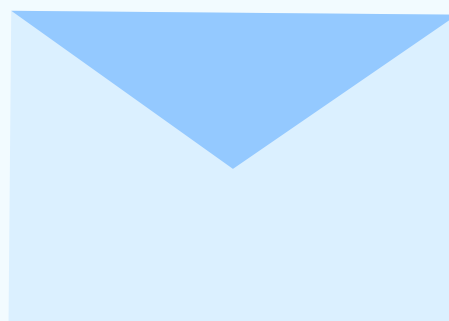
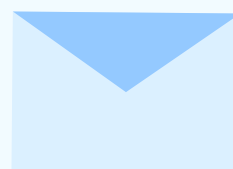


FOR BRAND AND MARKETING

# Email signature marketing

Email signatures that strengthen your brand and enhance your marketing



**Templafy**

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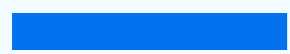
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00



# Introduction

Email signature marketing

# Do you know how many emails are sent from your organization every day?

We can't tell you exact numbers but, based on the data, the average office worker sends approximately 30 emails a day. For an organization with 100 people, that's around 3000 emails being sent out every single working day. That's a lot of email communication.

And do you know that every single one of these emails can be utilized as a branding opportunity?

That means that every one of those emails can **empower your brand** and help your organization gain widespread brand recognition. **That's why email signatures are so important.**

Over this guide, we explain more about the **unique branding potential** email signatures offer, how to ensure your organization is using them for **maximum impact**, and provide some **evidence through data** which shows how powerfully email signatures can turn into opportunities.

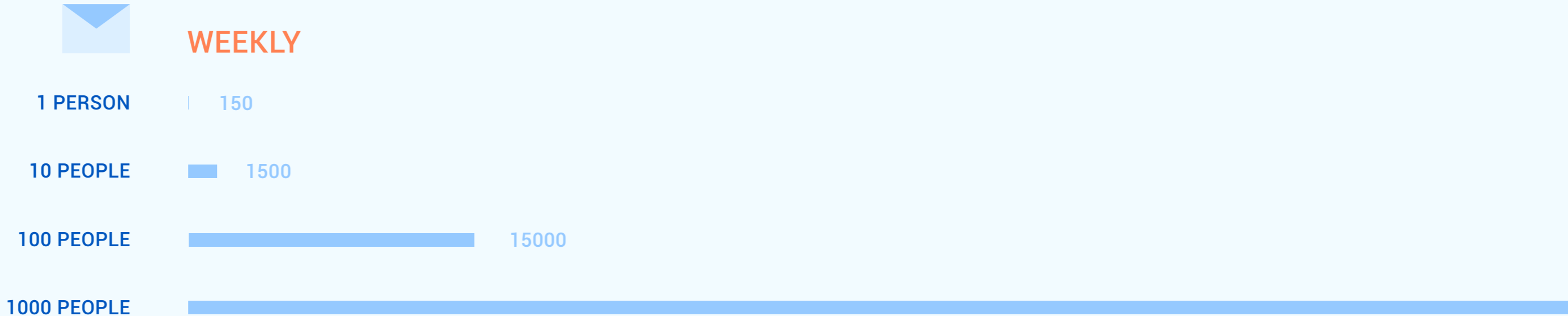
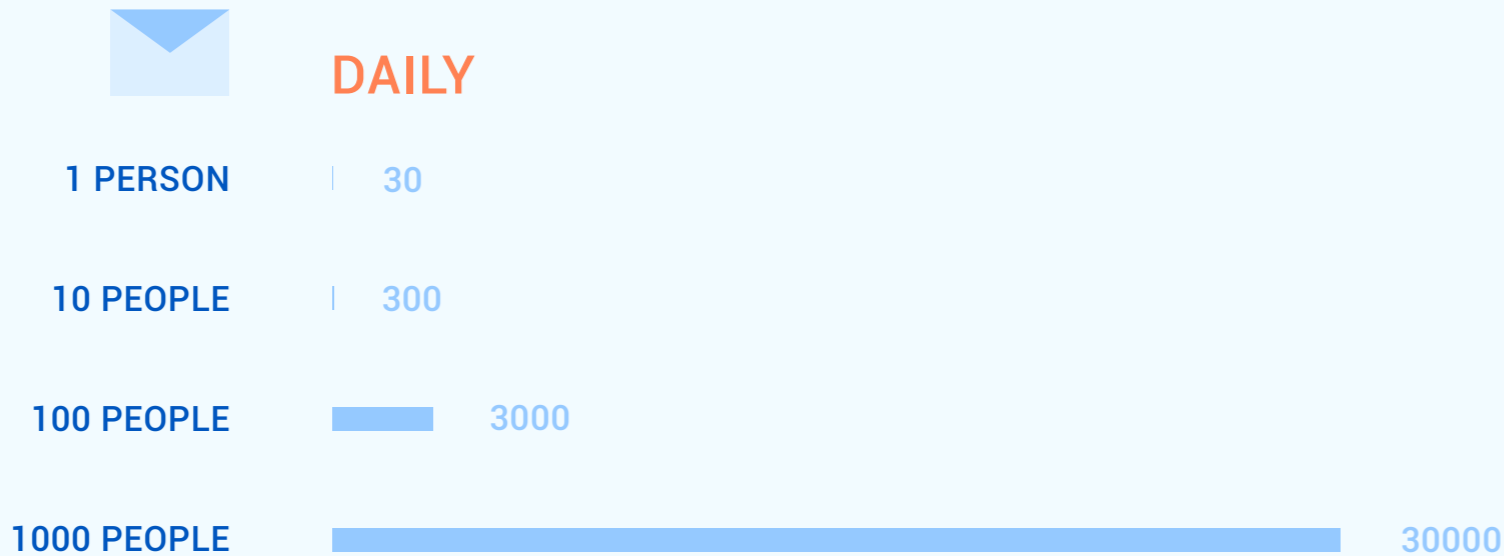


# 128.8 billion

**BUSINESS EMAILS SENT GLOBALLY EVERY DAY**

Source: The Radicati Group, Inc. 2019

# Average emails sent from an organization in 2019



Source: The Radicati Group, Inc. 2019



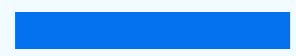
1000 people =  
**150000**  
opportunities

**\*PER WEEK**

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150000

01



# What is an email signature?

Email signature marketing

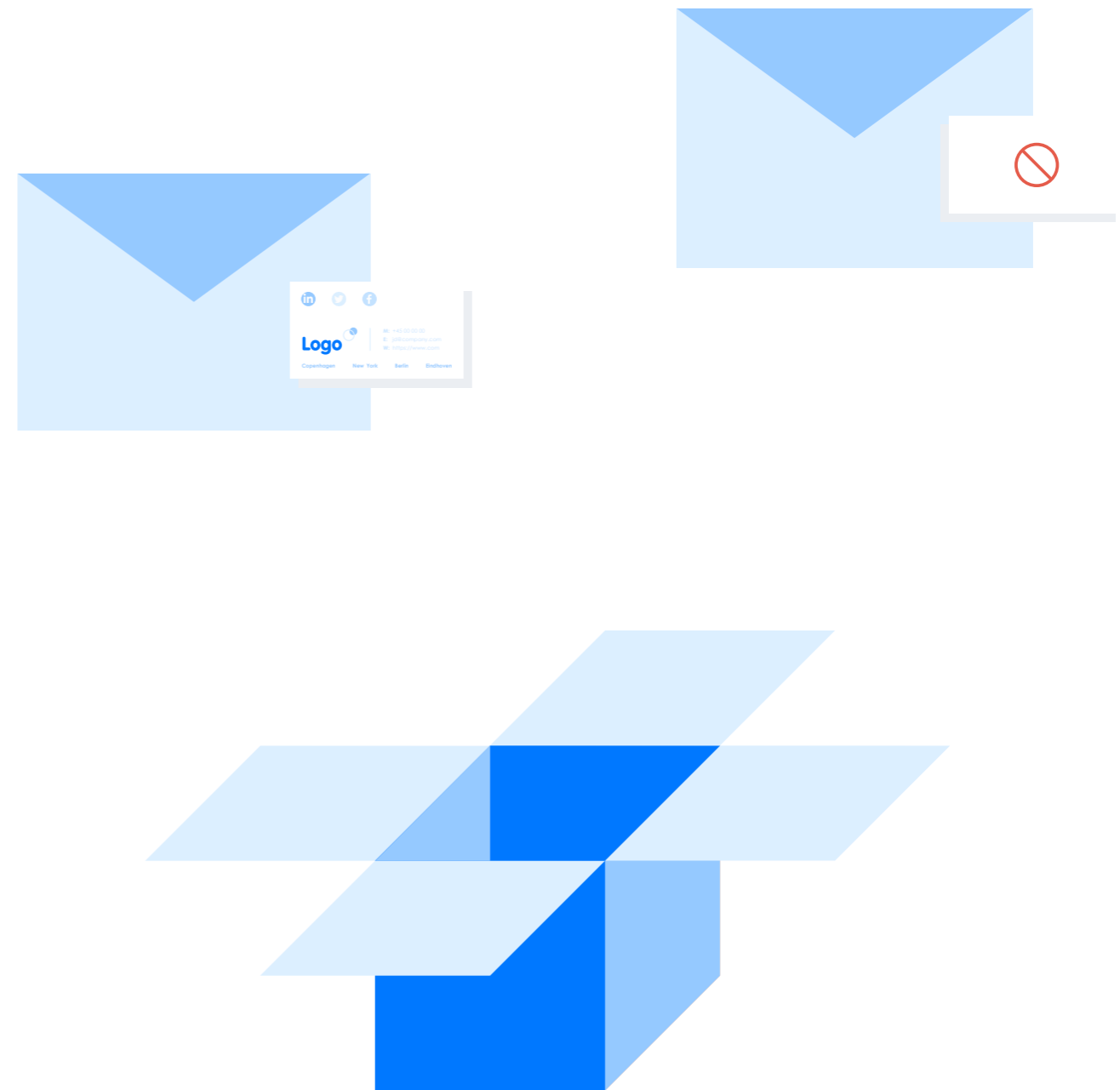
# What is an email signature?

**An email signature is, quite simply, the sign off to your email. It's the text which appears at the end of every email and explains who the email has come from.**

Although personal emails contain email signatures as well, a professional email signature is vital for providing more **credibility** to an email, as it **links the sender to an organization**. As such, a professional email signature doesn't just contain the name of the sender, but also their job title, any relevant qualifications and the organization they are affiliated with.

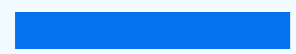
Consequently, email signatures **build trust** because they center the email and the information within it as coming from a **legitimate and recognizable** organization. An email signature can be seen as a form of business card: they give information about who the sender is, how they can be contacted, and who they are affiliated with.

**An email without an email signature is untrustworthy**, and an email which doesn't contain information about where the sender is affiliated is similarly untrustworthy.





02













# What does an email signature include?

Email signature marketing

# What does an email signature include?

We've already covered the basics of what an email signature must include, but that's just the starting point, not the limitation.

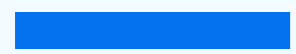
In terms of possible content, email signatures have almost **unlimited potential**. A few of the elements which email signatures can contain:

-  **Logo**
-  **Slogan**
-  **Video**
-  **Images**
-  **Promotional material**
-  **Links to relevant websites**
-  **Social media accounts**
-  **Product information**
-  **Discounts**
-  **Awards**

Through including this information, your email signature can **spread awareness** of what is happening within your organization and **easily promote** desired parts of the business.



03



# Why are email signatures important for branding?

Email signature marketing

# Why are email signatures important for branding?

**The power of an email signature lies in how many people it can reach. Branding effectiveness is based on recognition – it is only through a brand being known and recognized that it can have impact.**

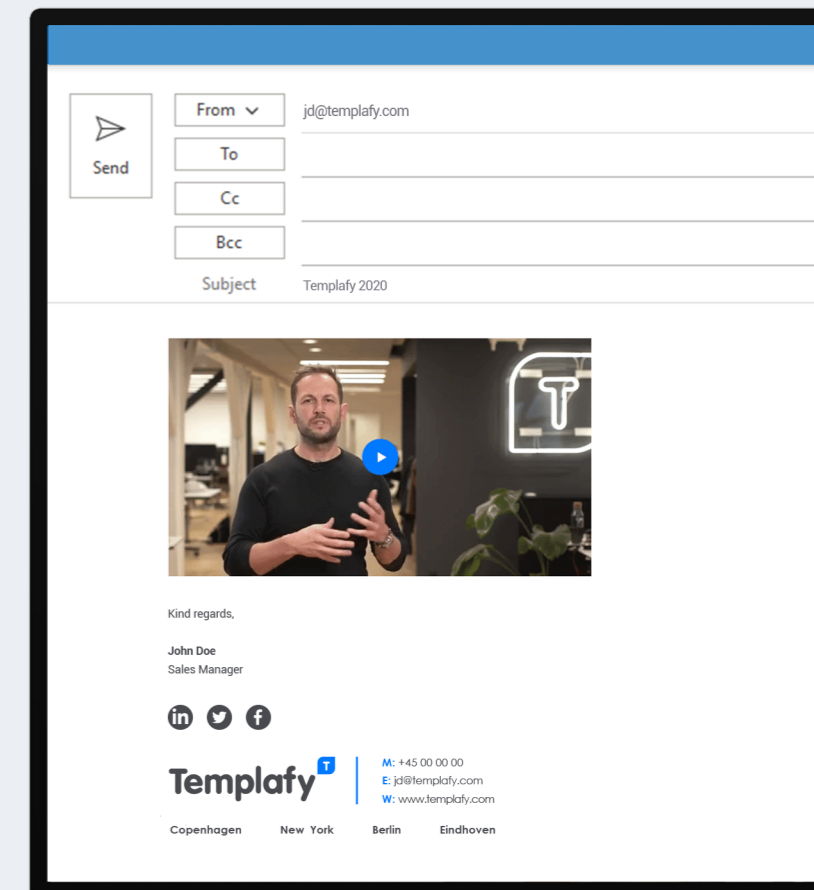
Brand associations are built overtly and covertly – they're recognized in the big things, such as posters, signs and adverts. But they also function on a smaller and more subtle level, where they're **created through the touchpoints of a brand** that are often forgotten about, such as customer interaction, email signatures, and documents.

Arguably, these more covert ways of building brand awareness are more important, as people are often unaware that they are consuming brand messaging. **Email signatures are a vital part of building brand awareness**, as they aid brand recognition.

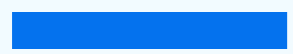
As brand visuals are designed specifically to **reflect the priorities and vision** of the organization, these messages are **implicitly conveyed** to email recipients through the signature.

Where an email signature is on-brand and complies with the organization's branding, it **automatically deepens brand associations**. This provides a **competitive edge** as consumers are aware of who your organization is and what they stand for.

However, the ability to increase brand associations in the minds of the hundreds of people who receive emails from your organization every single day is just the starting point of what email signatures can achieve.



04



# What are email signature marketing campaigns?

Email signature marketing

# What are email signature marketing campaigns?

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**Aside from branding potential, email signatures also have great marketing potential.**

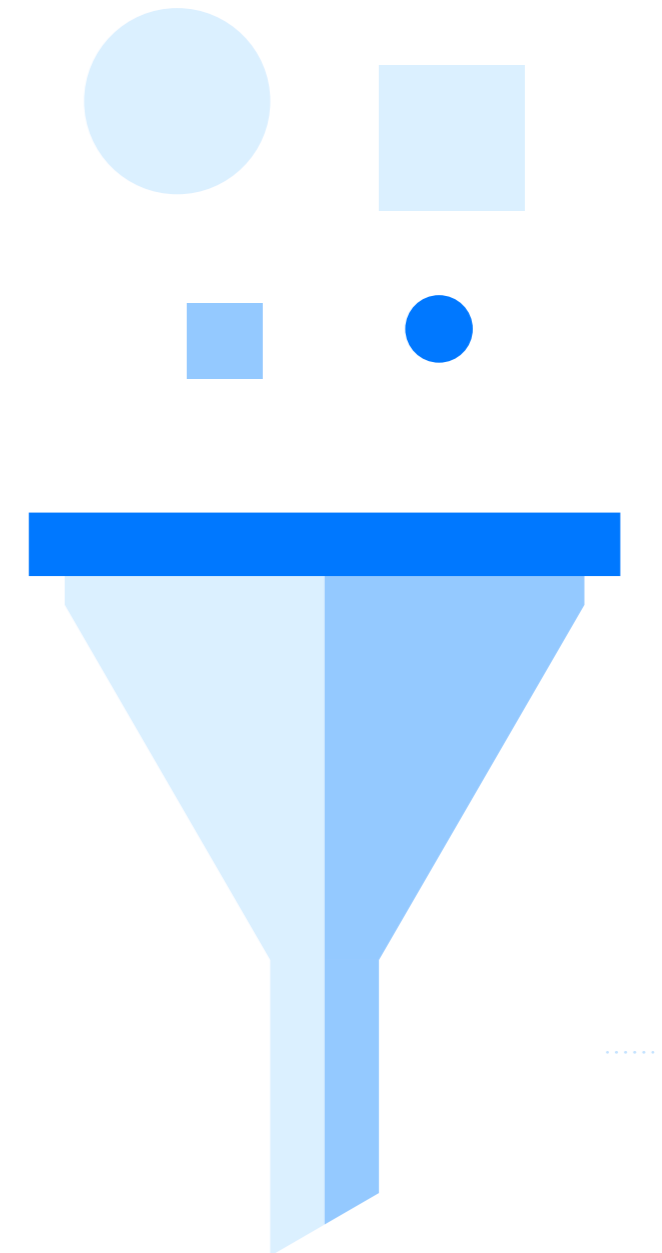
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As explained previously, a number of elements can be contained within an email signature, and these can be **optimized for marketing purposes**. For example, email signatures can include links to videos, promotional materials, or current offers. By doing this, the information is communicated to a **large volume of people** – many more than could be reached via other means.

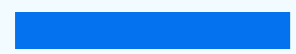
Email signatures also offer the ability to **promote content specific to the recipients**. Through filtered email signatures it's possible to, for example, send information about relevant new content pieces to some contacts, and information about promotions or special offers to others. **Ensuring the email signatures are targeted means that they are more likely to be effective**, as people are being offered only information that is relevant to them.

Email signatures can also be beneficial within organizations – particularly large enterprise organizations where there is less communication between departments. Through including new content or information about job openings in email signatures, this information is shared internally, meaning that departments can stay up to date with what is happening throughout the organization. This **promotes coherence across the organization and provides invaluable feedback**.

Using email signatures as marketing campaigns can be **highly valuable for your organization**, but it's understandable if you're skeptical about whether they have any real effect. That's why **we decided to test how well they really work**.



05



# Email signature campaigns: The evidence

Email signature marketing

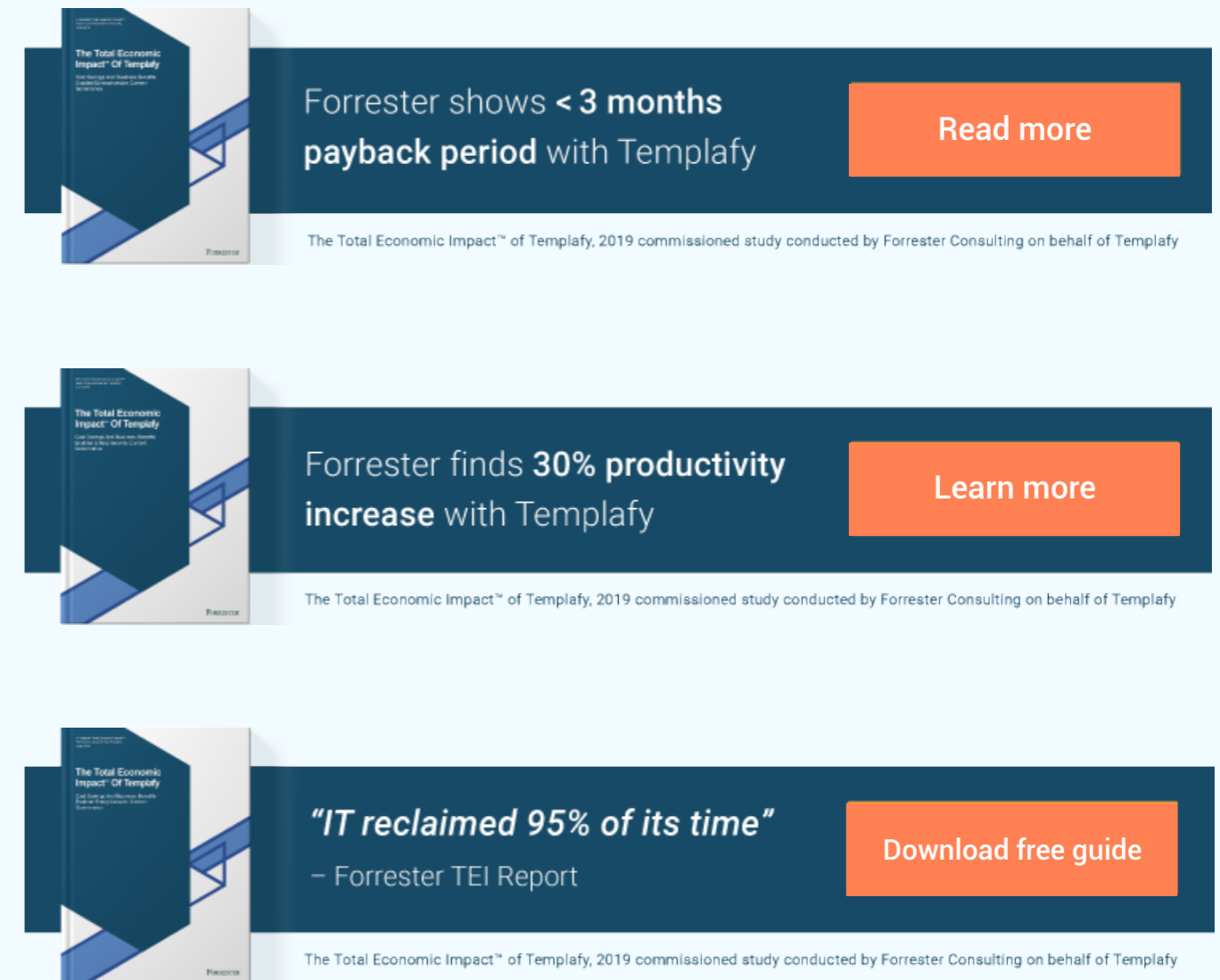
# Email signature marketing campaigns: the evidence

Here at Templafy, we decided to test whether email signature marketing campaigns are effective, in order to ensure that we're promoting correct information.

We used 3 groups from our own sales team to run a **split test with different email signature banners**. Each group contained between 5 and 9 people and tested a different email signature.

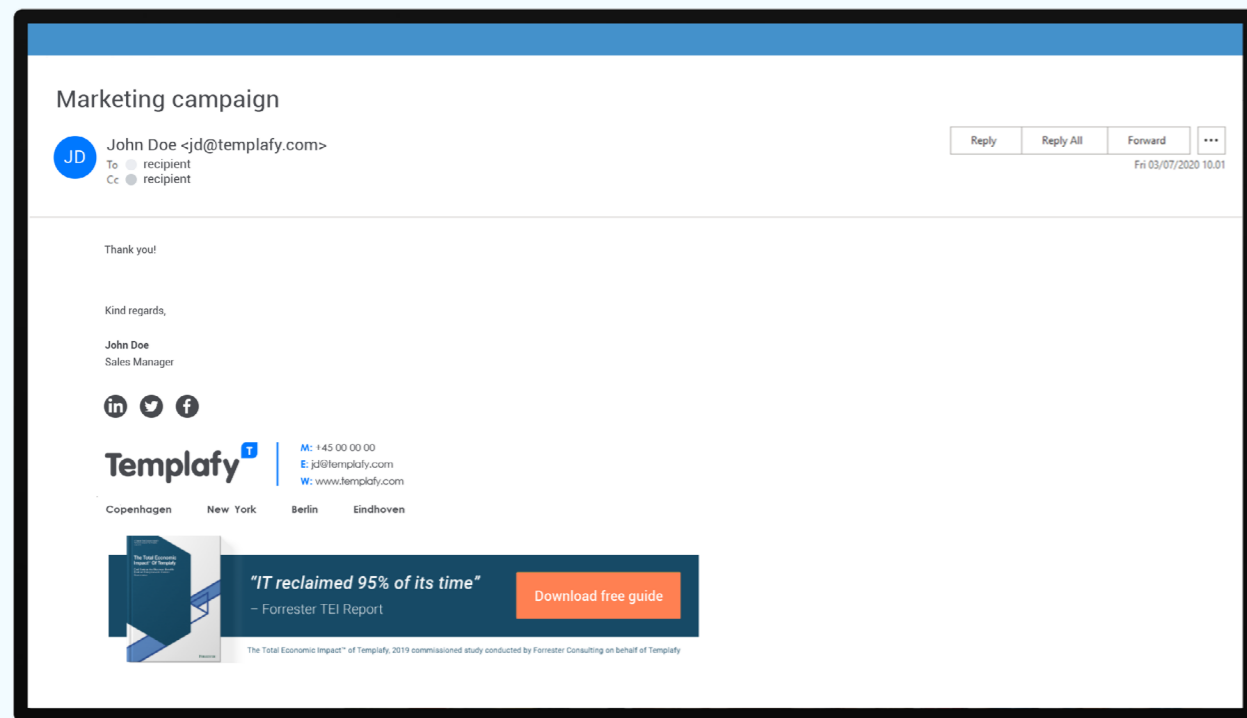
All 3 groups contained a link to the same piece of content – a TEI report by independent analyst Forrester – but **three different captions were displayed across the image**.

One stated 'Forrester shows < 3 months payback period with Templafy', the next was 'Forrester finds 30% productivity increase with Templafy' and the final used the quote "IT reclaimed 95% of its time". The CTA options were 'Read more', 'Learn more', and 'Download free guide' respectively.

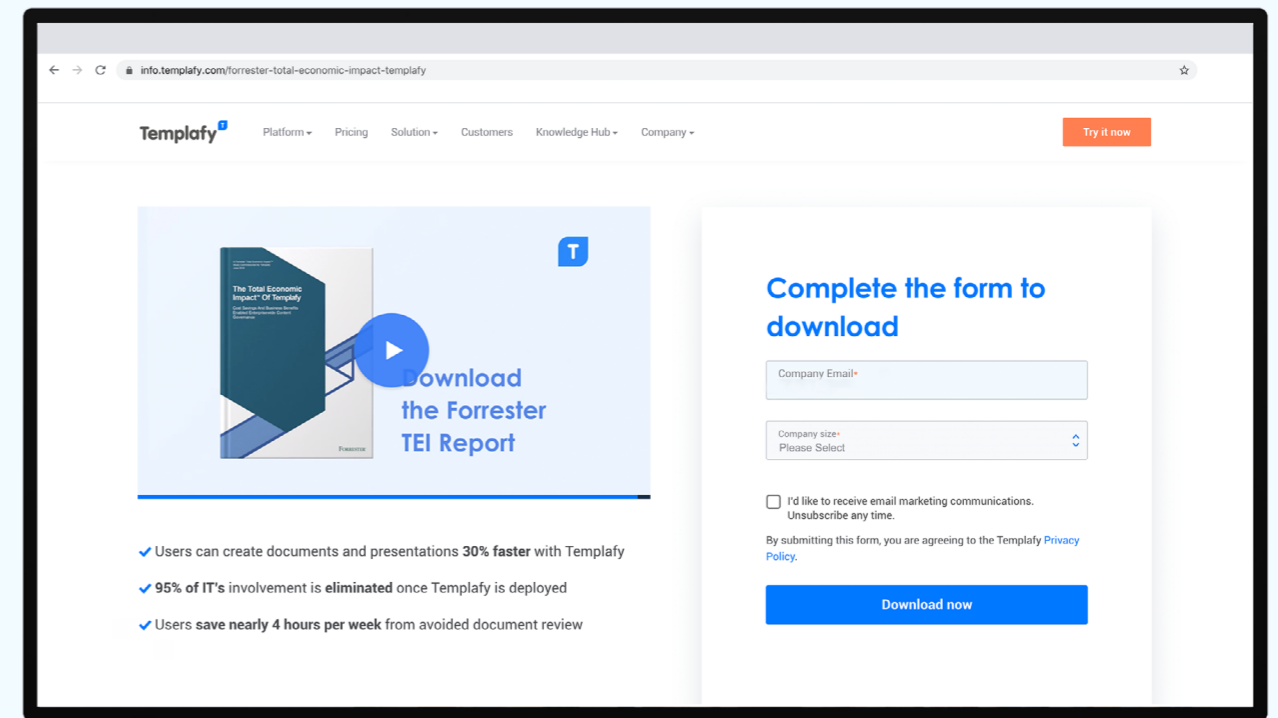




\*Example of an email signature marketing campaign banner (1) and the page (2) it leads to



1



2

# The result

The email signature campaigns ran for several weeks, and provided some telling results.

## 98 new users

### A combined total of 98 new users came from the campaigns

98 people who had never before accessed our website and had no prior knowledge of our product or brand chose to find out more as a direct result of the email signature.

## 2 min. spend

### An average of over 2 minutes was spent on the landing page

Session duration from an ad banner is normally around 30 seconds, but more time was spent by visitors from the email signature campaign, suggesting a high level of engagement and interest.

## High rates

### Email signature rates stayed high for the duration of the campaign

Our data showed a clear spike when the campaigns began, but this did not diminish over time, implying long term beneficial impacts.

## 222 sessions

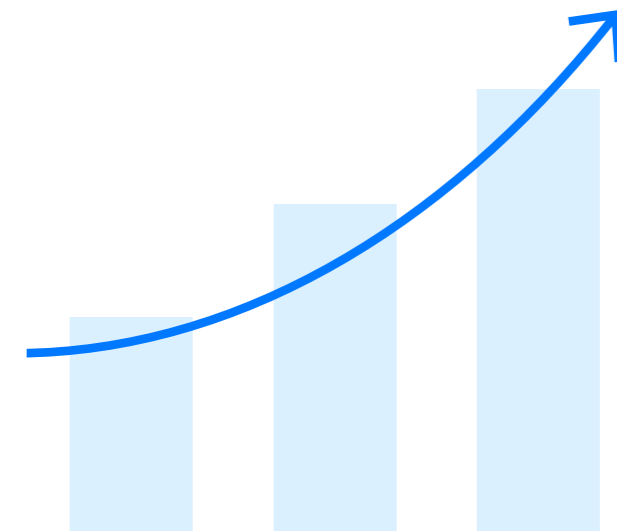
### A combined result of 222 website sessions

Recipients who visited our site were browsing rather than just visiting, emphasizing that interest was generated, and recipients wanted to find out more.

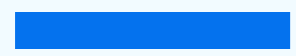
## 10/100 signed up

### 10/100 recipients converted and signed up for a demo on our site

Based on the assumption that those who received emails were already qualified, more qualified leads converted from email signature marketing, making it highly likely that it generated customers.



06



# Common email signature problems

Email signature marketing

# Common email signature problems

Although email signatures have strong potential for branding and marketing, they are often difficult to implement and manage. These difficulties must be acknowledged so organizations can make deliberate efforts to avoid them.

## Inconsistencies

First and foremost, brand managers often have no way of ensuring that employees will use the correct email signature. Often, email signatures can contain **outdated, off-brand information**, because updating them is a low priority task for busy employees.

Brand managers cannot guarantee correct up-to-date information is always included in employee email signatures, and this can **reflect negatively on the brand** as inconsistency weakens the brand image. Busy employees can copy and paste the email signature from colleagues, or use a signature affiliated with a different brand or office location if they are used to **working across offices or sub-brands**. This can be highly problematic.

## Governance

Governance is a way in which inconsistency errors can be removed, but often an email signature solution must be **controlled by IT teams** due to technological requirements. As IT teams have heavy workloads, it can **take a long time to update** email signatures, which is problematic when outdated elements are included.

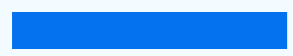
Similarly, where information in email signatures is **reliant on Active Directory** information, it can take some time for changes to be implemented, for example to reflect promotions or contact details. Again, this results in problematic outdated information, and can usually only reflect one office location and job title.

## Security

Where email signature software is used to avoid these difficulties, it can become a **security threat**. Email signature software often sends emails via a third-party server to attach the email signature to the message. However, this can raise security concerns as the email is **leaving the organization**, where it can be **open to interception**, and emails can contain highly sensitive information which must be protected.

It's important to be aware of these difficulties so that they can be addressed, and you can be sure that you are getting the most out of your email signature while avoiding these issues. Thankfully, some email signature solutions can avoid all these difficulties and still enhance your brand and marketing.

07



# Why email signature software is so important

Email signature marketing

# Why email signature software is so important

**Email signature software is the most effective way to obtain all the benefits email signatures have to offer, while simultaneously avoiding the downfalls and difficulties which can lessen the branding and marketing potential.**

Templafy's email signature manager is a solution which enables employees to make the most of their email signatures for maximum branding and marketing potential.

Templafy's **enterprise-designed email signature** combines all the benefits of an email signature with **maximum security** and **easy updates**. It allows organizations to effectively utilize email signature marketing and **grow their brand awareness**. It offers the following benefits.

## Templafy solution

### 1 Central governance

Through centrally controlled administration, email signatures don't rely on IT departments or the Active Directory alone for updates, meaning they can be easily managed across the organization. As multiple profiles can be set up, multiple email signatures can be used, so it's easy for employees to ensure they are using the correct signature for whichever office location or department they are working in.

### 2 Campaign management

Campaigns can be filtered to ensure that the correct emails have the corresponding campaigns attached, ensuring maximum potential. Tracking codes can also be added to signatures so recipient behavior can be better understood.

### 3 Security

Templafy's email signature solution does not go via third party servers, meaning it is controlled within the organization's own IT infrastructures, allowing no security risks as it does not leave the area it should be in.

### 4 Access

The signature works across Outlook, offline, mobile and Macs, meaning that regardless of where employees are working, they will be certain that their email signature is correctly added to all their correspondence.

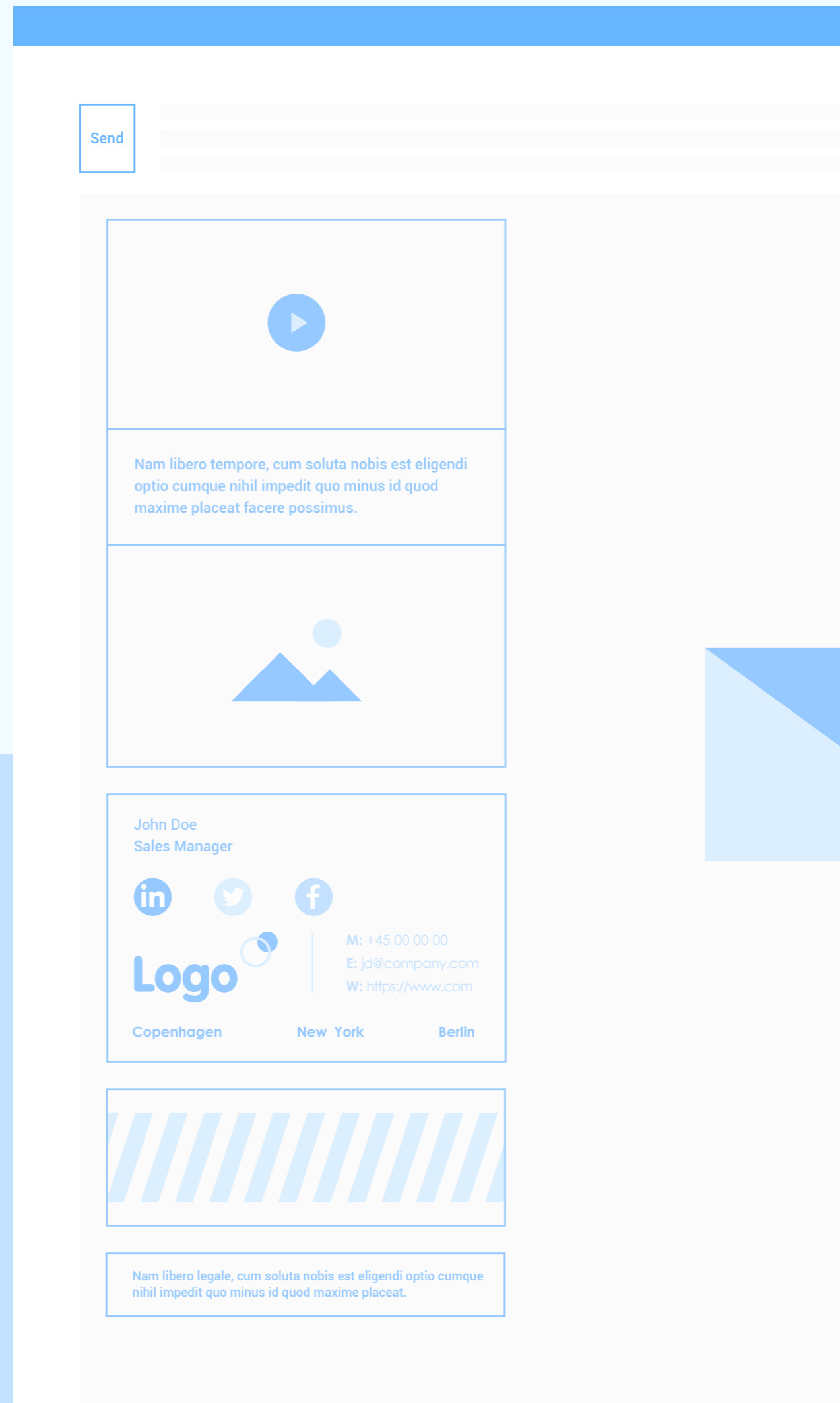
# Templafy solution

TOP CAMPAIGN

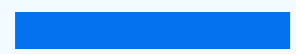
SIGNATURE

BOTTOM CAMPAIGN

DISCLAIMER



08



# Best practices for email signatures

Email signature marketing



# Best practices for email signatures

Regardless of which email signature software you are using, the following best practice tips help ensure your email signature is performing as well as possible.

## 1. Keep design simple:

An overcrowded email signature creates confusion, as recipients of the email don't know where to look or focus their attention. Although there may be a lot you wish to communicate, try and focus on just the most important elements in order to be effective.

## 2. Utilize icons:

Icons are a really clever way of getting more information into your email signature. For example, instead of your Twitter handle, you can just include the bird icon and ensure it links to your Twitter account. This allows you to provide more useful information while ensuring you don't overcrowd the space and have a messy looking signature.

## 3. Remember where emails are read:

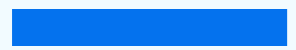
Different recipients will be using different email providers, and this can impact how an email is displayed. For example, Outlook and Gmail allow different formats and fonts, and html is interpreted differently by them. It's worth doing your research to see where the majority of your emails are opening to be sure that your signature is optimized for these providers.

## Keep it simple

**Test: A/B testing is a great way to ensure that you are on top of how your emails are performing and can understand what works and what doesn't. Testing helps you make sure you are utilizing emails in the best possible way, and can quickly change anything that doesn't work.**



09



# Conclusion

Email signature marketing

# Conclusion

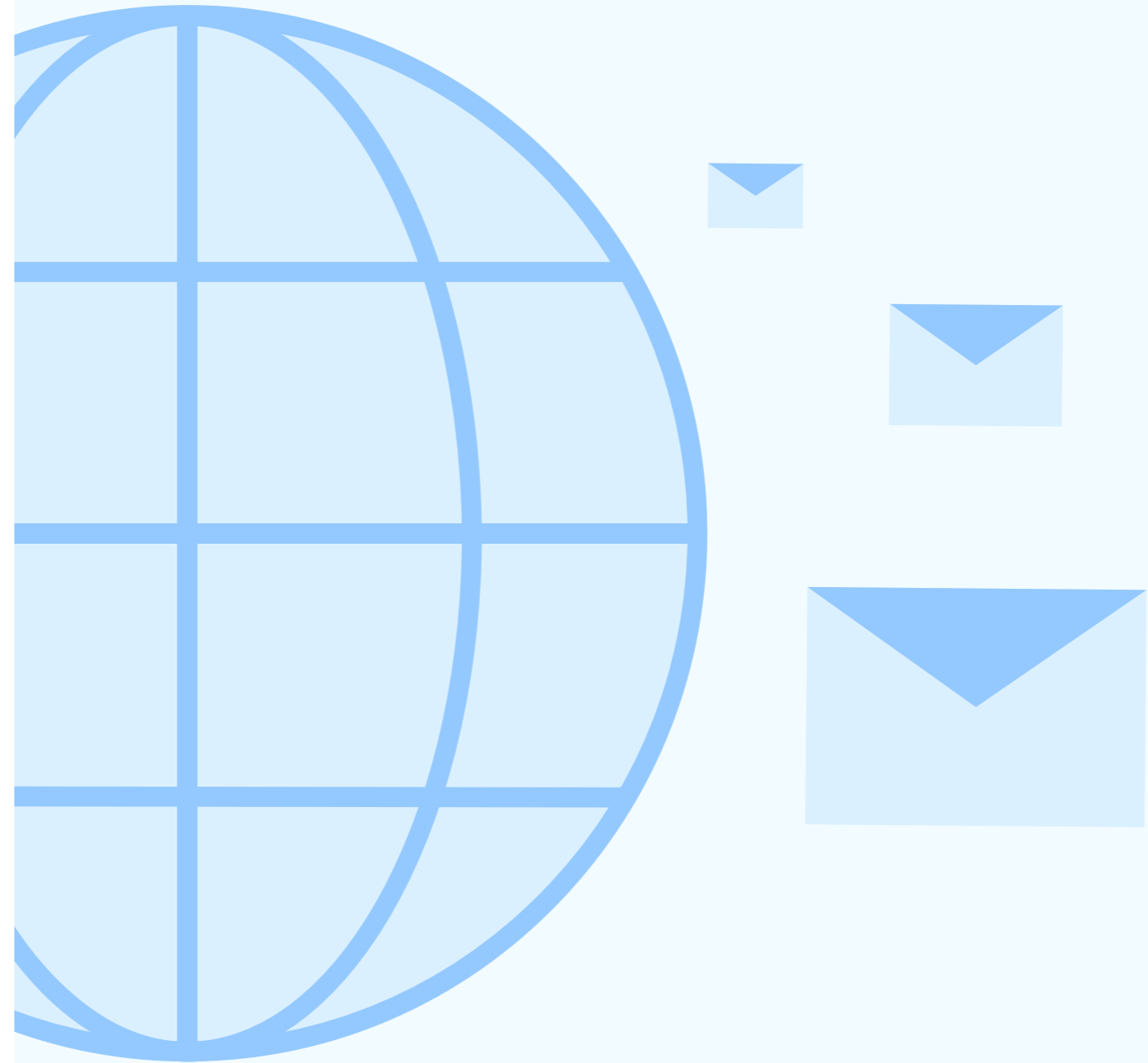
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**This guide has explained the many benefits that an email signature offers, and how utilizing email signatures effectively can empower your organization.**

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The knowledge of exactly how email signatures can **improve your brand** and be used as a simple but **effective marketing device** allows you to understand how to get the most out of them. In a world where **emails are everyday communication** forms, it's important to **make the most of them** and use them to help fulfil your brand and marketing goals.

Through harnessing the potential of email signatures, your brand will quickly become more recognizable, and **you can guide email recipients to the content** which they will benefit from most. **Make the most of every brand touchpoint** you have and enhance the success of your organization by designing and using your email signatures for **maximum impact**.



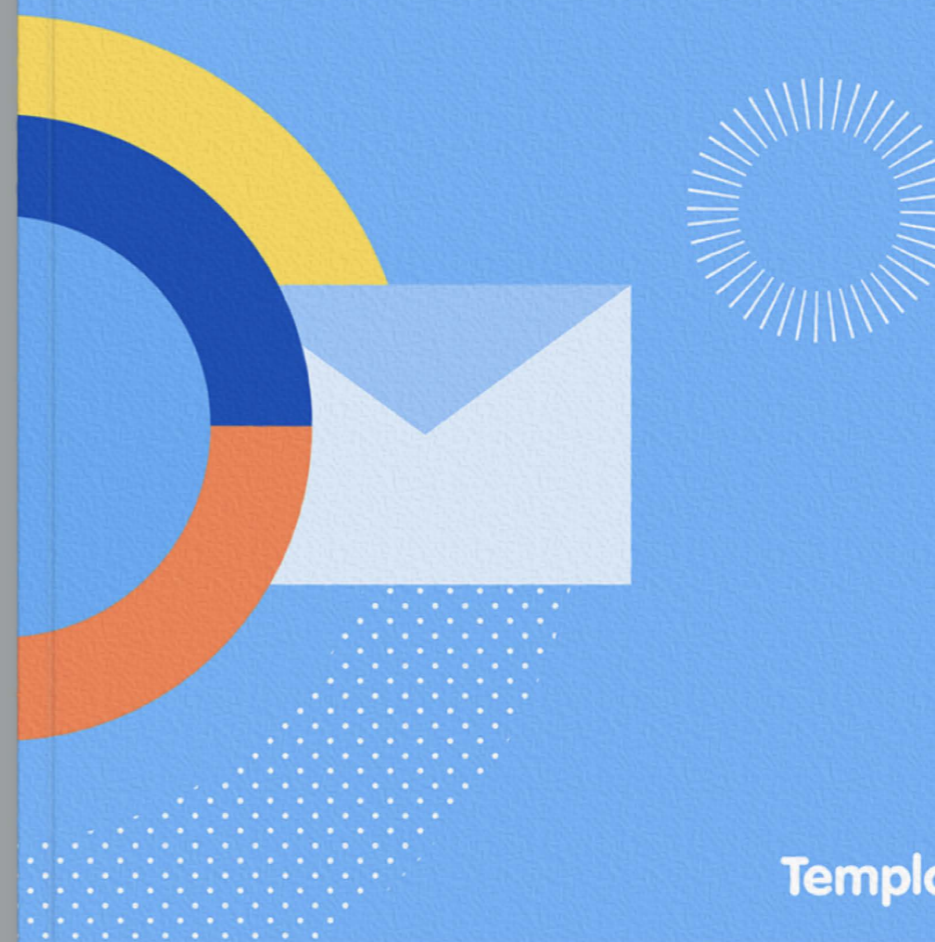
Find out  
more

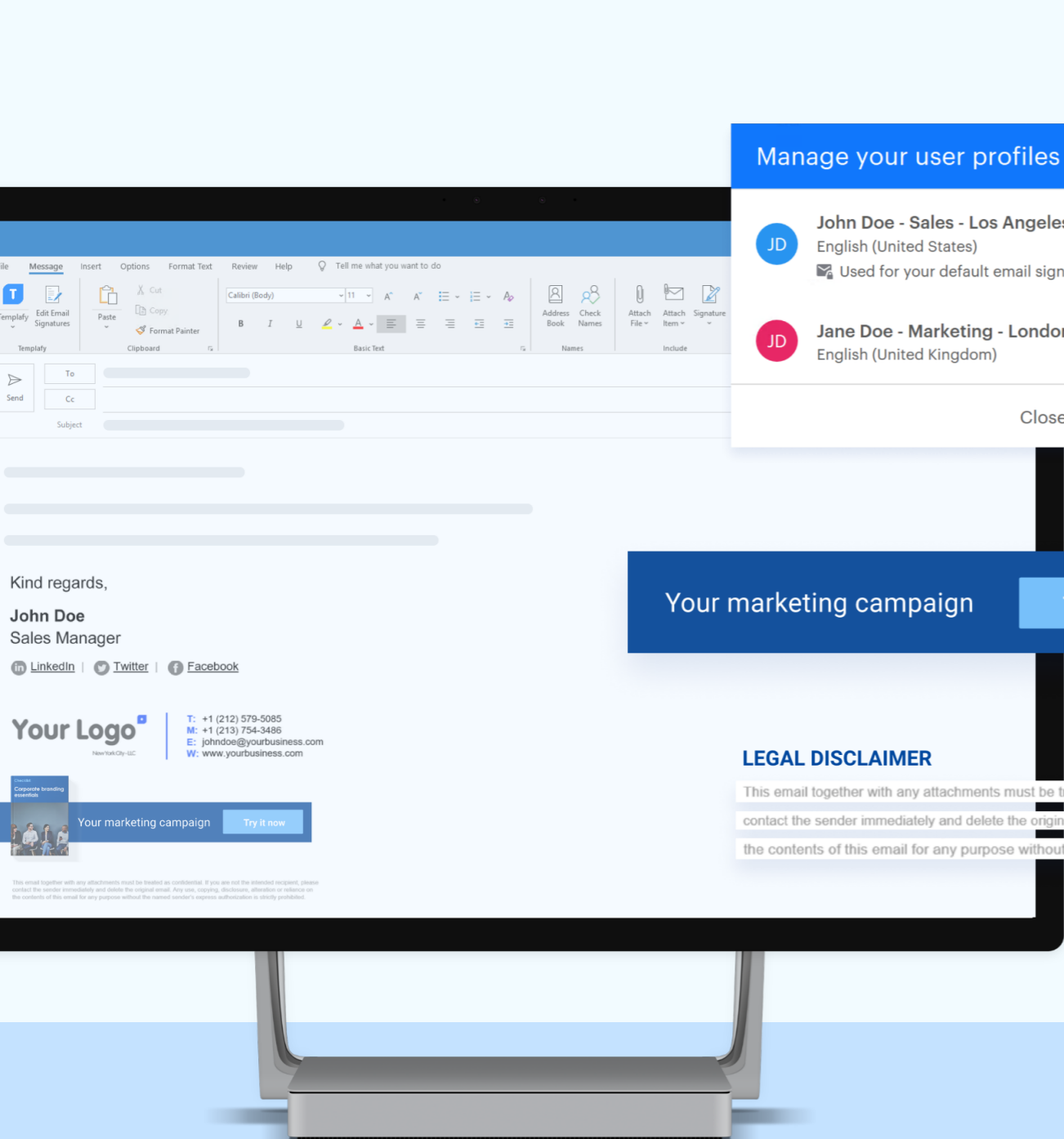
Guide for IT Specialists

FOR IT-DEPARTMENTS

# Managing email signatures

Enterprise email signatures that are secure and easy to implement





**Manage your user profiles** +

- John Doe - Sales - Los Angeles**  
English (United States)  
✉ Used for your default email signature
- Jane Doe - Marketing - London**  
English (United Kingdom)

Close

Your marketing campaign [Try it now](#)



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