

Legal Marketing: Targeting the Mobile Market

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How to Craft a Compelling and Effective Mobile Email Marketing Campaign



Nowadays, email marketing IS mobile marketing. Nearly 100 million people use the mobile web to communicate. So, it only makes sense that **email marketing must evolve; it must target the MOBILE MARKET.**

But, mobile consumption is a fickle beast. People don't have time to wade through a lot of content. They want to get to the heart of the matter and move on.

That said, here are some ways you can craft a compelling and effective mobile email marketing campaign.

1. Make the message easy to read on any mobile device.

Readability is crucial when it comes to mobile, but there isn't uniformity with devices. **The key is making sure your message is readable from anywhere, on anything.**

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You can simply opt for a plain text e-mail and forget the potential headaches that come with HTML messages. There are also more barren, stripped-down HTML messages that can be read nearly universally by mobile devices.

Be sure that HTML e-mails are reviewed thoroughly in a phone screen simulator before blast off. Different phones size screen messages differently, so make sure you've got a solid idea of the potential outcomes and design accordingly.

2. Make your links and call to action succinct.

Since mobile users are in a constant state of distraction, it's important to make your message **CRYSTAL CLEAR** and **COMPELLING**. You don't want people hunting for a call to action and link on a smart phone screen. If they feel put out, people will close the email and move on.

The same is true for quality links. Don't crowd mobile messages with tons of hyperlinks, and be sure to consider how they're spaced. Stacking links or running them together can prove nightmarish for users who are trying to zoom in on a key URL caught in a list.

3. Write short, compelling copy.

From engaging subject lines to crisp body copy, mobile messages should embody the same spirit of succinctness as their traditional counterparts.

Choose words carefully, ensuring each has a specific purpose. Be precise and be short. **Look to trim every sentence you write by at least 20%.**

4. Stay away from gimmicks.

You don't need an animated character to spread your mobile message. **Stand out in a crowded field by being yourself.** Your professionalism and authority will shine through.

When your mobile email marketing blast is ready to launch, considering linking it to multiple social media channels. Chris Burk tackles this very topic and more in his article: [6 Ways to Boost Your Mobile Email Marketing](#). It's a must read for all legal marketing departments.

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