

4 reasons why email signatures are a marketer's secret weapon

Often understated, the email signature is an extremely effective and non-invasive way for you to engage with your customers.

As communication becomes increasingly digital, the email signature is an essential tool for any marketer or communications professional.

Discover in this e-book how to use your email signatures as the ultimate secret marketing weapon.



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Do you still rely on your staff to set up their own email signatures, copy-pasting a template you sent them? Sounds like a recipe for chaos.

Organizations are yet to realize the full potential of the email signature as an essential marketing channel, missing the opportunity to use this unique and personable touchpoint.

There is an overwhelming emphasis on digital connection. While we can't be physically together, **let's make every touchpoint count**. The importance of email as a primary form of digital communication is becoming more relevant than ever. A real solution that will help improve people's lives by **increasing connection in a less invasive way via today's most used touchpoint - email**.

The numbers paint a clear picture: on average, employees send **121 emails and receive 40 every day**. The opening rate of these messages is **100%** compared to only **23% for mass emailing campaigns**. This represents thousands of opportunities for any company to share **engaging messaging with their audience every day**.

Easy to implement and administer, the signature is an accelerator for your marketing with endless use cases.

Let email signatures do the heavy lifting for your next event.



Promote your next event with your email signature.

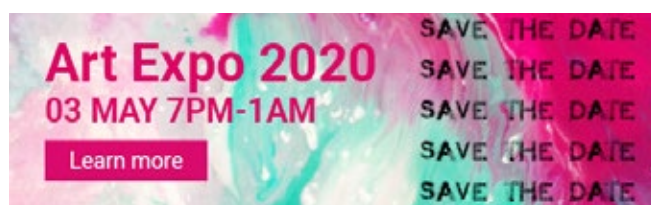
Your email signature is the perfect platform for [communicating your future events](#). Whether it's to announce a virtual tradeshow, a high-touch webinar, or speaking at a conference, the banner in your email signatures enables you to make the **announcement and increase its visibility**.

Your goal is to make sure that from the start, the event goes smoothly. Nothing is left to chance as you prepare budgets, hire personnel, coordinate operations, and resolve any issues that arise. Hosting an event that lives up to attendees' expectations requires high-touch, holistic approach to the pre-event, during-event, and post-event organization.

Event banners can be used at **any stage in the event process**, having information without having to search for it, and without being flooded by several reminder emails.

“Cut through cluttered inboxes by using your email signature as a marketing tool.”

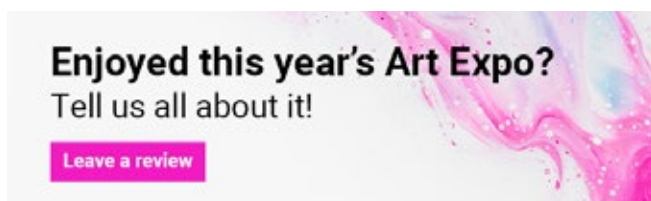
Pre-event enables you to increase attendance, keep your potential audience **informed** and **excited**, and allows **hype to build in the lead-up**.



During the event, you can add your latest tweets, broadcast quotes from keynote speakers, and relay activity start times so that attendees never miss them.

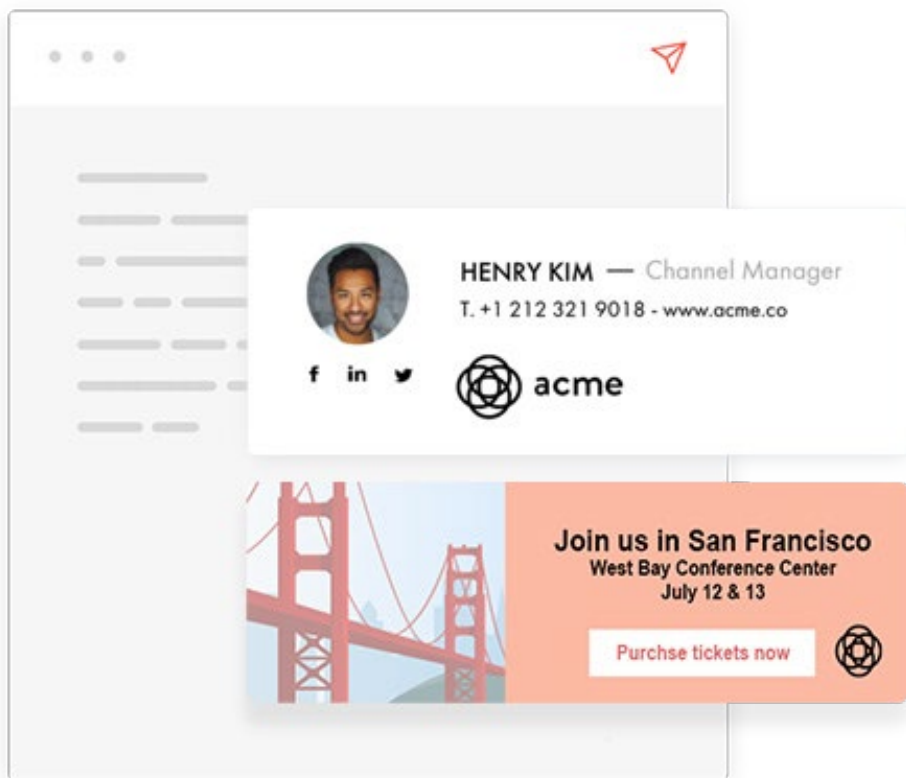
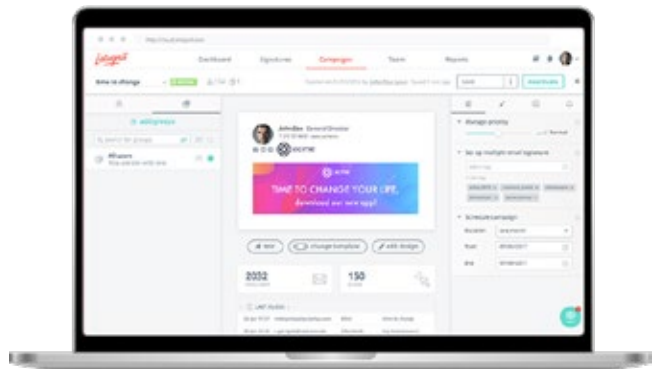


Finally, **post-event** is when you can take time to recap, share a replay, ask for feedback, and summarize the time with a video or a simple thank you to attendees.



How Letsignit can help.

With Letsignit, it's easy to **schedule highly customized promotional banners**, making it easier for you to plan in advance and reduce stress during the event. Letsignit also enables analytic features to **track the performance of each banner** and analyze the performance of your marketing efforts.



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CLICKS

“Meet your customers where they already are - in your email.”

Share value-added content with engaging email banners.



Inbound Marketing: synchronize email signatures with your campaigns.

Capture new prospects or reactivate existing customers with fresh inbound content.

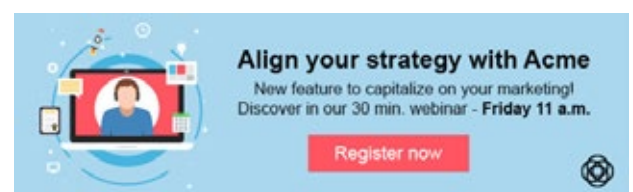
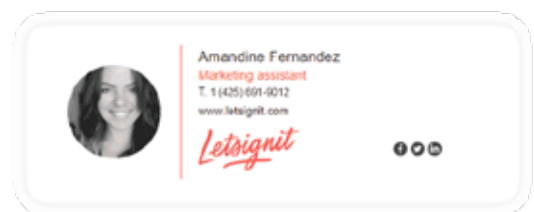
Use your email signature to share your latest whitepaper, a significant news item, or a recent high-profile recruit. The banner can be **updated according to the profile of the sender, and the audience of the email**. With social media marketing becoming saturated and increasingly expensive, **your latest campaign can emerge from the noise and have your customers experience the real difference**. Your brand's identity can and should be impactful, clear, and recognizable on all fronts to leave a lasting impression on the consumer.

Highlighting your content will help **capture new prospects or reactivate already acquired customers** by directing them to useful content that matches their profile. It is easy to link the signature at the top of your sales funnel with high value-added content or, if you are targeting those lower down, you can easily share a video of a new product or an invitation to a unique webinar.

How Letsignit can help.

The Marketing department, in charge of your brand image, can **control and automatically schedule campaigns and deploy to specific teams** to ensure that every department has access to the most relevant email signatures. Letsignit is known to be the **easiest solution to deploy**, with beautifully designed templates to use and adapt to your branding in a few clicks.

For more complex design needs, Letsignit also enables users to upload HTML codes, manage line spacing, background colors, prefixes, link colors and more.



**"Are your touchpoints on point?
Make every digital interaction
count."**

Scale your Account-based Marketing (ABM) efforts.



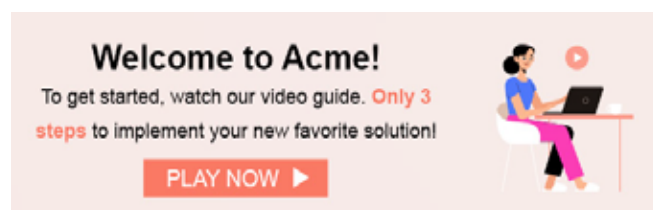
Account Based Marketing: highly customized content for each customer.

Over **63% of customers expect personalization at every touchpoint**, what makes you think the email signature is any different?

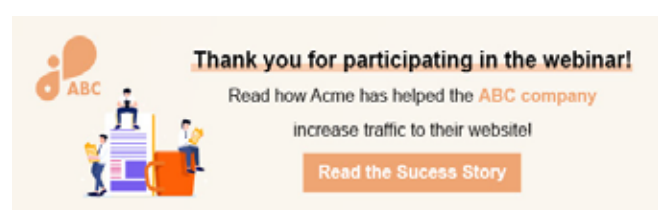
High-end marketing groups have switched their approach from 'say and spray' to a niche account-based-marketing pathway. With consumers expecting more from organizations, you need to be **on point across all digital touchpoints**. Are your top accounts engaging with your brand?

The strong relationship between employees and recipients makes your [email the perfect channel for targeted Account-Based Marketing \(ABM\) campaigns](#). Today, most interactions with clients are based in Outlook as the preferred messaging client. So much so that the products and services Office 365, Outlook.com, and OneDrive have 7.1 million subscribers, 400 million active users and 200 million users, respectively.

By taking advantage of the dynamic management of signatures, **organizations can address a personalized and targeted message depending on which phase of the sale cycle**, the customer is in to strengthen commitment and engagement.



An opportunity to automatically personalize your signature, based on anything from industry verticals to opportunity stage, is the **key to breaking through the noise and highlighting messages that resonate with your target customers**. With most people spending on average 6 hours a day in their inbox, Account Based Marketing (ABM) via email signatures is a **scalable, personalized, and content-rich format to get the message across**.



"Target the right people with the right message, everytime."

How Letsignit can help.

Born in the Cloud, Letsignit is the **easiest solution for managing your email signatures** in **Outlook, Office 365, and G-Suite**.



<input type="checkbox"/>	FIRST NAME	LAST NAME
<input type="checkbox"/>	Allan	Deyoung
<input type="checkbox"/>	Brian	Johnson
<input type="checkbox"/>	Christie	Cline
<input type="checkbox"/>	Debra	Berger
<input type="checkbox"/>	Diego	Siciliani
<input type="checkbox"/>	Emily	Braun
<input type="checkbox"/>	Enrico	Cattaneo
<input type="checkbox"/>	Grady	Archie
<input type="checkbox"/>	Henrietta	Mueller

Logging in on the Letsignit Cloud platform gives you direct access to the administration interface of your future campaigns. Once your logo has been uploaded, and the name of your company filled in, the **automatic connection to your company directory gives you access to your employees' profiles**. You can also add them manually by using a link or by importing a CSV file.

Top performing organizations need to track their marketing efforts. The tracking capability in Letsignit enables your organization to measure the **precise daily click-throughs** (per campaign, signature or both), reassuring you of the performances of your marketing actions. The option to A/B test emails signatures further **reinforces the assurances that you can measure email signature marketing** just as well as a typical advertising campaign.



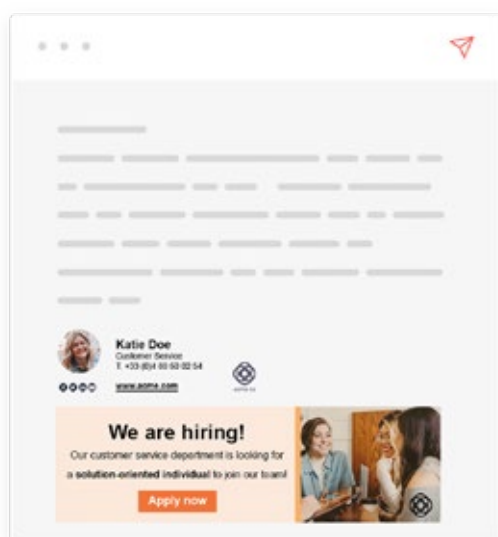
Recruitment and employee engagement.



Recruitment Marketing: engage potential prospects with a holistic brand presence.

Looking for talent? Communicating with a potential hire? Or socializing your latest recruit? Use your email signature!

The brand image of your organization is an essential deciding factor for potential talent. A consistent and carefully crafted signature **positively improves the way you come across to any potential new hire** - just as it does for your other contacts. Despite this being obvious, many organizations' employee signatures **vary in form and substance** - even with the same department.



The signature also offers support to **diffuse your recruitment offers**. Support, but also an ally, because you will be able to imagine a sequence of content at **each stage of the recruitment process**, in the same way as in an inbound campaign: creating interest with a corporate video, then proposing more personalized content for the interview, etc.

Looking for new talent? Not only is brand presence a deciding factor for potential talent, but it can also **make or break a connection's choice** on whether or not they want to send you referrals for a could-be hire. This simple and smart piece of digital real estate makes it easy for an organization to **advertise new roles to specific industries, age groups, or expertise**. With drastic changes in workforces lately, an email signature advertisement can be a **unique and personal way to cut through the clutter**.



“Communicate quickly and quietly, give your potential talent a taste of how you engage.”

Letsignit

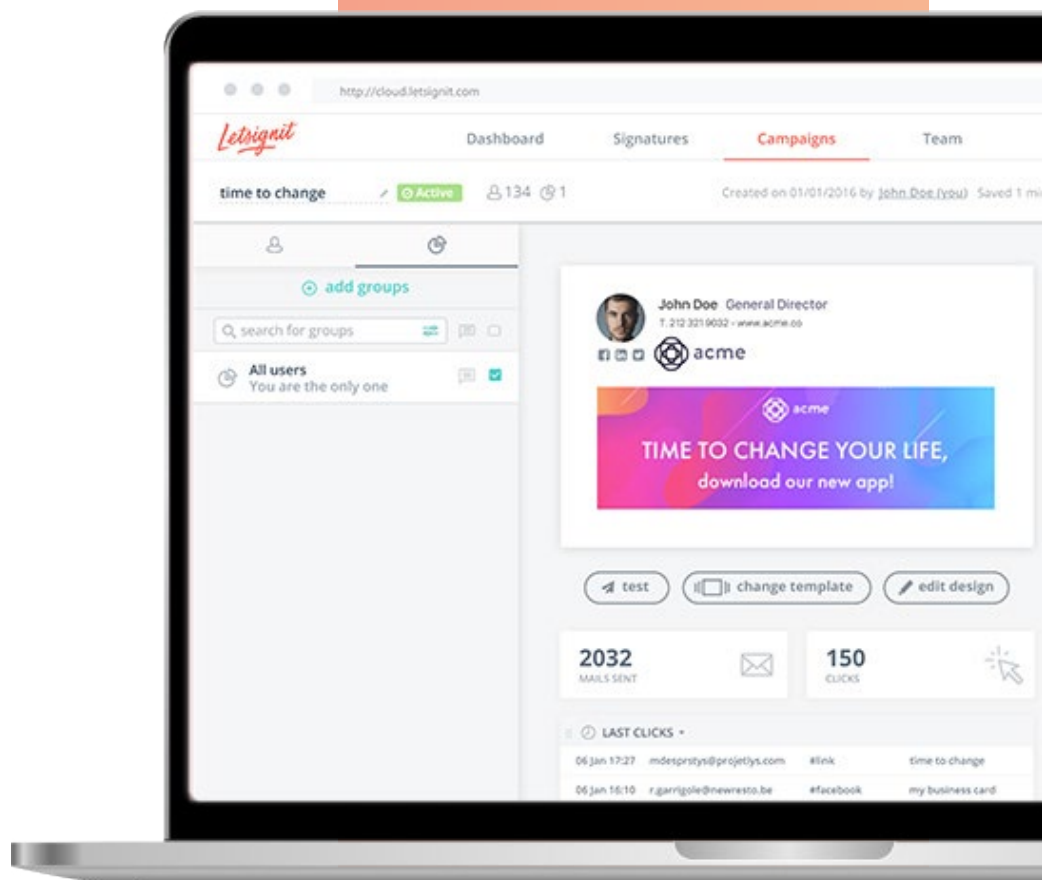
How Letsignit can help.

Between the demands of human resources and those of other departments, how can you be sure that everyone is using the same signature template? Not only is it tedious to manually check, when there are discrepancies uncovered, but the process to apply consistency once again is also **time-intensive and often unsuccessful**.

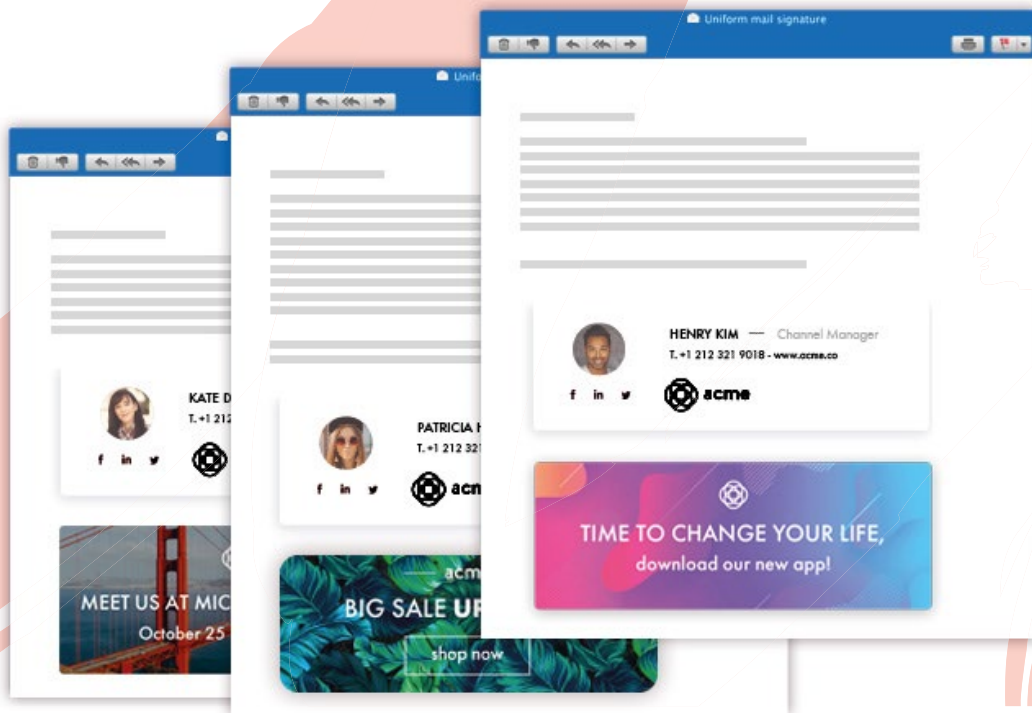
Having an all-encompassing platform to manage email signatures across all team members, departments, campaigns, and roles will **empower your organization to nail your brand presence on all communication**.

If you are not already equipped with a solution that turns your email into the ultimate channel for connecting with your customers, boosting traffic to your website or improving campaign visibility, Letsignit is here for you.

Discover more information about Letsignit on the next page.




Do more with your signature.



What is Letsignit?

Letsignit is the go-to solution to **create, attribute and manage all your co-workers' email signatures** and **marketing banners**.

How does it work?

- A centralized interface to create signatures and schedule campaigns.
- The signatures are pre-filled thanks to synchronization with your internal directory.
- All employees automatically have signatures thanks to the Letsignit Desktop App for Outlook and native Office 365 (OWA) and G Suite (Gmail) connectors.
- Compatibilities: 

Gold
Microsoft Partner



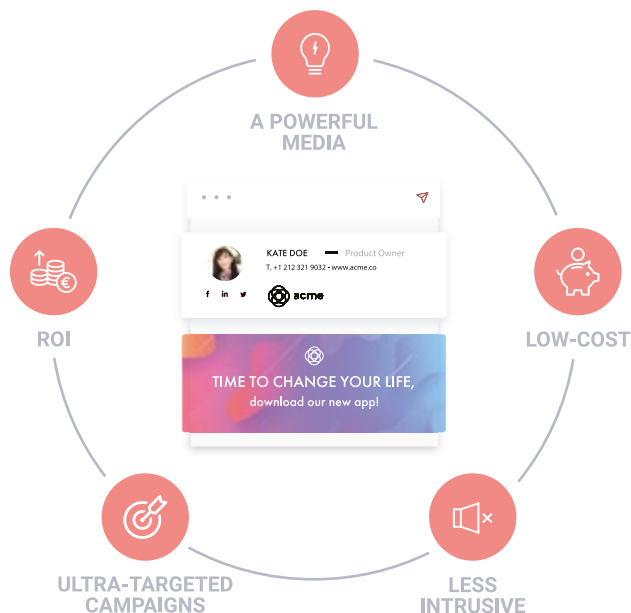
Why a tool for that?

- The IT Department is constantly called upon to manage signatures.
- The Communication wishes to harmonize signatures and no longer degrade their brand image.
- Marketers want to engage with their audience and be able to provide value-added information & services with email banners.

What are the advantages?

- It is extremely **simple to use**.
- Your signatures are **harmonized**, and **your brand image is controlled**.
- You take advantage of a **new free communication channel** to boost your website performance, your events, your offers, and more.
- **The +:** Letsignit is available for all mobile devices.





The email, the pillar of your communication strategy. 💎

With **121 emails received** and **40 sent** per day per coworker, the email signatures represent a real gold mine.

Choose the offer that works best for you:

| STARTER |

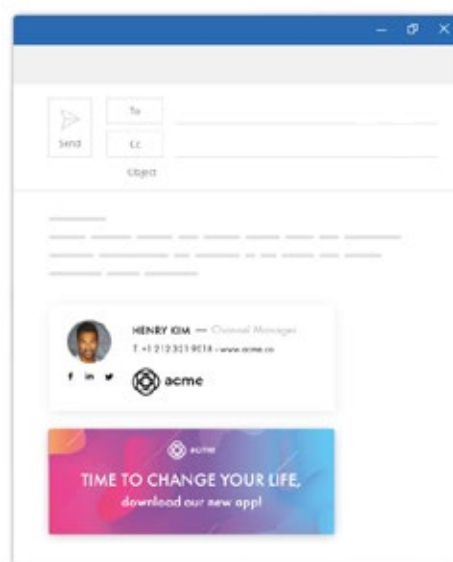
Manage and harmonize signatures

- Create signatures with the help of templates
- Synchronize user data & groups (Azure AD/G Suite)
- Create workstations to manage multiple

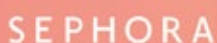
| BUSINESS |

Starter + Campaign promotion

- Advanced design thanks to the Drag & Drop Designer
- Insert and program targeted banners into the signatures
- Analyze signature and banner performance



More than 200,000 users already love Letsignit.



"It is a tool that is both simple and powerful for standardizing employee email signatures and allows the signature to be treated as a new medium."

MICROSOFT

"One of the main advantages of the solution is its user-friendly interface that allows communication departments to manage it without the help of the IT department."

PERNOD RICARD

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

ALLIED GLOBAL MARKETING

"Letsignit is an intuitive product which our marketing department loves! They use the signature banners to promote our monthly and annual events."

PACE CENTER FOR GIRLS

"This is the signature I've been dreaming of! Thank you Letsignit for helping our business easily upgrade and elevate our image. Brilliant!"

SADLER COMMUNICATIONS

If you also wish to capitalize on your premier communication channel, try Letsignit for a free 14-day, no-risk trial.

Discover more

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