

Email *Signatures*

A strategic view on their
marketing value



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01 — Email signatures: An underused marketing *communications tool*

For as long as companies have been sending corporate email, there's been a need to present consistent signoffs on all messages.



Email signatures began as a simple feature of email systems, allowing users to identify themselves. At a basic level, it's a contact block added to an email, effectively an electronic business card. It gives information to someone on how to contact the person who's emailed them.

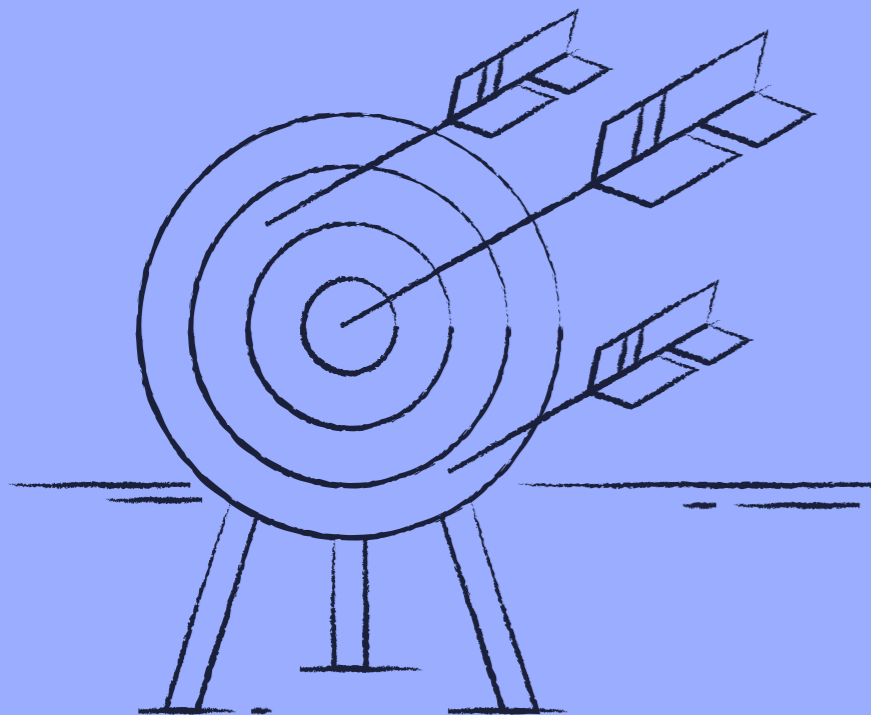
A simple name,
job title, and phone
number, it's an
uncomplicated item.



But when treated as a marketing channel, email signatures offer more value beyond just being a contact block. This is why countless organizations use email signature solutions to control them at scale.

02 — The challenges and economics of achieving *targeted* exposure

In a world full of marketing noise, targeted exposure plays a huge factor in marketing success. It's all about exposing your target personas to relevant communications about your products and services, making your team more efficient, and reducing marketing spend.



Marketing professionals recognize that getting in front of their target audience is only half the battle. They also understand that the leading form of business communication is still email. In fact, by 2025, the number of emails sent everyday is set to exceed 370 billion; each one a potential vehicle for showcasing marketing content.

Email versus ad-based marketing

Email isn't the only way to achieve targeted exposure. Using digital advertising is another way of reaching recipients that attempts to tap into live, intent-based behavioral customer data. Digital advertising campaigns harness global platforms and budgeting models that put monetary values on individual views, impressions, and clicks.

The currency of these campaigns is expressed in cost per mille impressions (CPM) and cost per click (CPC). Both of these enable marketers to make decisions on budgets and campaigns, and to evaluate results and return on investment (ROI). Email marketing cost models are broadly similar, allowing for the use of third-party opt-in lists on a per recipient or per message basis.

The value of trust

The main challenge when it comes to digital marketing, is trust. Trust is what makes audiences tune into your message, and is reflected in how high-trust marketing activities are budgeted.

High-trust advertising channels cost more to place in. High-trust search terms attract the largest bids. Endorsements from trusted influencers cost more and the relationships are harder to create. High-value email recipients that consent to be contacted are worth far more.


The junk mail paradox

Email is universal, easy, and reliable. And it supports our individual identities in profound ways. Think of a trusted service you consume or any digital access you have; it'll always be connected to your email address.

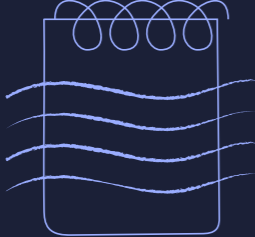
However, the sense that anyone can be reached at any time makes the threat of email spam and cyberattack all too real. But this cheapening of some emails paradoxically makes others more valuable. Think of the physical junk mail you get through your letterbox. It arguably makes the birthday card you receive much more cherished. Therefore, email from a trusted source receives your undivided attention.

And when an email is known to be trusted, it offers the perfect opportunity to land tailored messaging.





Your next signature move



The decline of trust in traditional digital channels

The average open rate for email campaigns is **around 21% according to MailChimp**. This means four out of five emails are never opened by relevant and interested recipients. Click rates are even lower at around 2.5%.

Other forms of digital media continue to suffer from trust issues, particularly social media which **experts agree is in decline**. Advertisers are increasingly wary of placing their brand into channels full of disinformation, hate speech, and personal attacks.

How trust influences existing customers

Maintaining existing customers is a business investment worth making. The cost of acquiring new customers can be high and the ever-present risk of churn undermines the ability to grow profits.

Research done by Frederick Reichheld of Bain & Company shows increasing customer retention rates by 5% increases profits by 25% to 95%. Being good at retaining and upselling to customers offers a huge opportunity for marketing decision makers.

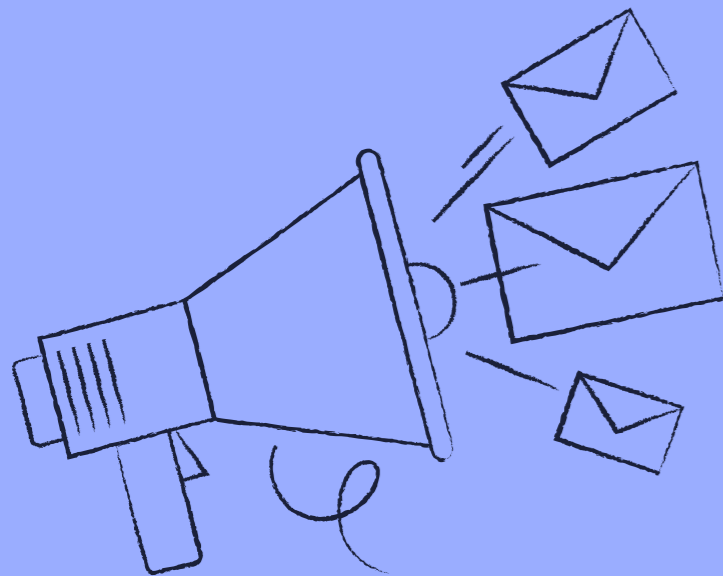
And the reason it's easier to sell to existing customers? It boils down to trust, familiarity, and convenience. If buying from you worked well the first time, it'll feel safe to do so again. Targeted marketing activities are essential to achieving increased wallet share from your existing customers.

Your next signature move

What makes the email signature such an exciting marketing tool is that it can be attached onto a trusted business exchange in a discreet way. When used correctly, an email signature can easily communicate calls-to-action that are relevant to the recipient and promote opportunities without making a hard sell.

03 — Using email signatures for marketing

Understanding the role email signatures can play in the marketing mix requires rethinking how they're used, and who controls them within an organization. Depending on where this ownership lies, the stakeholders in charge don't always realize the capabilities of their email signatures.



Some smaller organizations may have no defined ownership of email signatures, leaving it to individuals to control how they are used. This leads to inconsistent branding and messaging that doesn't conform to business goals.

In larger companies, email signatures are usually managed by the IT team. They make sure everyone uses correct contact information, uniform branding, and compliant disclaimer text. This is important, but ignores the potential use of email signatures as marketing assets.

Email signatures as calling cards

Email signatures are far more flexible than most assume. They provide supporting information about the message sender such as:

- Name
- Job title
- Phone number and email address
- Website URL
- Legal disclaimer

Email signatures as extensions to the brand experience

Around **60% of businesses** use email signatures for marketing to some extent. Exposure to email signature marketing begins with making email communications consistent as part of the corporate brand experience.

The objective is ensuring that the visual look and feel is consistently applied to email. This is done through elements such as:

- Logos and images
- Corporate colors and fonts
- Social media icons

Email signatures as marketing assets

There are many ways marketers can exploit the true value of email signatures. The most common approach is to use banners, icons, and buttons that communicate promotional messages and calls-to-action. This is comparable to how banners are used in online media buying and PPC.

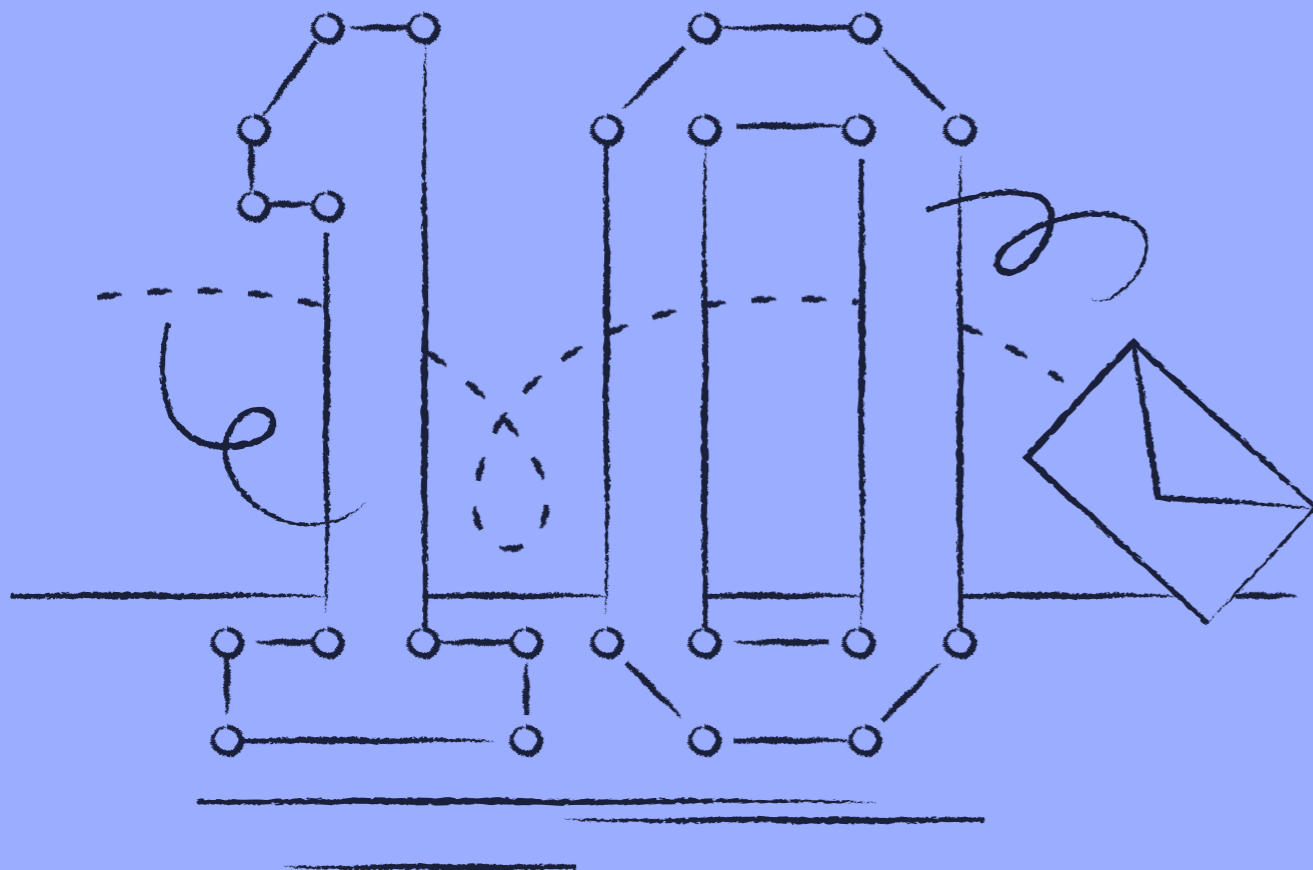
However, email signatures can be used to drive more engagement for sales and marketing purposes by linking with owned and third-party apps such as:

- Appointment calendars
- Hosted webinars and events
- Review sites and feedback systems



04 — Examples of email signature marketing campaigns

Here are ten examples of how to use your email signatures in your marketing campaigns.



1

Flash sales, special offers, and discounts

A lot of your emails are with existing customers. Use customer-facing colleagues to carry special offer messages to influence upselling and customer retention objectives.

2

Cross-sell campaigns

Get customer service employees to carry cross-sell promotions for your products and services. This lets you deliver marketing offers without distracting from the conversation.

3

Salesperson engagement campaigns

An extension to signature contact information is to allow someone to schedule time with the sender. Scheduling meetings and demos from an email signature boosts sales activity while saving customer effort.

4

Customer retention campaigns

Common triggers for customer churn include issues with the product or a poor experience. Organizations mindful of these design retention campaigns with high-touch support to enhance customer expectations. One-click surveys or links to a customer service chat function within an email signature can help to support these.

5

Community building campaigns

The main avenue for building and nurturing your community is through social media and online communities. Email signatures can help boost your following by providing links to platforms your organization actively use.

6

Content marketing and news campaigns

A promotional banner amplifies the reach of your campaigns. And when segmented effectively, you can offer the right message, to the right person, at the right time. This is also true for news distribution and PR success stories like awards, partnerships, and acquisitions.



7

Word of mouth and referral campaigns

Email signatures are a natural space to ask for reviews, making it easy to link to forms and third-party sites. They can also be used for promoting referral campaigns and user groups.

8

Event participation campaigns

Investments in trade shows, corporate events, and webinars, demand a return. When registrations need boosting, particularly at short notice, email signatures have a quicker impact when compared to other tactics.

9

Customer feedback campaigns

The one-click survey is increasingly common in email signatures and can give you valuable business intelligence. Use it to poll recipients for feedback to help gauge NPS and reduce churn.

10

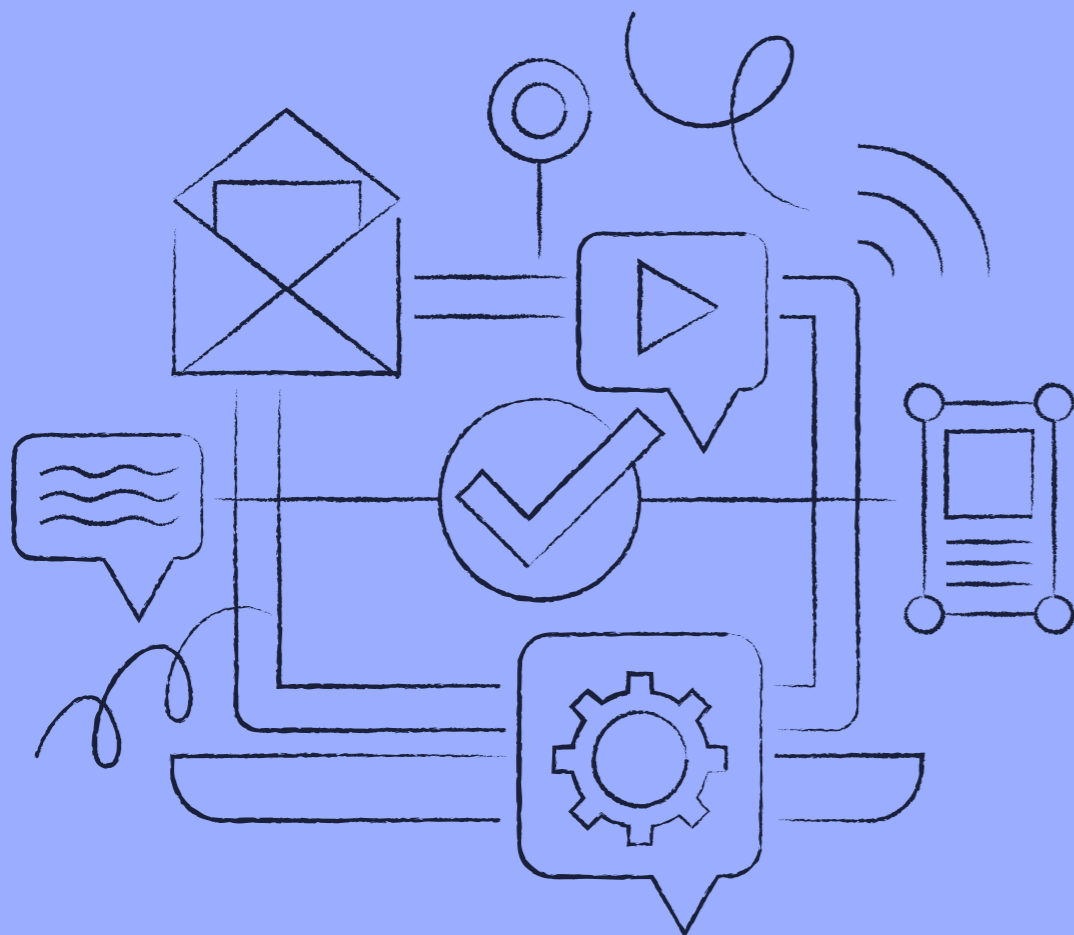
Accelerated payment campaigns

This is suitable for certain sectors like charities and debt management. Chosen senders can include 'Make a payment' calls-to-action in email signatures to launch the payment process with the least friction.



05 — The principles of marketing *value* and applying them to email signatures

Few marketing activities are undertaken without planning how success will be evaluated. Determining the value of any investment demands measurements that translate into monetary figures. However, many activities are difficult to assess.



The old adage, “I know half my advertising is a waste of money, I just don’t know which half,” is especially true in untrackable media like print and broadcast advertising. If an advert reaches 100,000 people, does that make it worth a \$10,000 investment? If no sales are attributed to that advert, does that mean its value is zero? And if so, does that overlook the considerable, but hard to calculate, monetary value associated with brand awareness, market education, and churn prevention?

Digital marketing allows for greater analysis of marketing campaigns. Plus they provide certainty over how many and who is engaging with them. All of this is budgeted per impression or click at fluctuating rates.

Marketers and business decision makers keen to understand the value of email signatures can begin by applying the same principles used in other marketing value calculations. However, while there are similarities in terms of contacts, clicks, and impressions, it’s important to acknowledge the differences too.

Shared attributes between email signature marketing and other digital marketing

- Known quantities of emails sent
- Known size and capability of advertising space
- Number of impressions
- Number of clicks

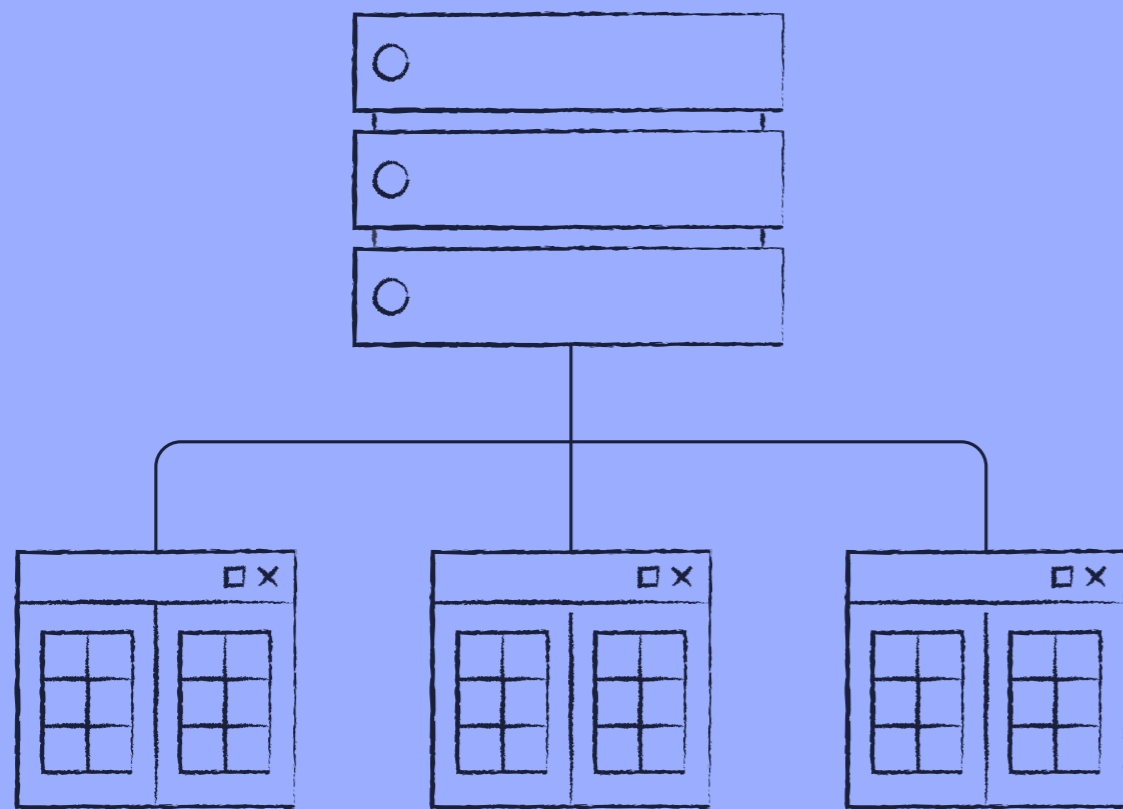
Differences between email signature marketing and email marketing

- Standard corporate emails sent are typically all received and opened. This is not the case with email marketing.
- Email signatures form part of expected correspondence from a known source. Opted-in recipients of mass email campaigns are not engaged in the same way.



06 — Equivalent advertising value: The metric for email signature marketing

Equivalent Advertising Value, known as EAV, is traditionally used by the Public Relations industry as a device to measure the advantage to a client from media coverage of a PR campaign.



The theory behind EAV can also be applied to email signatures, recognizing them as an advertising space for organizations to reach more people without extra advertising spend. By using EAV, we can quantify the value of advertising placed in an organization's email signature.

EAV can equip the marketing function with a comparable measure of return. For every \$1 spent on a digital marketing program, you're able to determine the relative value of your email signatures. Then, for every \$1 of email signature value used, you'll be able to demonstrate the ROI.



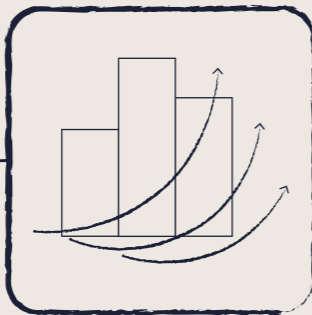
By using EAV,
we can quantify
the *value* of
advertising.



Calculating EAV

The EAV of your email signature space is calculated by multiplying the number of emails you send with a signature, by a monetary amount each view is worth to your business.

EAV uses CPM, a universally adopted measure for the cost of digital marketing. With typical CPMs on high quality inventory anywhere from \$5 to \$100, it's possible to determine the EAV of the email signature inventory already at your fingertips.



We strongly recommend weighing EAV multipliers at a higher level than standard advertising CPMs. In the same way that paid content is worth less per word than earned content like an editorial, a page impression for a digital ad has lower trust, integrity, and value than personal email correspondence.

EAV multipliers could therefore be set around the \$0.50 mark. Using the previous figures, the total EAV value is **\$16,284**.

Applying EAV

EAV works best when the calculation is applied to a certain timeframe, like a month or a year. Here's how the calculation would look:

\$\$ EAV = (No. employees) x (externally sent emails per employee in a chosen timeframe) x (EAV multiplier)

376.4bn

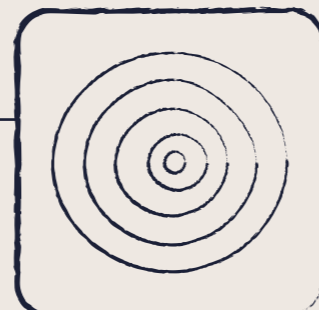
According to Statista, email use will continue to grow to 376.4 billion in 2025. Email has never been more important than in today's remote and hybrid working environments.

EAV multiplier

To calculate EAV, you need a multiplier. You can draw upon any CPM that you currently use to come up with one.

For example, if the CPM is \$50, the multiplier would be \$0.05 (0.001/one one-thousandth).

Using this EAV multiplier, if your organization sent **32,568** emails with signatures over the course of a week, the total EAV would be **\$1,628.40**.



Sizing your EAV

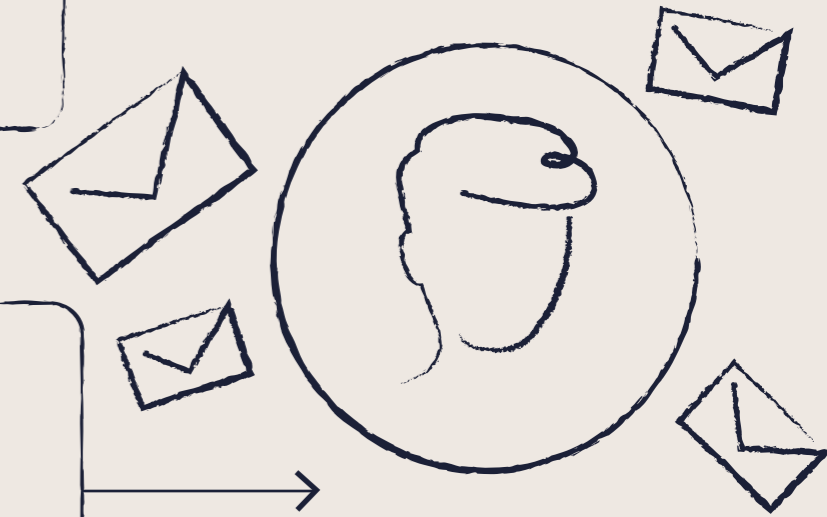
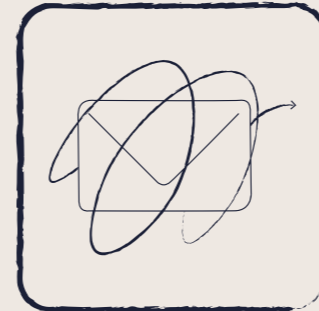
A key benefit of EAV is to demonstrate the potential value of email signatures. Sizing this value opportunity relies on:

- Making sure everyone is using their email signatures for targeted marketing campaign purposes
- Constantly testing your signatures to make sure they're having the greatest impact

The figure of 40 emails per employee per day above reflects **current research**. This is a significant number of valuable advertising opportunities to target messaging to prospective and current customers, using a medium that's trusted and personally delivered.

Let's take an example with an EAV multiplier of \$0.50 where there are 100 employees in an organization and each employee on average sends 40 external mails per day.

= (100 x 40/day) x \$0.50
= 4,000/day x \$0.50
= \$2,000/day
(approximately \$60,000/month)



07 — Final thoughts

Many think of an email signature as just an electronic business card. However, email signatures can be used for so much more than a means of providing contact details. They can become an independent and trusted marketing communications touchpoint, adding additional value to the personal emails your employees send.

In fact, by adding effective signatures to all outgoing business email, you harness the power of a great marketing channel. It's targeted, trusted, and continuous.



As with all other digital channels, you need to be able to clearly calculate the ROI of any email signature marketing campaign you run. By calculating the Equivalent Advertising Value of the email signature channel, you can easily analyze the effectiveness of your campaigns.

However, without centralized control, there's no room for strategy. This is where Exclaimer comes into play. Not only do we ensure that your email signatures have consistent branding, but we also let you create templates that continually drive engagement for your target audiences. You then always deliver the right message at the right time, using comprehensive analytics to measure results and refine your campaigns.

That's why more than 60,000 customers trust Exclaimer with their email signature management requirements. In fact, we created the first ever software of its kind. Our solution is used by companies worldwide including the BBC, Canon, NBC, UNICEF, Sony, Volvo, and Mattel.

[Learn more about how we can turbo-boost your email signatures and get yourself an interactive product tour.](#)

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See for yourself how it can transform your
business and the way you send emails.

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