



# Three Simple Tips for Mobile Friendly Email Campaigns

# Introduction

*The ongoing significant increase in mobile phone usage among healthcare professionals has drastically changed the face of healthcare email marketing, especially in the way emails are designed for mobile devices to support demand generation and traffic driving campaigns. Smartphone usage among all healthcare professionals has sky rocketed, and with it, so are the number of professionals that are reading their email and using applications on a mobile device. From a 2014 MedData Group survey we conducted, 56% of physicians polled cited using a mobile phone to view professional emails. And that number is expected to continue to grow in the future.*

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**“In 2015, 17% more physicians have reported adopting mobile health compared to last year.” - from MedData Point on Physician Adoption of Mobile infographic - 2015**

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# Introduction

*So what does this mean?*

*Without question, all emails need to be mobile friendly. A mobile-friendly email is simply an email that displays optimally on a desktop/laptop as well as a mobile device, ensuring that it will have the same impact regardless of where your target audience reads it. Many Email Service Providers (ESPs) either have responsive templates that you can work in, or they provide responsive features directly in the platform that allow you to create two email versions that will render appropriately depending on the device being used.*

*Sound complicated? It's not. It's actually pretty easy.*

*Here are three simple tips you can immediately follow to ensure that your emails are mobile-friendly to increase contact engagement with your target healthcare professionals.*



# Tip #1: Design is Key

Content is obviously very important. However, if your content is difficult to read or fits awkwardly into a mobile format, you've already lost your audience. Email designs should have the ability to scale regardless of differences in target screen size. If you're distributing a newsletter, many email service providers allow you to create templates that function on both mobile and desktop devices. Whether you are using a design template or a custom version, be sure to do complete testing to ensure things go smoothly.

Thinking about design also involves choosing a font size. Be sure to consider what the optimal font size should be for a good reading experience. Place yourself in the shoes of those reading your email for the first time, and send it to some of your colleagues or friends to get an objective opinion and then revise accordingly.



# Tip #2: Focus On the Subject Line

An intriguing, compelling subject line spurs action and leads the healthcare professional to your message. Spend some time developing several subject line options. Consider how long the subject header should be. If it's too long, it will get cut off, and if it's too short, you might not be able to entice people to open the email.

Depending on the type of email application you are using, the subject line character limit could range anywhere from 30 to 50 characters. This limitation means that in order to effectively pull healthcare recipients in, essential keywords should be at or near the beginning of the subject line.

It can be difficult to figure out whether your readers will use a mobile or desktop device to read your email. Keeping the subject line shorter will improve the chances of the email being read, which ties directly into our next tip.



**“Always consider the spam filter first before crafting your email copy. There are many comprehensive and updated spam filter lists available. “ – Best practice from slide 3 of Is Your Message Getting Through? Five Best Practices for Healthcare Email Deliverability PowerPoint presentation**

# Tip #3: Know Your Audience

Put yourself in the healthcare professional's shoes and learn everything you can about them. When you're launching an email campaign, you should have a rough idea of the demographics you want to reach. Once you've sent out one or two emails, your analytics will begin to paint a detailed picture of who is reading and receiving your emails, which will help shape further communications.

Refer to your email campaign analytics regularly - every week would be a good start. Reviewing analytics will help you understand what devices people are using to read email, when they're opening the email communication and what the actual Click-Through Rate (CTR) is. Using analytics knowledge is a crucial means of improving the overall effectiveness of your email campaign.

# About MedData Group

*MedData Group provides data solutions, demand generation, and content marketing to providers of healthcare technology, medical devices, pharmaceuticals, medical education, and others looking to engage with hard-to-reach physicians and other healthcare professionals by using a fundamentally unique approach.*

*MedData Group publishes Medical Product Guide, the industry's go-to resource that provides clinicians and healthcare professionals with meaningful vendor, product and industry information. By distributing meaningful content to healthcare professionals, we are able to collect more data, glean deeper insights, and reach larger audiences than any other demand generation service. Using behavioral analytics and big-data techniques, our proprietary content and lead management system produces unrivaled insights that we apply to best-in-class marketing practices to achieve unmatched results towards helping our clients reach their business goals.*