group prefers a certain type of email to another.

You can also consider asking subscribers how they want their email delivered. This used to be done by asking if subscribers would like a text only version, but a better practice may be to ask subscribers how

they will be reading your email: on a computer, a mobile phone, or both. Then test your message format for each segment, finding the ideal for each.

Also, many people don't see their spam or quarantined messages in their mobile phone's inbox, so you should work to make sure your email isn't perceived as spam by the recipient's email system. According to ReturnPath, in the United States and Canada more than 20% of permission email doesn't reach the inboxes of intended subscribers. And this is even more drastic for B2B marketers since business email addresses are often protected by email monitoring tools causing you an increased risk of your email not getting into the recipient's inbox. On average, 27.6% of commercial emails sent to business addresses don't reach the inbox. And, while not all of this is in the spam folder, you will want to minimize this as much as possible by ensuring you have good deliverability.

The Message

All marketers know they should make the email as relevant to the reader as possible, but with mobile email marketing this is especially important. B2B marketers who send messages that aren't relevant won't get read or even opened if they aren't useful to the reader.

Plus, the email subject should be relevant to the email itself. According to MarketingSherpa, the average email reader only spends 15-20 seconds looking at your email (if it is even opened), so make sure the message describes what is promised in the subject line quickly and without much extra information.

Try to keep emails concise and clear to ensure that the message can be understood by those just skimming emails from their phone. Also, keep the email short as mobile email readers will not want to scroll down to get to the crux of your message. And, lots of links or images mixed in with your email's message may make the email appear longer, causing readers to have to do lots of scrolling. Only use the minimum needed to convey the main points of your email.

Frequency

While it is suggested to test the format of the

About Marketo

Marketo is the fastest growing provider of marketing automation and best practices. Marketo's uncompromising on-demand solutions enable marketing and sales teams to collaborate throughout the revenue cycle, from the earliest stages of demand generation and lead management to the pursuit of revenue and customer loyalty.

Marketo Lead Management gives Marketers the power and flexibility to automate demand generation campaigns and deliver high quality sales leads with less effort, while Marketo Sales Insight helps Sales understand, prioritize and interact with the hottest leads and opportunities to close business faster. Known for providing the most innovative user experience and the fastest time to value, Marketo was voted 'Best Marketing Automation Application' by Salesforce customers on the Force.com AppExchange. As of June 2009, more than 200 mid-market and enterprise companies in nine countries have selected Marketo.

message, it is also recommended that you test the frequency of your messaging to see if opens differ for those using mobile devices versus reading from their office computer. Make sure you send your message at the frequency that is preferred by your readers.

Design

A good rule of thumb is to stay between 500-600px wide to make sure emails are viewable on most phones, though keep in mind that some phones, like many Blackberrys, have even more limited displays that may limit the width to 320px. And, don't put links and header graphics in the beginning of your email as the recipient may just end up seeing a bunch of links and may delete your email before getting to the meat of the message. This means putting your logo or other images below the first few lines of text. Don't waste this valuable top text space on links like forward-to-a-friend and add-to-address book. And make the text small but readable. This will render best.

Use H1 and H2 tags in your emails so that it is clear to the email software which lines are headings, allowing them to stand out. And use alt tags to describe images, so if the image isn't rendered the reader will still know what they were supposed to see. Fixed width tables will also be useful, as they will ensure that your emails won't expand when images are blocked.

Messages should be small in file size as some email tools will cut messages off early if they are too

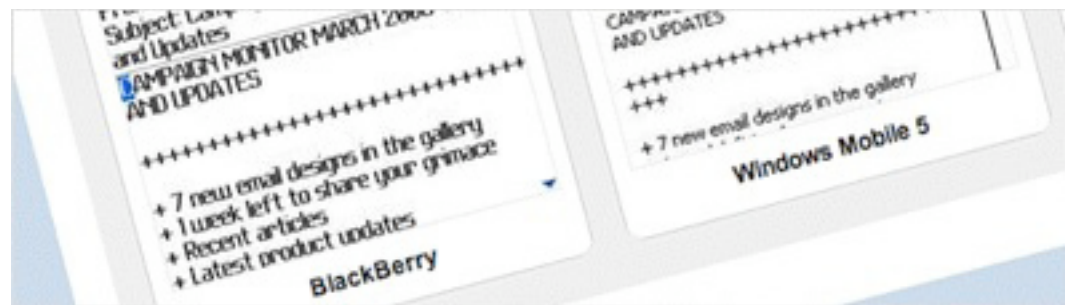
large. Typically when this happens the recipient can retrieve the rest of the email if they click a link, but often they will not take the time to do this.

Include your phone number in the message. While an email received at a work computer may cause a reader to click through to a link, a mobile reader may want to call for more information. Having this click-to-call available makes it easy for the reader to reach out to you directly.

And finally, make sure calls to action are concise if the recipient is expected to take a next step, like clicking through to a landing page. This includes making sure the landing page is viewable on the mobile device. One way to do this is by removing any JavaScript, Frames, Flash, and pop-ups from the page, which often is not viewable on mobile phones. You can check to see if you have rendering problems by using this free tool: <http://validator.w3.org/mobile/>. Also, ensure fast load times with small page file sizes. And finally, if you see you are receiving a reasonable amount of traffic from these links you may also want to consider creating a mobile website.

By following these suggestions your B2B mobile email marketing program is sure to be a success.

Want more tips on improving your mobile email program? Check out [Marketo's Best Practices in Email Marketing](#). This guide was created by compiling lessons learned from our 200+ customers and putting the best tips and tricks into one paper.



Emails rendered on different types of phones. Image from CampaignMonitor.



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