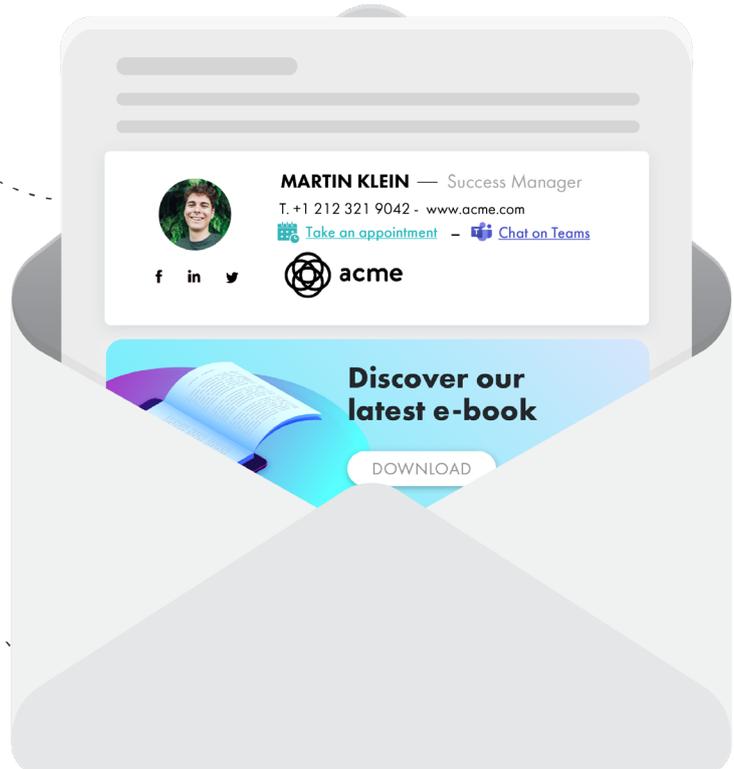


The ultimate guide to

Increase your marketing results with email signatures.

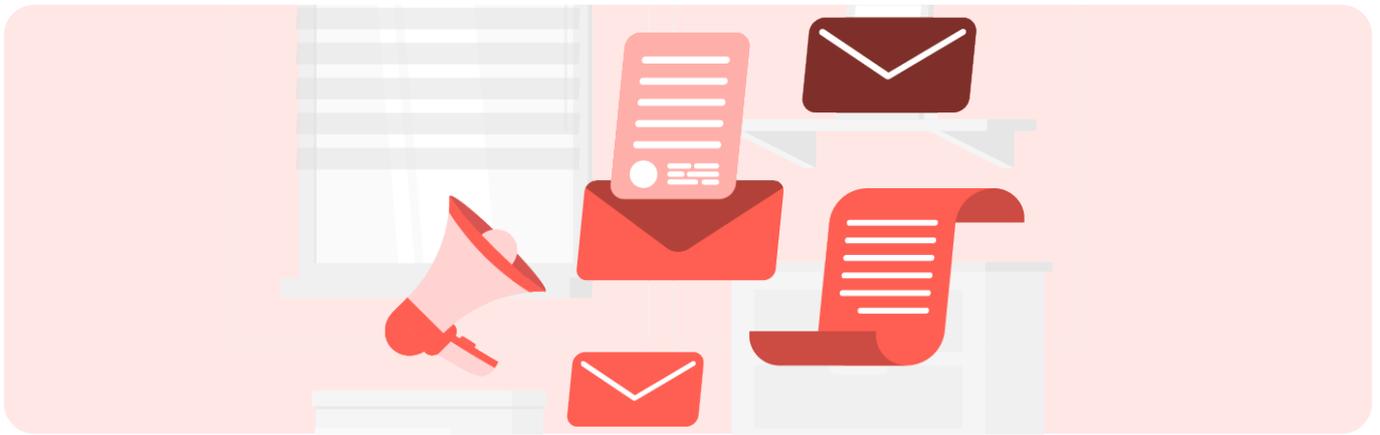
Everyone sends and receives emails – now is the time to take advantage of this simple but effective communication tool.

Let's discover how, with this guide.



Letsignit

Get the most out of your email signatures.



Do you know how many emails go out from your organization each month?

Are you aware each of these emails is an opportunity to brand and market your company in a non-invasive way?

On average, an employee sends about 30 emails each workday. For an organization of 100 employees, that's about 3,000 emails going out every workday. That's a lot of communication that can make a good impression and market your brand without having to increase your advertising budget.

Email has consistently been a reliable one-on-one communication tool and will continue to be so for years to come. **Despite the advent of social media, email remains a popular channel for individuals, brands, and employees simply because it works and is still highly relevant!**

Inside this comprehensive and in-depth guide:

You'll discover how email signatures can strengthen your brand and enhance your marketing efforts.

You'll learn about email signature marketing and what you stand to gain by including this highly underrated but powerful tool in your marketing mix.

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Definitions

Before we dive into the benefits and examples of email signature campaigns, let's start with the definitions of email signature and signature marketing.

What are Email Signatures?

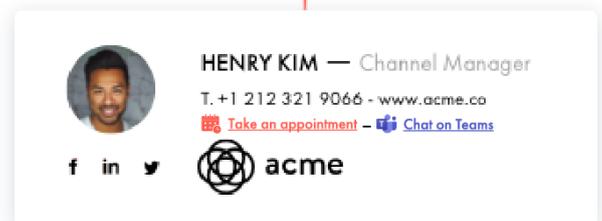
An email signature is a combination of text and/or images at the end of your emails with your personal contact information and company information.

It is one of the most important tools in communicating with potential and existing customers. You can use eye-catching and interactive designs to give your recipients a way to directly contact you without fail.

Like a logo or tagline, an email signature is integral to your branding.



Letsignit

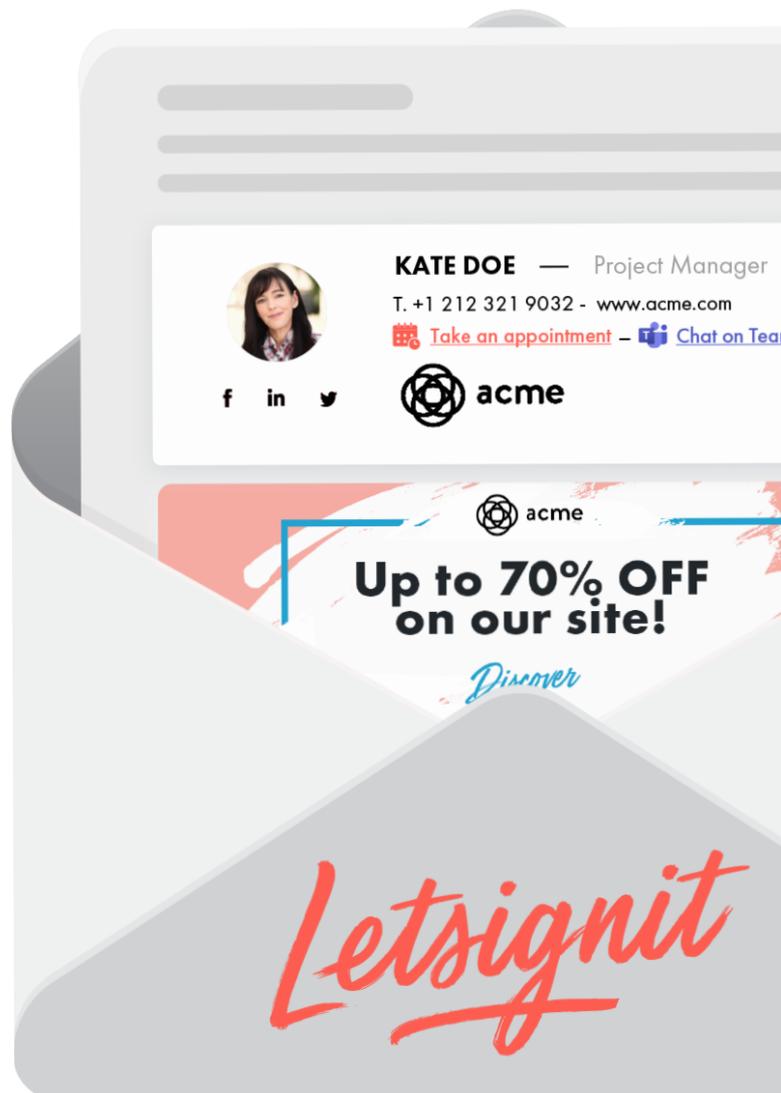


0 What is email 1. signature marketing?

Email signature marketing (ESM), also referred to as email signature advertising, is the practice of utilizing email signatures for strategic messaging instead of just a sign-off for your name.

It helps brands maximize each email and turn corporate email sign-off into an effective lead generation tool.

It's typically not a highly utilized space, but ESM allows marketing, sales and communication teams to encourage readers to respond by contacting them directly, scheduling a meeting or subscribing to their promotional list.



01. What is **email signature marketing**?

Email signature marketing is an ingenious way to connected with your customers and ensure they get the information they need from you. **Think of email signatures as digital business cards. This is something that has seen very little advancement but can be updated with a new design and information to make it a medium for brand promotions or marketing!**

But email signatures are not just business cards for the digital age. They can also be a reliable and valuable communications channel. It all boils down to how you can use them effectively to achieve your goals.

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[Chat on Teams](#) [Make an appointment](#)

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0 2. Email signature trends and statistics.

Have you've ever doubted if direct emails are still a worthwhile marketing strategy?

A quick overview of email signature marketing will soon prove that IT IS.

Here are a few email marketing stat to drive this home:

**4.3 billion
by 2023**

The number of global email users is estimated to be [4.3 billion](#) by 2023. That's over half of the world population.

**5 billion
by 2024**

The same study by Statista revealed that **the number of email users will grow to [about 5 billion by 2024](#).**

32%

The [Hubspot State of Marketing reported](#) 23% of brands have experimented with different interactive elements in email, while an additional **32%** are planning on trying it soon.

**306
billion**

Over [306 billion email messages](#) are sent and received every day.

**128.8
billion**

According to a 2015 Radicati survey, about [128.8 billion business emails](#) are sent each day globally.

02. Email signature **trends and statistics.**

**376.4 billion
by 2025**

Statista also projected that **daily emails will reach [376.4 billion by 2025.](#)**

**7 of 10
users**

According to Marketing Charts, about **[7 out of every ten US email users](#)** prefer that brands reach out to them by email.

#1

Email remains the top communication preference for users in the United States.

+

It is the most personal medium and access you can ever have to build brand loyalty and engagement.

3X

There are **3 times more personal email accounts** than both Facebook and Twitter social media profiles combined.

6X

You are **6 times more likely to get a click-through from email than on Twitter.**

03. Why should you take control of your email signature marketing?

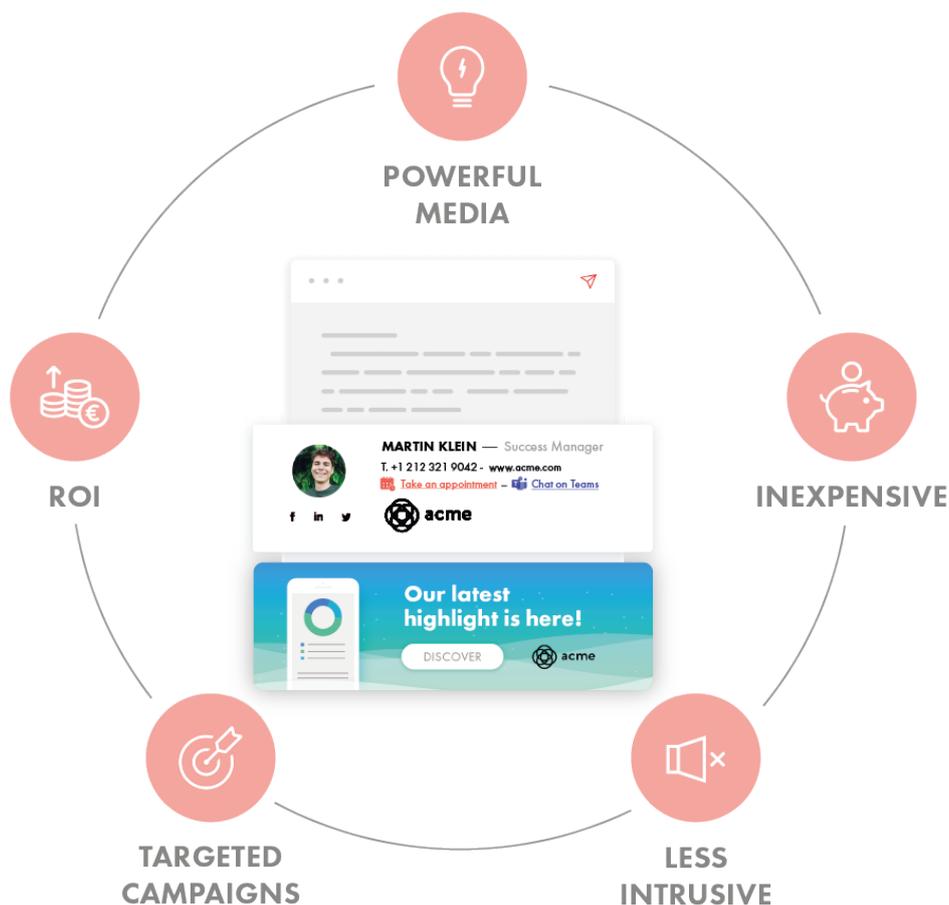
In today's interconnected digital world, a corporate email signature is a feature most people don't pay much attention to because they fail to realize how powerful and valuable it can be in making their company stand out.

The email signature is an indispensable element of the marketing stack.

Managed in an automated and centralized way, email signatures can be a non-intrusive, inexpensive, and ultra-personalized communication channel.

Email signature marketing is one of the least tapped branding and lead generation tools at a company's disposal.

In this era of information overload from social media networks to news media, you can break through the noise of the inbox by putting your email signatures to work with targeted marketing campaigns.



Thanks to the capabilities of marketing email signature, any company can accomplish their specific goals.



Deliver your brand consistently every time.

Company branding should be consistent across every email and device. **There is no better way to build credibility and trust.**



Drive additional marketing engagement.

You can add banners to promote news, events, or new content to drive more engagement.



Leverage centralized email signature solutions.

Centrally manage email signatures wherever you are. **Easily design and manage email signature updates in a few clicks.**



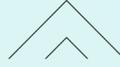
Create exceptional email signatures.

By employing effective email signatures on all your outgoing corporate emails, you harness the power of a great marketing channel. **It's targeted, valued, trusted, high volume, and continuous.**

03. Why should you **take control of your email signature marketing?**



Brian Weir
Vice President
Information Technology



allied global marketing

Letsignit is elegant, simple & powerful!
**I can design very professional signatures even if
I am not a designer.**



[Discover the Success Story](#)



Design personalized email signatures.

If you're looking for something interesting to add to your signature, you can customize it with your name, phone number, and any other personal information that makes you and your brand memorable. **These simple additions lend professionalism to every interaction and help establish trust in the minds of your correspondents.**



Target specific people.

Each team in your company – marketing, sales, HR
– can use a specific message to reach their contacts at the right time – when they are already reading an email.



Ensure brand compliance.

Just as you brand all your other communications consistently, **apply the same care to your emails and brand them using your signature.**

0 4. How can email signature marketing be an effective marketing tool?

Email signatures have proven to be an effective tool over the decades because they work and reach many people irrespective of location and time. You can easily improve your branding and marketing with ESM once you learn how to use it effectively.

Email signatures happen to be the most underrated communication tool in today's business world.

That corporate sign-off or block of text accompanying every email sent from (and within) your organization reaches a diverse range of stakeholders.

Did you know that ESM can help you optimize your brand, increase your visibility, and provide proven marketing success over time? **Everyone sends and receives emails – now is the time to take advantage of this simple but effective communication tool.**

+ 128.8 billion business emails are sent every day across the globe.

This implies an employee receives at least 77 emails per day and sends an average of 30 emails per day.

That's how powerful a mere email is in the hand of individuals, employees, and management.



04. How can email signature marketing be an effective marketing tool?

Let's break it down even further. If your company has 20 employees, about 600 emails go out each day and 3,000 each week. Sales, HR, operations – everyone has a chance to promote your brand and message.

For an enterprise with 10,000 employees, that's a whopping 1.5 million chances to market your business every single week, or 6 million+ opportunities to gain more brand visibility each month.

Failure to harness ESM as part of your marketing toolkit means you lose thousands – or millions – of prospects every month.

Since the numbers add up with each new employee, organizations need to start paying attention to email signatures as part of their marketing funnel.

Ask for your customized ROI calculator results to see how it can work for you.

[Send a request](#)



10,000
employees



30 emails
sent



300,000
opportunities of
brand visibilities
each month

0
5.

Common examples of email signature campaigns.

Your email signature should contain more than just a name and contact information if you want to effectively utilize it to [advance your marketing campaigns](#). It's a simple and non-intrusive way to promote your brand and message to the right audience.

Here are a few ways you can turn an ordinary email signature into an effective marketing tool.

Build credibility and trust.

Use your signature to introduce yourself, who you are, where you are, how to get in touch, and what you do.

Get your contact details right.

This one's a no-brainer. Ensure that the contact details you give out in your email signatures are up to date and correct.

Include links or CTA.

Enable your recipients to schedule meetings and demos through a dedicated calendar link on your email signature.

Add campaign banners.

Include signature banners in your emails to support your campaigns and promote products and services.

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 [Take an appointment](#) - [Chat on Te](#)

acme

Up to 70% OFF
on our site!
Discover

This email and any files transmitted with it are confidential and intended for the use of the individual or entity to whom they are addressed. If you have received this email in error, please notify the system manager.

05. Common examples of [email signature campaigns](#).

Collect customer feedback.

Email signatures are a great place to gain customer insight quickly by using 1-click feedback buttons.

Make your email signatures do more.

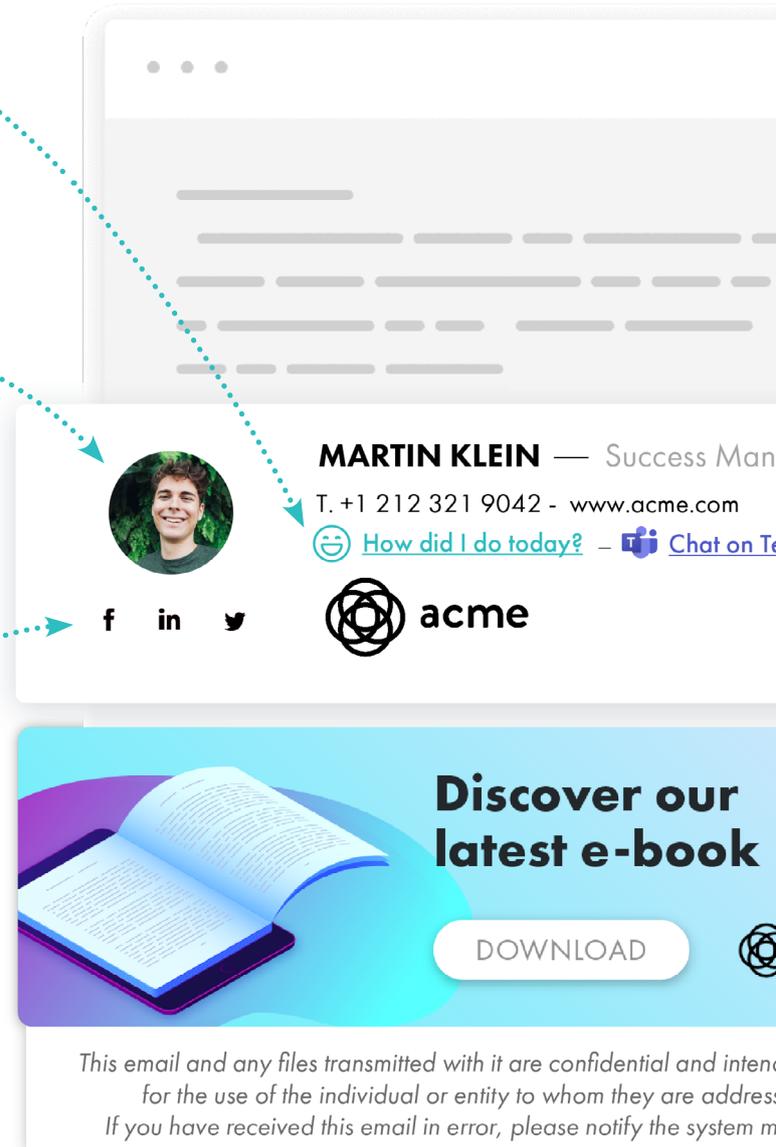
Add centrally managed user photos to make your email signatures come alive. You can also auto-populate user contact details from your directory—including full name, phone number, and company URL.

Use it as an opportunity to socialize.

Use email signatures to promote your social presence and your latest content.

Use a disclaimer to stay compliant.

Make sure your email is legal. Use the right disclaimers for your location and industry.



0 6. Why use email signatures for marketing?

An email signature is a potent marketing tool for your brand to use corporate sign-offs to increase brand visibility, drive traffic, and generate leads.

ESM is not new, but many brands highly underestimate it.

Harness this modern tool to maintain your competitive edge and avoid falling behind in your industry.

Here are a few reasons you should leverage email signature for your brand marketing:

Accessible and Easy to Use.

Email signatures are easy to use, easily accessible, and highly effective for brands and individuals to get their messages out to a targeted audience.

Easy to set up and affordable.

Include an email signature in your marketing mix because it costs next to nothing to set up.

Highly profitable for lead generation.

While it is true you've put many other marketing methods in motion to generate constant leads and sales for you, **email signature provides an excellent avenue for you to attract more visibility to your business. It works and is profitable.**



Carole Benichou
Director of the Microsoft
Office 365 division



Letsignit is a simple yet powerful tool that can be used both internally and externally. It can also be used as a low-cost acquisition channel.



Non-invasive branding tool.

It can also serve as a constant way of putting your brand out there without being "salesy". **A survey by Media Post showed that 62% of businesses already embrace ESM.**

Personalized and targeted messages.

ESM makes it possible to use personalized, targeted, and non-intrusive banners to promote your brand, services, and products.

Strictly confidential and wholly-owned.

Social media is good, but most of what you do on social media is regulated by the platform. This is not so with email and ESM. **You are in control of your message and branding, with endless opportunities to connect to your audience.**

Measurable to meet your KPIs.

It provides an excellent way for you to measure the performance of your external and internal communications. You can measure email signature impressions, clicks, and click-through rate (CTR).

07. Benefits of email signature marketing for brands.

The email has long been a go-to communication tool for businesses of all sizes and will continue to be so in future years.

Including a customized signature in your marketing mix may seem like a simple addition, but it comes with enormous business benefits.

Here are 12 exciting benefits of ESM for brands and marketers:

01. Increase brand awareness and visibility.

1. ESM allow you to make the most out of every outgoing email. [Your employees send out hundreds of emails each day.](#) Adding branded signatures is a great avenue to drive more visibility, traffic, and sales.

03. Drive traffic and generate more leads.

3. Email signatures can do wonders for **your brand when driving traffic and getting new leads to your business.**

02. Increased ROI and revenue.

2. Investing in professional email signatures can also translate to an incredible [ROI and more revenue for your business.](#)

04. Make your brand memorable.

4. It is a powerful way to convey professionalism and increase your brand recognition.

0
5. **Connect with recipients at a personal level.**

ESM offers you the opportunity to stand out from the crowd. While many companies rely on a mass email campaign to get more leads to their business, **ESM offers a non-invasive way to reach more people right in their inbox.**

0
6. **Leverage the modern-day business card.**

Your email signature is the digital version of a business card. It gives you a unique chance to promote your brand to both cold and warm audience without handling regular cards. It introduces your company to your recipients and shows how people can reach you.



Solène Rossignol | 
Responsible Communication de Pickup

*The main challenge was to communicate this change of visual identity to a wide variety of targets. **We had to get each of our audiences to adhere to this new identity, because they are also the ones who who make our brand shine on a daily basis.***

We consider email signatures as an external communication channel in their own right. It was therefore normal to integrate the update of our signatures and banners as a step of this project. **We could easily rework our signature from the Letsignit editor.** All we had to do was change the logo, the color, the size and the layout of the different elements, **so that the rendering would match our new graphic codes.**



07. Benefits of email signature marketing for brands.

07. Establish your credibility and value.

Another beauty of email signature is that it establishes the credibility of your brand and increases the perceived value of your business.

08. Promote offers and upcoming events.

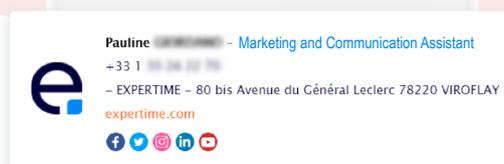
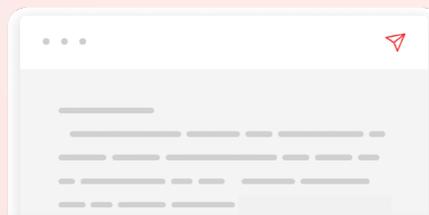
You can keep your email signature as simple as possible by featuring only your name, business logo, and contact. You can also promote new offers or upcoming events to your audience. **Your email signatures allow you to keep your recipients adequately informed and let your prospects know what to do next.**



Leila Nigou | **Expertime**
Marketing Manager | Digital Success Partner

We communicate about our webinars, our events, our workshops with partners, our white papers, (...) our latest news.

Whenever we have a topic we want to communicate about, we know that there will automatically be a banner deployed in our email signatures to amplify our campaigns.



09. Increased CTR and response rate.

One-on-one email communication still remains essential over the years. **And the reason for that is not far-fetched: it yields optimal results gets a higher delivery rate, CTR, and response rate.**

10. Consistent branding and marketing messages

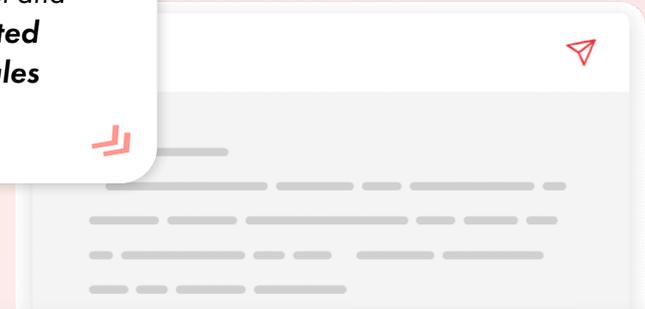
Thanks to ESM tools, you can easily create customized email signatures to promote your brand's values and ensure consistency across the board.



Damien Matry
Information Systems Manager



Since implementing Letsignit at IZIPIZI, each employee has the same email signature model and our campaigns are automatically updated as soon as our graphic designer schedules a new campaign on the platform.



Information Systems Manager
T. 01 87
64-66 rue des archives - WeWork Coeur Marais
75003 Paris



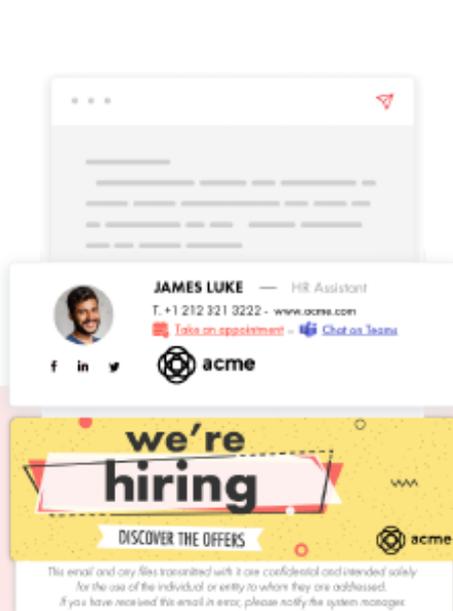
07. Benefits of email signature marketing for brands.

1. Improve communication among employees.

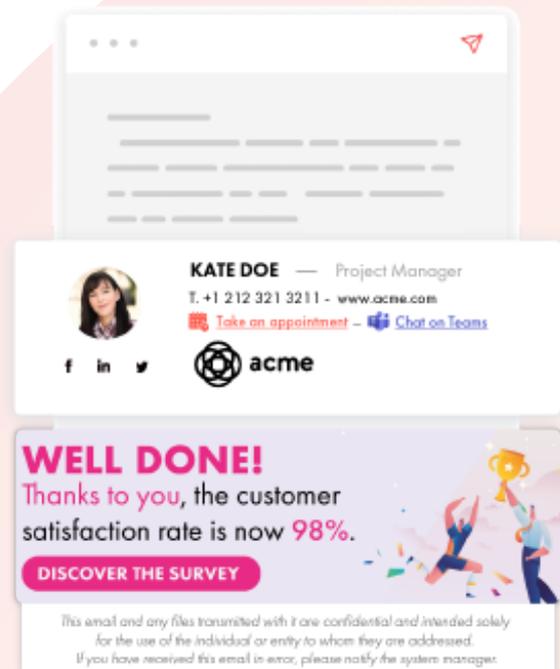
1. Adding ESM makes internal communication more formal, consistent, and extremely powerful. It is a unique but excellent solution to standardize employee internal email communications. It also opens up many opportunities for personalization among the employees and management.

1. Boost engagement with corporate sign-off.

2. Utilize the email signature to customize your email closing. This way, you can boost employee engagement, advertise new roles, share internal surveys or suggestion boxes, and distribute specific banners internally.



Email sent to an external recipient



Email sent to an internal recipient

Discover all the benefits
by yourself.

Discover

0
8.

10 Dos and Don'ts of email marketing signatures.



Do use it a consistent corporate sign-off.

Every business signs off their emails one way or another. **As a brand that wants to stand out in the marketplace, your email signature should consistently and clearly communicate your brand values.**



Don't use it as a mere decoration.

Email signatures are more than a text block to decorate your internal and external email messages. **It is a veritable tool to increase awareness about your brand and communicate your important messages.**



Adam Brooks, Administrator acme

www.acme.co



— Anna



HAILEY Ryan
Marketing project manager
125 buckingam
London UK



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Do make use of a professional headshot.

A professional headshot goes a long way in leaving a long-lasting impression in the mind of your recipients. Dress to impress, and look directly into the camera. It makes it easy to remember you and your message.



Don't use multiple fonts and colors.

Only use the fonts and colors that are consistent with your corporate brand. **Your email signature should positively represent your brand and what you stand for.**



Do include alternate means of reaching you.

Your signature should provide alternate ways of reaching you such as social media or your calendar schedule link. **You can include a phone number or other ways through which clients can contact you.** Doing this helps build the confidence of your customers.



Don't clutter with too much details.

You'll get the best from signature marketing when you keep it simple. Include only what is essential and relevant to your audience. Less is best. The email signature is not a place to share a truckload of links that are not even useful to your audience.



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[How did I do today?](#) - [Chat on Teams](#)



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ANNA JEN — Administrative Manager

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acme



Do away with lengthy disclaimers.

It is a turnoff for many people when your email comes with a long-form disclaimer. **Instead, you can add a short disclaimer with a link for your recipient if they are inclined to read more.**



Don't use personal quotes.

Your email signature is the first chance you have to make the first good impression of your brand. **It is not a space to display unnecessary quotes. Instead, it is a great avenue to look more professional and communicate essential information.**



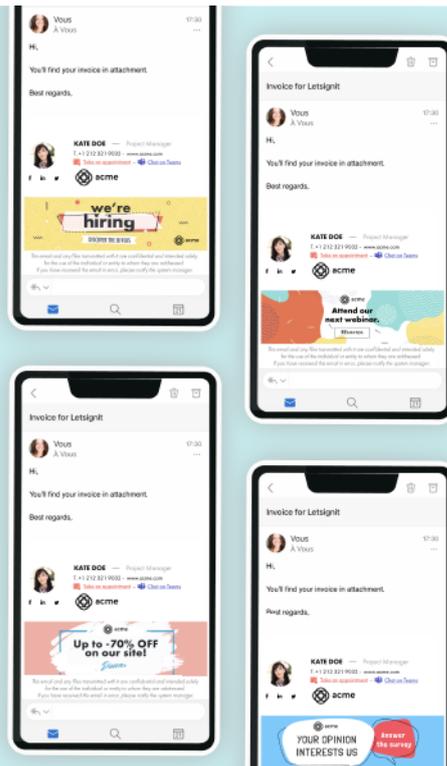
Do ensure your signature looks good on mobile.

Most people check their emails on mobile and smartphone devices. **Your brand signatures must appear neat and well laid out on mobile devices.** Remember that not all your audience will read their mails from PC.



Don't stick with only one signature.

An email signature is more than a place to share your contact information. Have a variety of signatures to choose from as the needs arise. You can switch to different signatures depending on your audience at any given time.



0 9. How does Letsignit email signature work?

Letsignit helps you turn your email signature into a powerful touchpoint for internal and external communication. Email is the number one business communication channel globally and should be the [pillar of your communication strategy](#).

Letsignit is a leader in email [signature marketing solutions](#) and a Microsoft Gold partner. We have developed innovative and useful solutions to help your marketing department:



Create demand and stay ahead of the competition by never missing a sales opportunity

Maximize brand awareness by turning each employee into an ambassador and standard-bearer

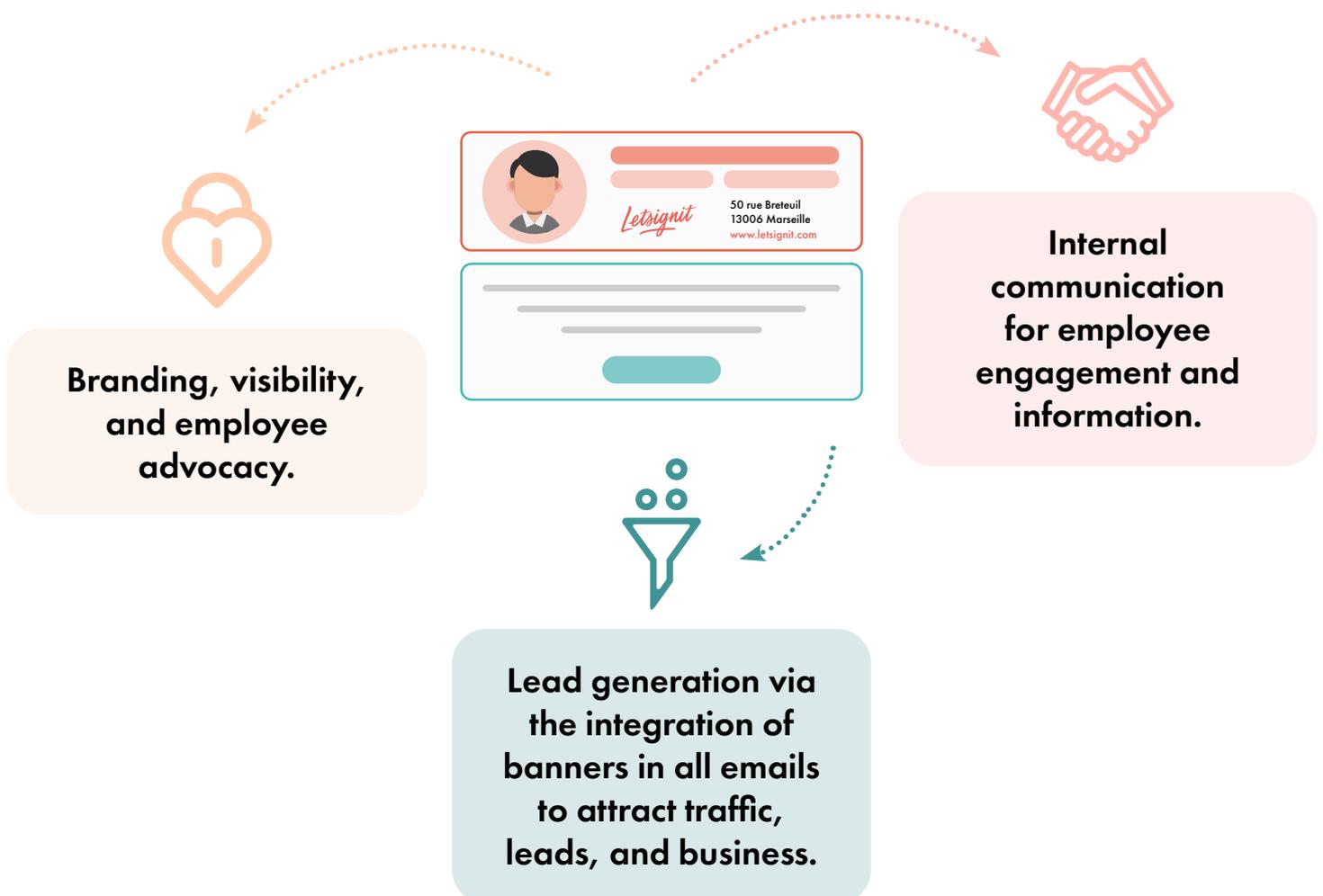


Unleash potential by improving employee engagement and aligning the organization with the company mission and strategy through better internal communication

09. How does Letsignit email signature work?

With the workforce dramatically changing in recent years, a professional email signature is a brilliant and unique way to stand out in the marketplace. **Letsignit email signature solutions for SMEs and enterprises are designed to make email signatures come alive and convert better.**

Use Letsignit signatures for:



Founded in 2013, [Letsignit](#) has recorded a growth rate of 65%. In 2017 alone, it grew by 70%, reaching more than 6,000 clients and 700,000 users.

We help businesses



Build personalized email signatures to implement their brand, manage emails, and spread their visibility online.



Keep their emails relevant, establish authority, and ensure their signature is easy to implement.



Automate email signatures creation in Microsoft 365 and Outlook.

Final thoughts.

Stop losing opportunities to promote your brand, generate leads, and engage with your employees. **Even though email signature may seem like long-age practice, it is still relevant to every business today!**

Email signatures have become the new and powerful B2B communication channel for brands.

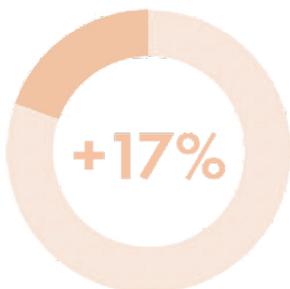
If you are yet to start harnessing the power of ESM as a brand or enterprise, it is high time you tapped the enormous benefits of corporate email signatures.

You lose nothing by including your signature in every outbound email. **Instead, you have the opportunity to strategically position your brand for better conversions and engagements.**

Take advantage of [Letsignit email signature tools](#) to promote your brand and message to your target audience, whose attention you've already captured.

Simple by design. Results that speak for themselves.

On average, our customers say their [Letsignit email signatures](#) have increased:



brand awareness
& visibility



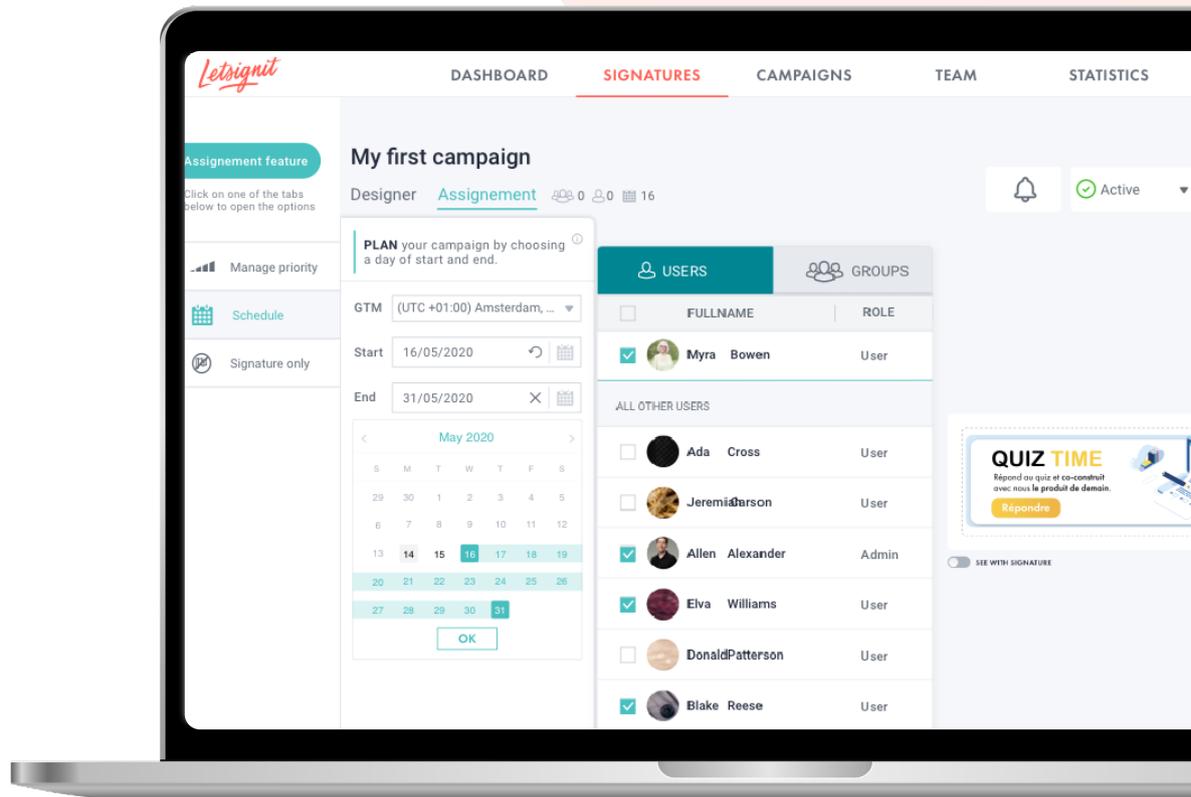
clicks, traffic or leads



employee information

*Average of responses to a customer survey of 750+ marketing decision makers of companies with 100+ employees (September 2021)

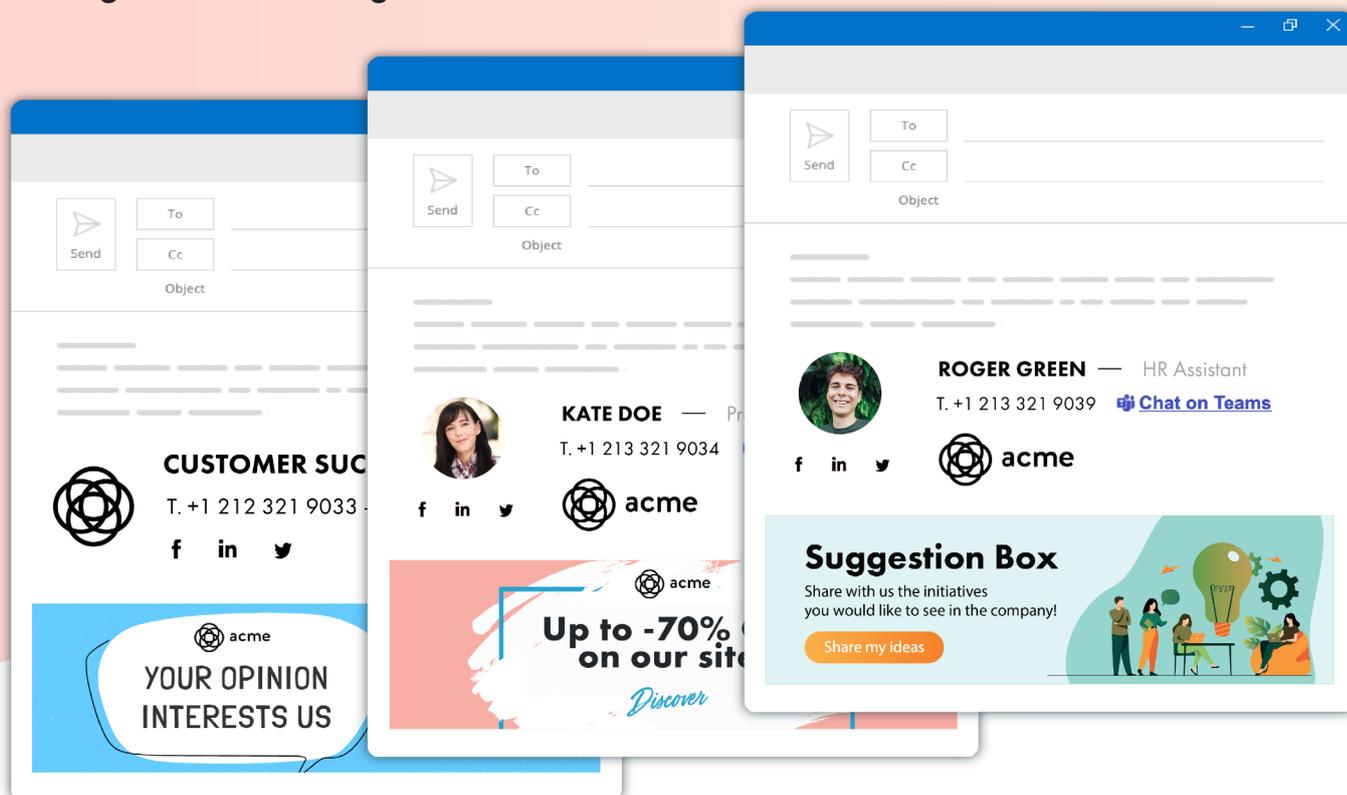
Want to know more?
*Find out more about
Letsignit and its features
on the next page!*



Get the most out of your email signatures.

Letsignit

Letsignit, the leading solution for creating, assigning and managing all of your employees' email signatures & add targeted marketing banners.



Centralize and automate email signature management with a simple but robust solution.

Hosted on



Certified for



Protect & strengthen your brand image.



Say goodbye to inconsistencies and mistakes in your email signatures. Each employee automatically benefits a signature in your brand's colors. Turn them into true ambassadors with on-brand, standardized templates.

Increase the visibility of your marketing campaigns.



Make the most of banners to broadcast your campaigns in a targeted, non-intrusive and cost-effective way. Special offers, e-books, recruitments, news... the possibilities are endless! Then track their performance to improve your messaging.

Enjoy a new internal communication channel.



Training, CSR initiatives, change management, suggestion boxes, surveys... Leverage specific campaigns internally and increase employee engagement!

01

Create your signatures with the simplest designer on the market.

Use templates or make your own with more precision thanks to our Drag & Drop Designer : no technical skills required!

02

Synchronize your user data in 3 clicks.

Thanks to the synchronization with your directory (Azure AD, or Azure local), all your users' information is automatically and securely pre-filled.

03

Deploy your signatures on all devices.

In a few clicks, your signatures are deployed on Outlook, Outlook Online, Gmail, Mac & mobile. **NEW:** with the [Letsignit Add-in for Outlook](#), deploy signatures directly from the [M365 admin center!](#)

BRANDING



Centralize, harmonize and deploy your signatures to all your employees.

- Advanced creation of signatures via the Drag & Drop Designer
- Multi-signature management & lighter signatures for replies/forwards
- Synchronization of user & groups data (Azure AD or local AD)
- Creation of partitioned spaces for multi-branch management
- Granular management of administrator roles
- Deploy signature to all devices



CAMPAIGNS



Your emails become a new communication channel.

BRANDING +

- Insertion and programming of banners in signatures
- Powerful analytics to measure campaign results
- Automatic adaptation according to the internal or external recipient

Supported & used by the greatest.

Microsoft Partner

Gold Cloud Platform



3,000 customers

1,000,000 users

98% of customer satisfaction



ALSTOM



Sorenson

LVMH

SUEZ

VINCI



bpifrance

STANLEY MARTIN

miro

Canderel

FARMERS NATIONAL BANK

FOOD52

Letsignit



Letsignit

Get the most out
of your email signatures.

france•tv
publicité

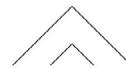
« The email signatures designed by Letsignit, easily and quickly customizable, becomes a wonderful territory of expression. »

brainsonic
THE ENGAGEMENT AGENCY

« For us the email signature is a channel in its own right, just like our social networks for example. It is therefore subject to a thoughtful planning with regards to our notoriety and business. Letsignit's scheduling feature allows us to orchestrate it in a fine and productive way. »

VINCI
CONSTRUCTION

« Both IT and communications teams will experience significantly increased productivity. **External communication will become more consistent, and therefore more powerful.** »



allied global marketing

« Letsignit is elegant, simple & powerful! I can design very professional signatures even if I am not a designer. »

Do you want to capitalize on your first channel of communication?
Try Letsignit for free and see for yourself how efficient and effective it is!

[Request your free trial](#)

marketing@letsignit.com