

Ebook

Email signatures

Levers for a winning strategy



Summary



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Introduction

392.5 billion



The number of emails that will be sent and received every day in the world by 2026 (Statista).

Widely seen but often under-exploited, the email signature is therefore a **communication channel** to be favored within your company.

- How can you make the most of your potential?
- What strategies to deploy?
- What concrete actions can be taken?

Our experts have the answers.



#1

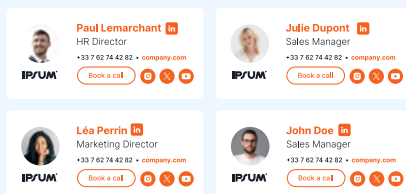
Segmentation by service, for relevant campaigns



Your email signatures can meet multiple needs depending on your departments (HR, Sales, Marketing, Communication, Purchasing...). Use them as a **communication channel** to convey **specific messages**.

🎯 The goal? Create campaigns that resonate with your targets and meet specific **business objectives**!

Your two main communication segments



The signatures of **all your employees**

It's your main channel for "red thread" campaigns throughout the year.



Those of **your departments**

Identify sub-groups of employees for more specific campaigns.

S'inscrire

What types of campaigns can you distribute via your employees' email signatures?



Lead Generation campaigns

The email signatures of your sales or marketing teams may encourage :

- ✓ download content;
- ✓ register for a physical or online event;
- ✓ make an appointment for a product demo or a sales exchange;
- ✓ do a self-assessment

The aim

Retrieve email addresses or other contact information.



Campaigns to promote a product, service or event

There's no shortage of opportunities for Marketing and Sales. Their email signatures can also be used relay temporary announcements on :

- ✓ the release of a new **feature**;
- ✓ the announcement of a **flagship event**, either face-to-face or online, such as guest webinars, trade shows or round tables;
- ✓ **exclusive offers** or promotions during private sales or sales periods;
- ✓ the opening of a **new showroom**...

Brand awareness campaigns and branding

The Communications department is not to be outdone. Every email sent becomes an opportunity to **reinforce brand awareness** among recipients. The other advantage of email signatures is that they can be used to convey **uniform corporate messages** that are coherent and aligned with the company's identity.

No compromise on details

Make sure that the signatures include the right versions of the logo and colors to match your **company's corporate identity!**

Discover our tips →

Recruitment campaigns

Looking for new talent? Relay your **job opportunities** via the electronic signatures of your HR teams. It's effortless to attract potential candidates.



Granular segmentation for multinationals

Companies with several foreign subsidiaries can segment their email signature campaigns **by country**.

In practice

Stephen needs to run email signature campaigns in several European countries. Thanks to segmentation, he can adapt his messages to the **specific characteristics of audiences in France or Italy**. Of course, he remains relevant: within each subsidiary, he **varies messages between departments** (HR, Marketing, etc.). The company distributes the right in the right language, to the right place!



#2

Schedule and prioritize your campaigns to make them shine

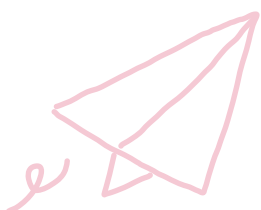
Segmenting your email signatures for each of your departments is good. Prioritizing them is even better! **Schedule** the distribution of your different email signatures according to one of these **3 priority levels**.



Low priority

A "red thread" message

Create an email signature to be **distributed at any time** to all your employees. The aim: to have a corporate message running constantly to generate traffic, leads... even when there's no news to relay.



Medium priority

One-off messages

These one-off communications are **more important than your "red thread"**: announcement of a webinar in 15 days, recruitment...

They can be given medium priority. On the other hand, not every employee will necessarily need to communicate the same thing. A golden opportunity for **A/B testing**!

A/B testing... yes, but how?

Push different variations of your service signatures. You can play on :

- the main color of your banner ;
- Call To Action location;
- the content of the message...



"Remember to change only one parameter at a time, and don't forget to analyze the performance of each version. The goal is to understand what works best!"

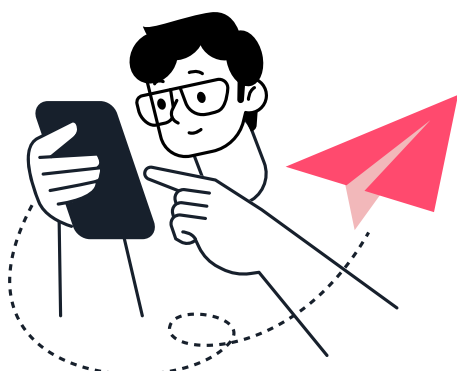


Joris Dulac
Growth Marketing Manager
signitic
GRUPE POSITIVE

High priority

Strong messages and ephemeral

Speaking at a fund-raising event, a reminder on the eve of a trade show... These are **strong, timely messages** to be broadcast to be broadcast via company-wide signatures. Schedule a campaign as a top priority, that will **take precedence over the others** for a short period of time.



To sum up

The 4 benefits of campaign prioritization

1. You can **easily manage the display and influx** of numerous simultaneous campaigns.
2. You **avoid downtime** between campaigns.
3. You **leave room** for stronger messages.
4. You can perform **A/B tests**.

What does it mean in practice?

There's nothing like a **concrete example** to get you thinking segmentation and prioritization of your email signatures.



Nathalie is in charge of communications and signatures at Invox.

It schedules several signature campaigns for the semester, and assigns each one a priority level.

Low priority

To promote the company's achievements

Invox is a marketing agency. Nathalie would like to promote the new portfolio to mark the start of the year. This book is Invox's showcase.

It brings together **the company's best projects**. The company is therefore planning a **"red thread" campaign**. This is broadcast by all employees, and its message changes every six months.



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130 contenus B2B
pour faire le plein d'idées

C'est parti ! →



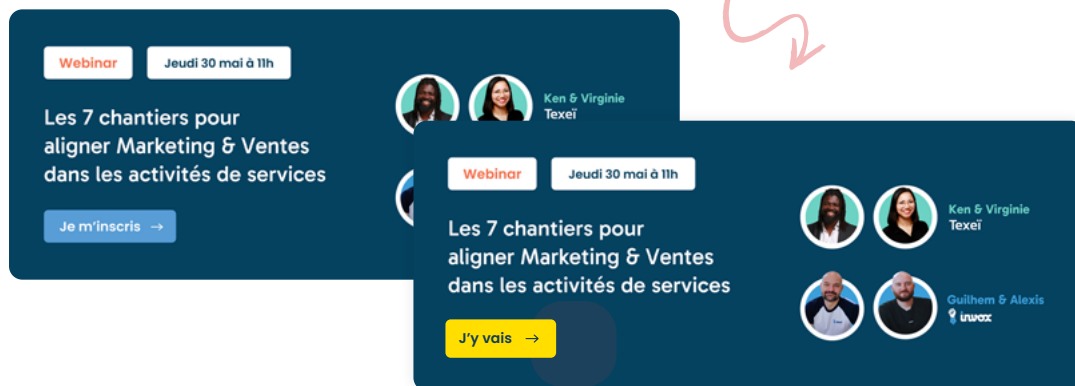
Medium priority

For an A/B test marketing campaign

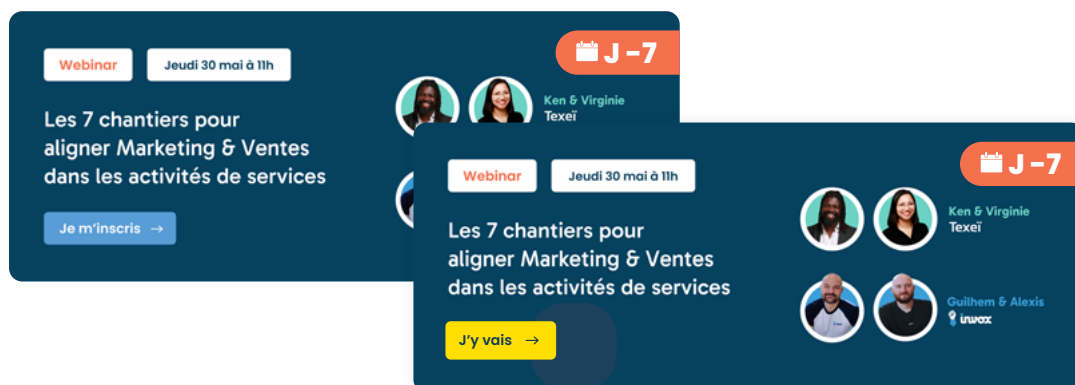
The Marketing Department contacts Nathalie to **promote its next webinar**, during which "rock star" guests will debate a key topic.

Nathalie schedules the broadcast of a banner 30 days before the webinar deadline to **boost registrations**. She also sets up an A/B test.

- Signatures A and B are each pushed by 50% of the service.
- In both cases, the audience is the same...
- ...but the CTA is different.



With **7 days to go before** the webinar, Nathalie relaunches the promotion. To boost the number of participants, she broadcasts a new banner that emphasizes the sense of urgency



High priority

In the meantime, Invox received the Digital Content award. So Nathalie decides to temporarily replace the medium-priority campaigns of all employees with a more corporate **signature that relays the good news.**





As you can see, there are strategies and levers that can easily be activated to exploit your email signatures: **segmentation** and **prioritization**. But the crux of the matter is setting up your **campaigns correctly**. This will enable you to deliver the right messages at the right time, while guaranteeing fluid communication with no downtime.

Is it hard for you to manage your email signature campaigns? Are you wasting too much time reminding your colleagues to update their banners?
That's why Signitic exists!

I exploit the full potential of my email signatures >

