

# Maximizing ROI in a competitive landscape

How to leverage a channel you already own for marketing success



# Introduction

In this whitepaper, we'll look at the challenges marketers are facing, how business email is one of the most powerful marketing tools at your disposal, and how email signatures let you reach a wider audience, generate more leads, and drive more sales.

In today's business landscape, consumer choice is everything. Customers have limitless options on where to spend their money, and multiple channels through which to do so.



# Six key challenges facing *marketers* today

Your marketing strategy needs to work seamlessly across all channels, gathering and using data to improve the customer experience, automating and streamlining processes, and building brand loyalty.

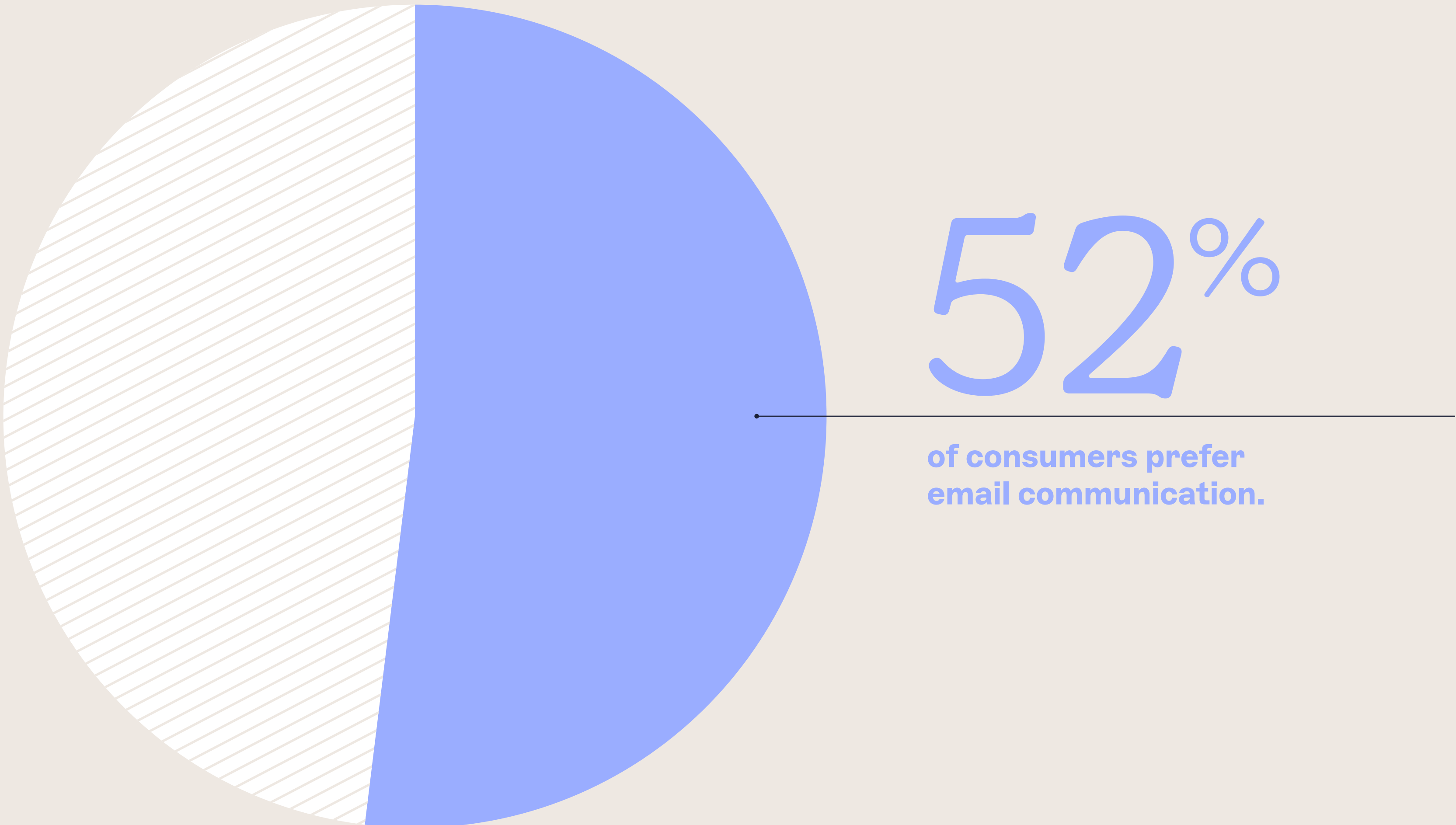
Audiences are more fragmented than ever. Consumers become blind to marketing messages as they're bombarded from all directions. And customers expect a personalized experience with a friction-free journey.

Challenge one

# Customer behavior

Marketers often try to reach their target audiences through social media (75%) and influencer marketing (74%).

However, **52% of consumers<sup>1</sup>** actually prefer to communicate with brands over email, with only 9% choosing social media.

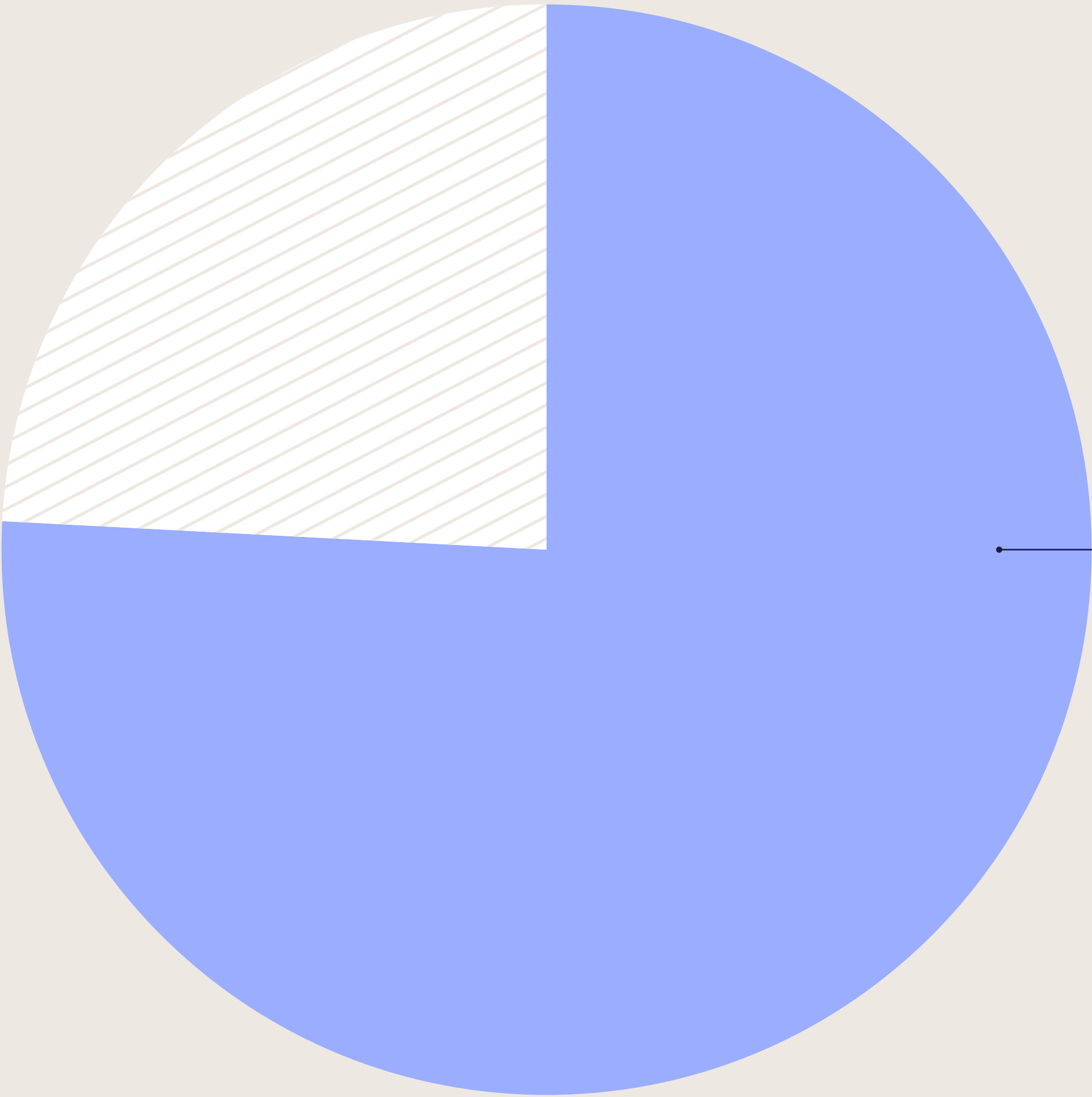


Challenge two

# Increased competition

The marketplace is increasingly crowded, making it vital to differentiate yourself from your competitors.

This means developing a unique value proposition, based on what your customers want. This will allow you to successfully pull ahead of your competitors and maximize ROI.



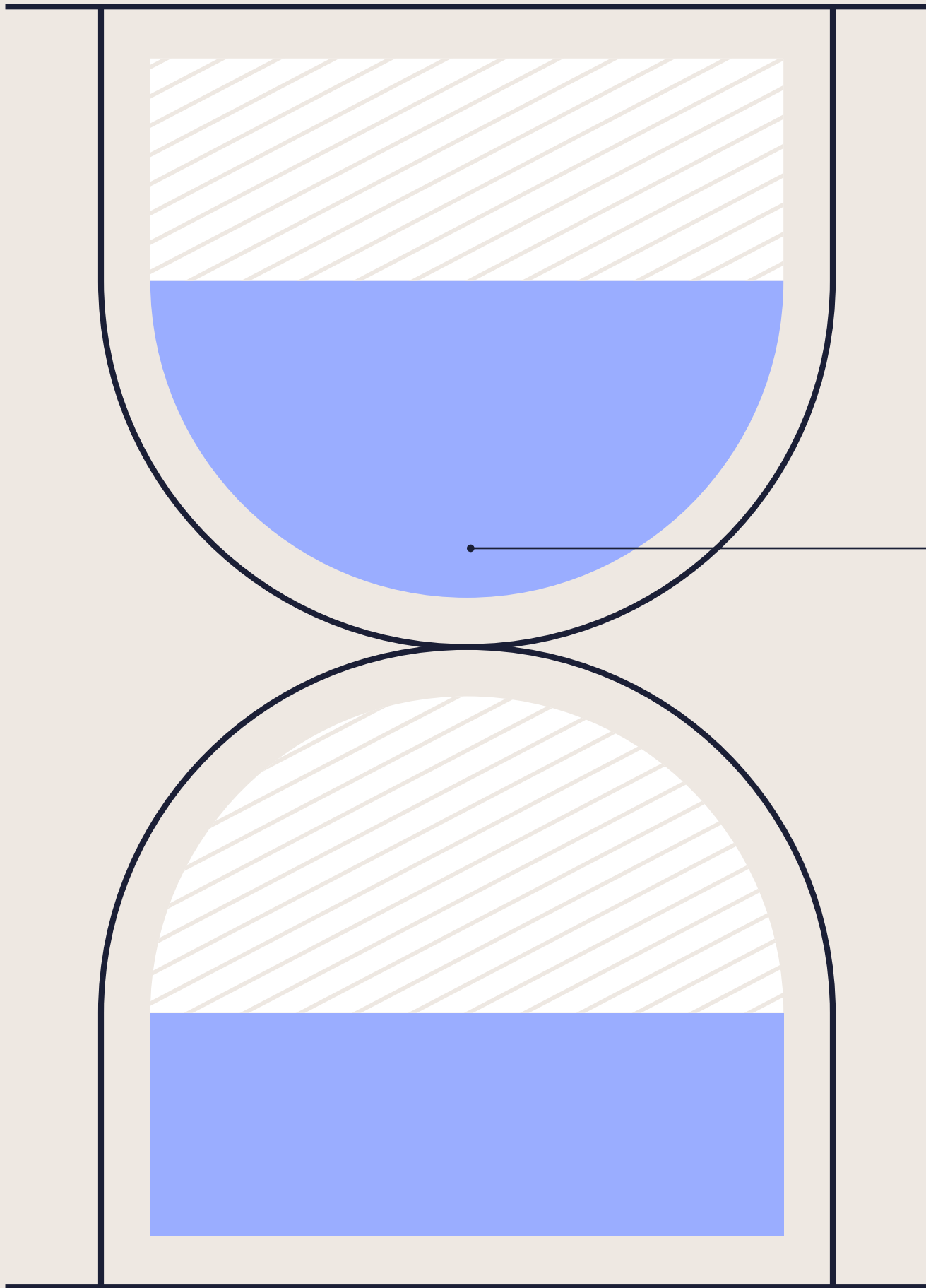
76%

of consumers choose brands they feel connected to

Challenge three

# Fragmented landscape

You need to know your audiences' media habits and test which messages resonate, to make best use of your budget.

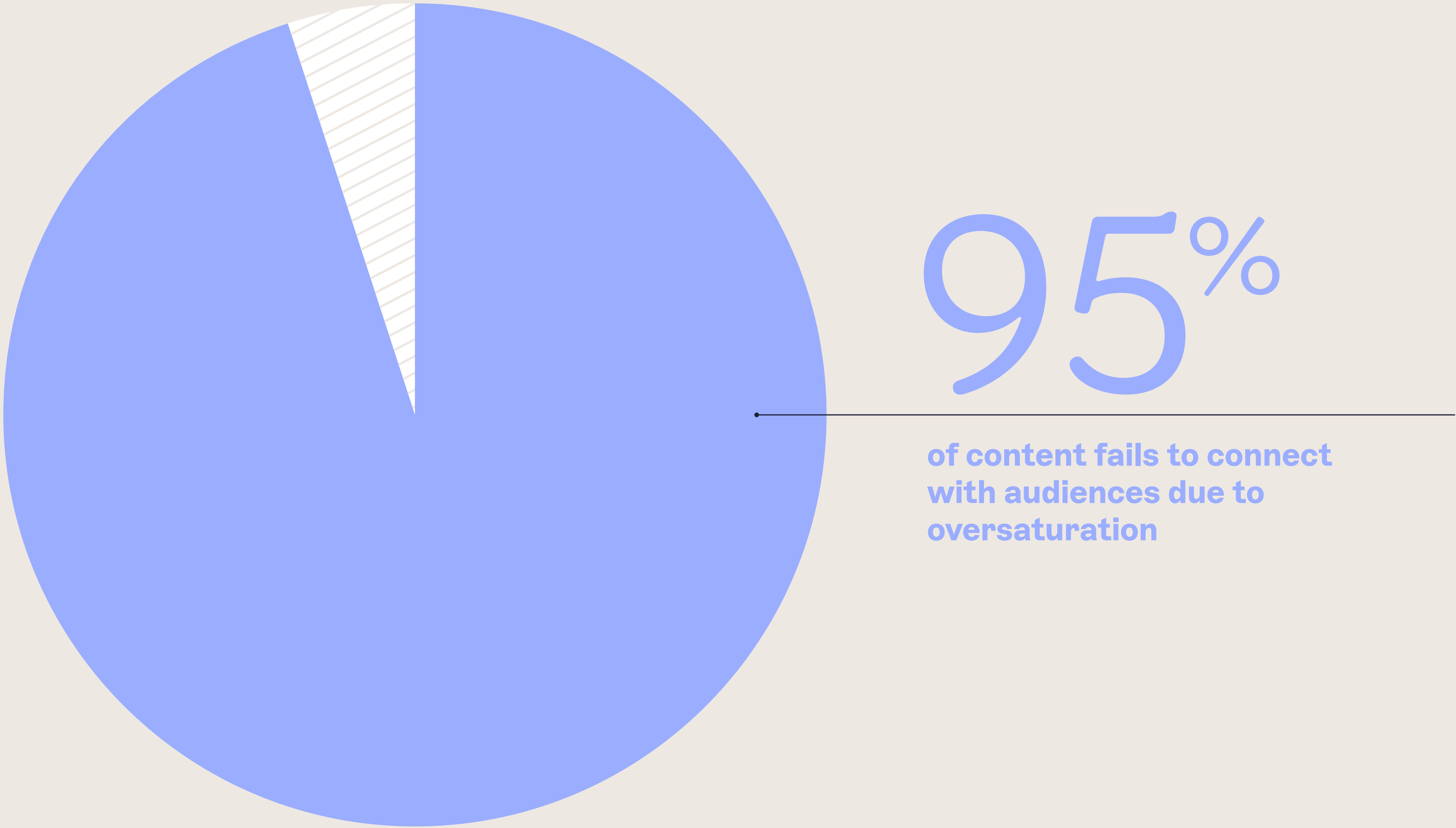


The average person clocks 6hrs 58mins screen time per day

Challenge four

# Content saturation

To stand out, your brand voice must be clear, timely, and useful. It means helping customers get to their end goal quickly and speaking authentically. Audiences are oversaturated, so don't just push what you're keen to promote.

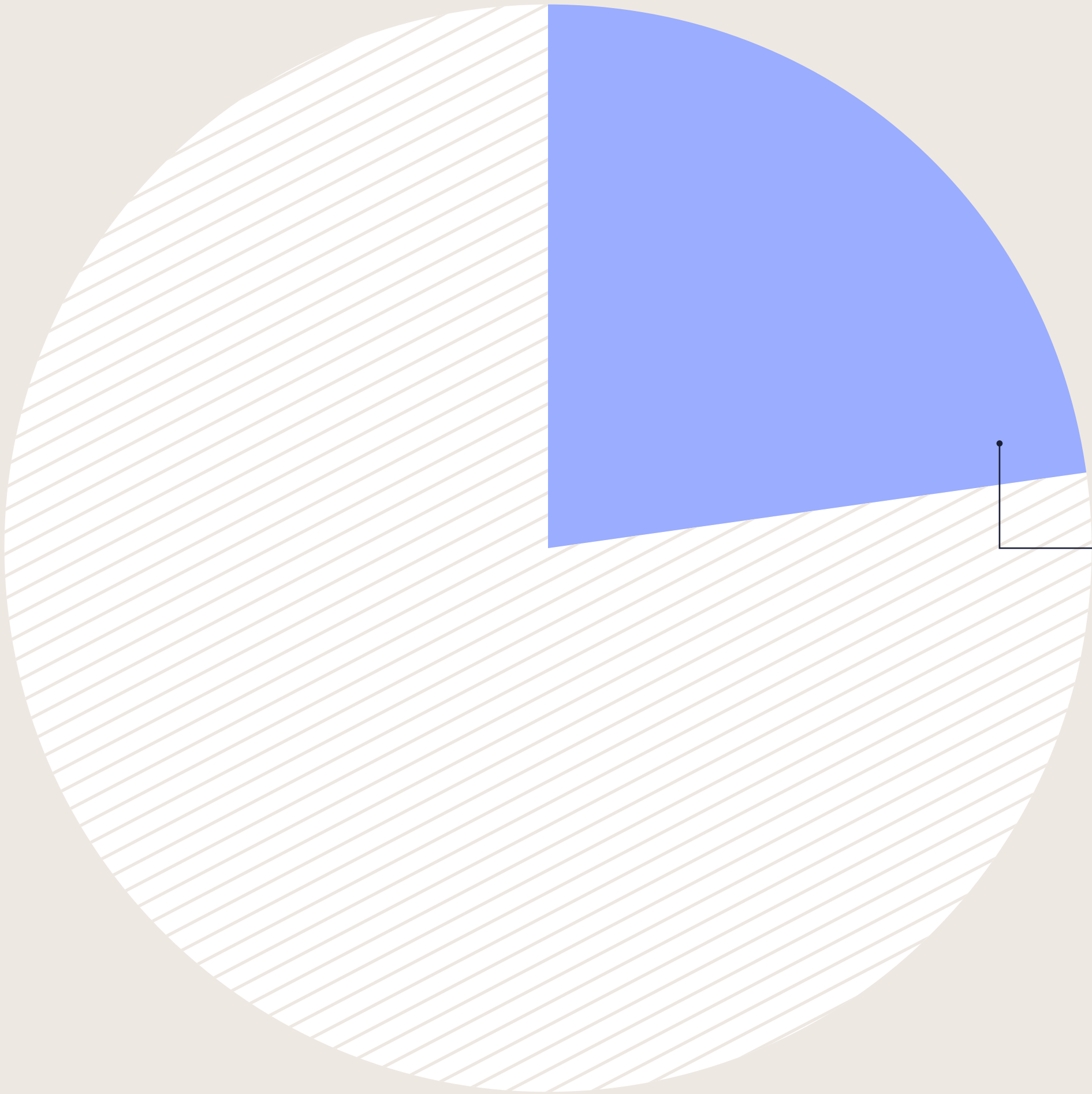


Challenge five

# Brand reputation

With so many fast-moving channels to manage, brands are vulnerable to reputational damage.

The risks shouldn't be underestimated as **90% of consumers<sup>5</sup>** report not buying from businesses with poor reputations. Your brand must be consistent across all platforms.



23%

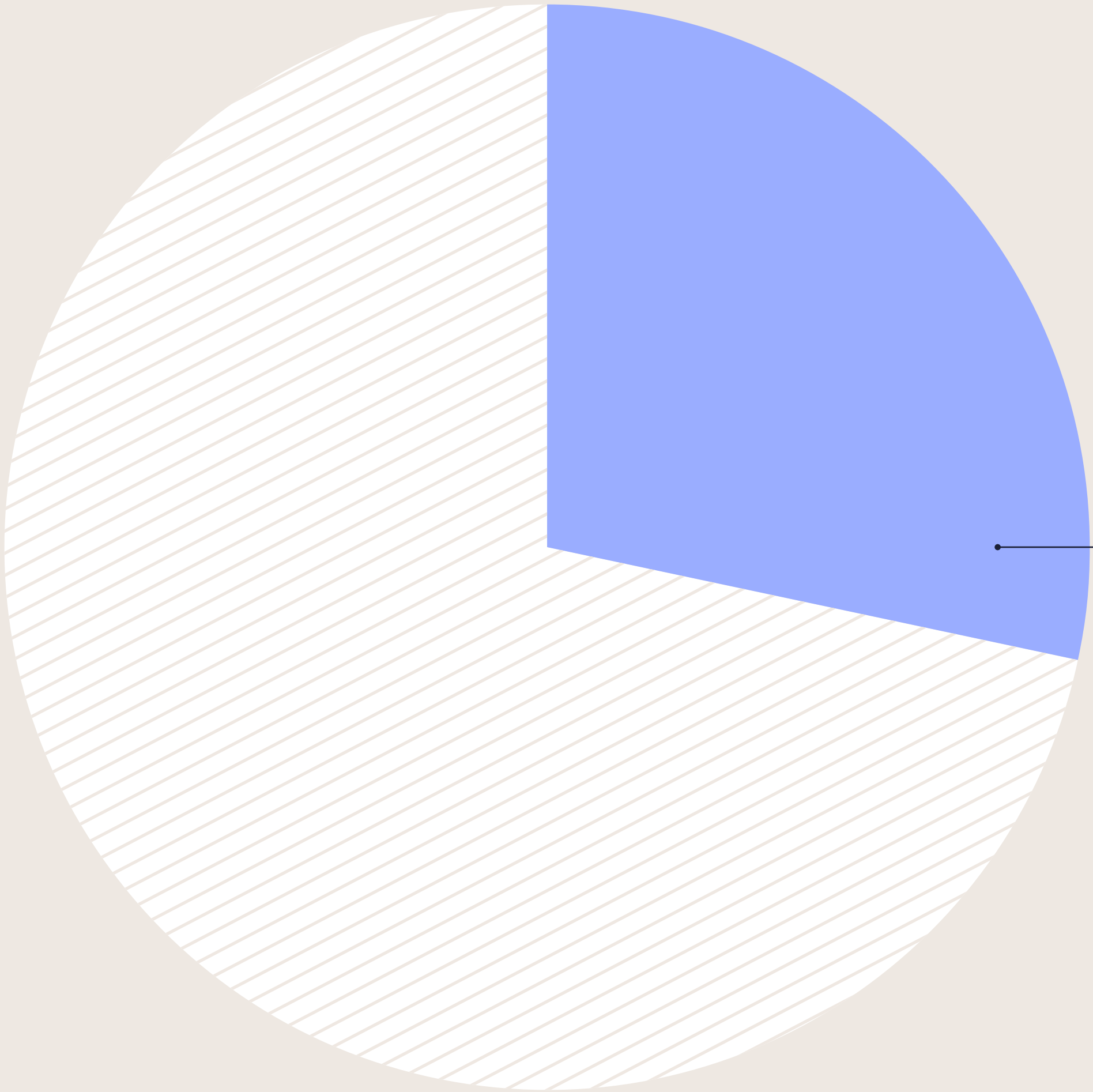
Unified brand presentation increases revenue



Challenge six

# ROI measurement

Without analyzing metrics to determine success, you can't justify the spend. Make sure you always track campaign performance to qualify and quantify success. You need to make data-driven decisions to ensure the best ROI.



28.4%

of marketers measure  
ROI consistently

# Why emails continue to drive marketing results

Despite growing competition from instant messaging and collaboration technologies, email continues to be the main way businesses communicate with each other and their customers.

In fact, **87% of B2B marketers<sup>8</sup>** use email as a primary means to share content and generate leads. There are multiple reasons why.

## Wide reach

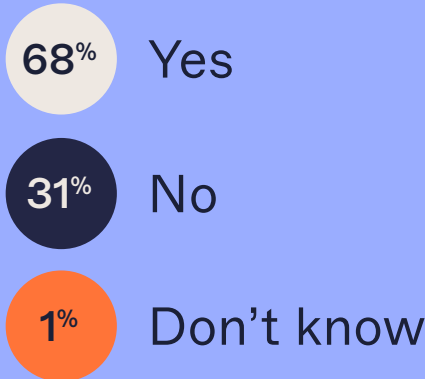
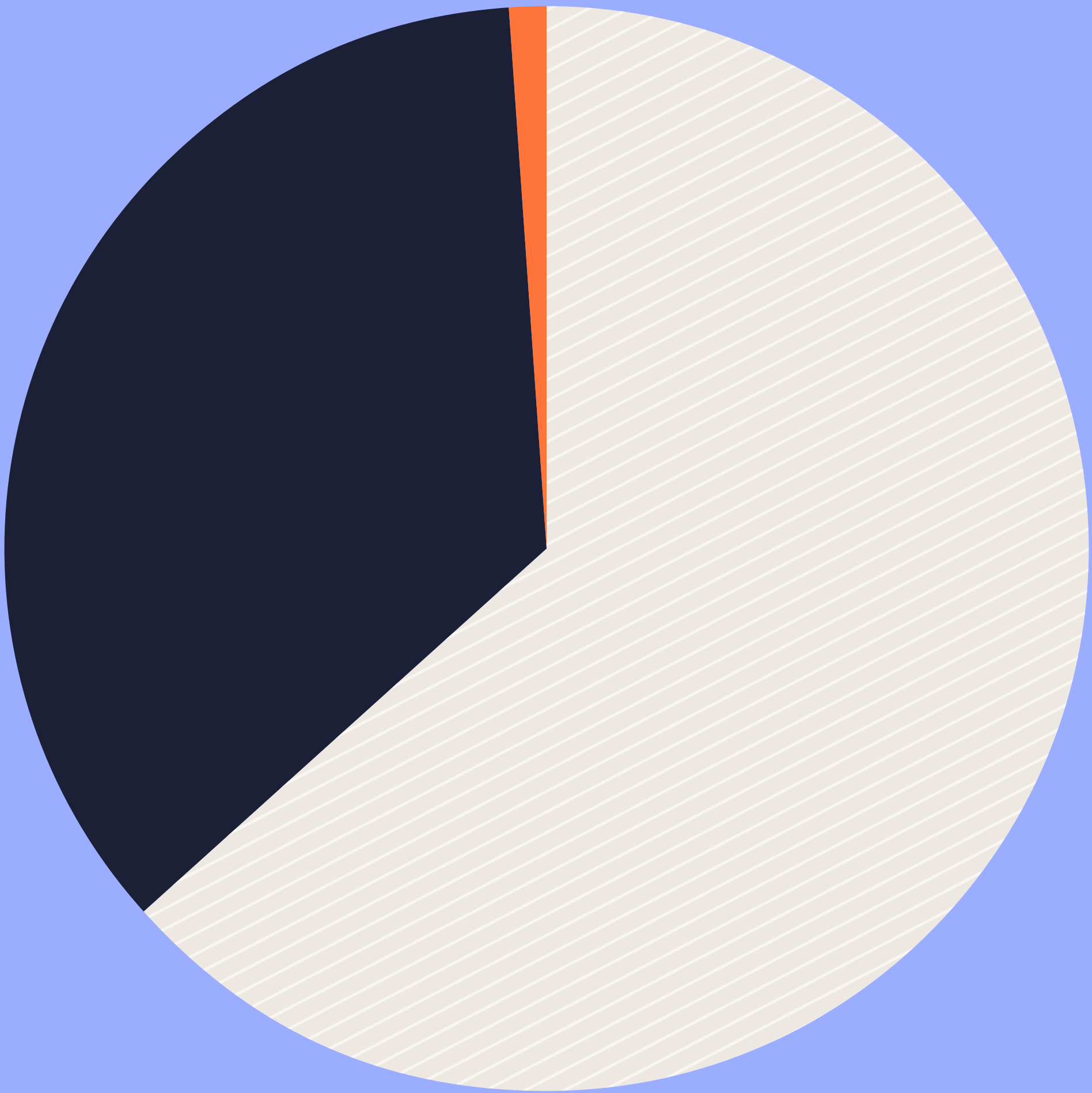
Tech research firm Radicati calculated that **consumer and business emails sent and received during 2022 exceeded 333 billion every day<sup>9</sup>**. That's a 4% increase on the previous year and a figure that's estimated to rise to an eye-watering **376.4 billion daily emails by 2025<sup>9</sup>**.

## Trust and familiarity

Email holds a unique position amongst all the communication channels your customers have at their disposal. It's where they conduct their business. Almost everything they sign up to, subscribe to, or connect to **uses their email address**.

Email is a **trusted channel** because the recipient can see who has sent the message before they open it and they manage their own permissions, opting into marketing messages **they actually want to receive**.

# Is email *engagement* important to your marketing mix?



**Source:** Exclaimer  
UK Marketing  
Research 2023



## Direct communication and relationship building

To your customers, an email is a direct communication between you and them. When you know **what your customers like**, want, and need, email lets you deliver it to them in an engaging and timely manner.

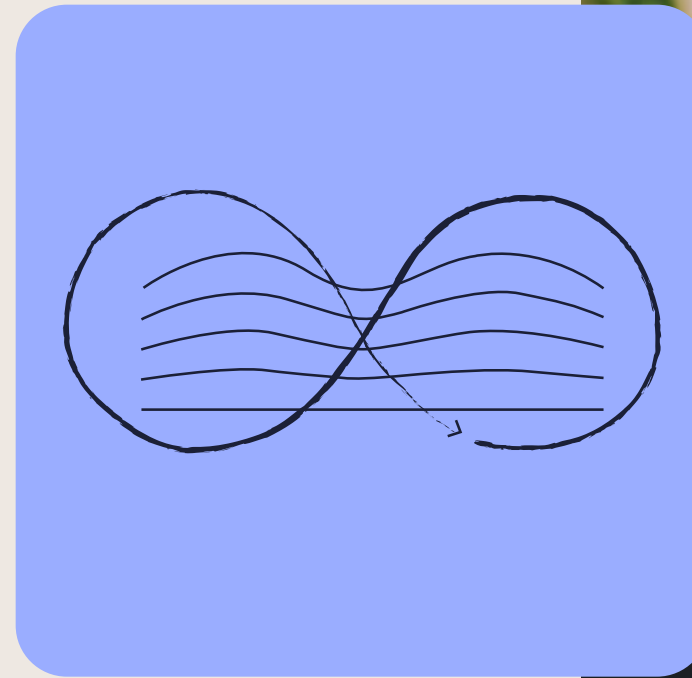
This can be anything from insider tips, early access to product launches, reminders around key dates, or discounts on products you know they'll love.

## Personalization

**71% of consumers expect personalized experiences and 76% get frustrated when this doesn't happen<sup>10</sup>.** This is why the most successful brands are not just customer-centric, but customer-obsessed.

Build your marketing strategy around experiences tailored to your customers' specific and individual needs. The better you know your customer, the better you can tailor your email content to deliver specific advice and support they need.

# *Leveraging a channel you already own*

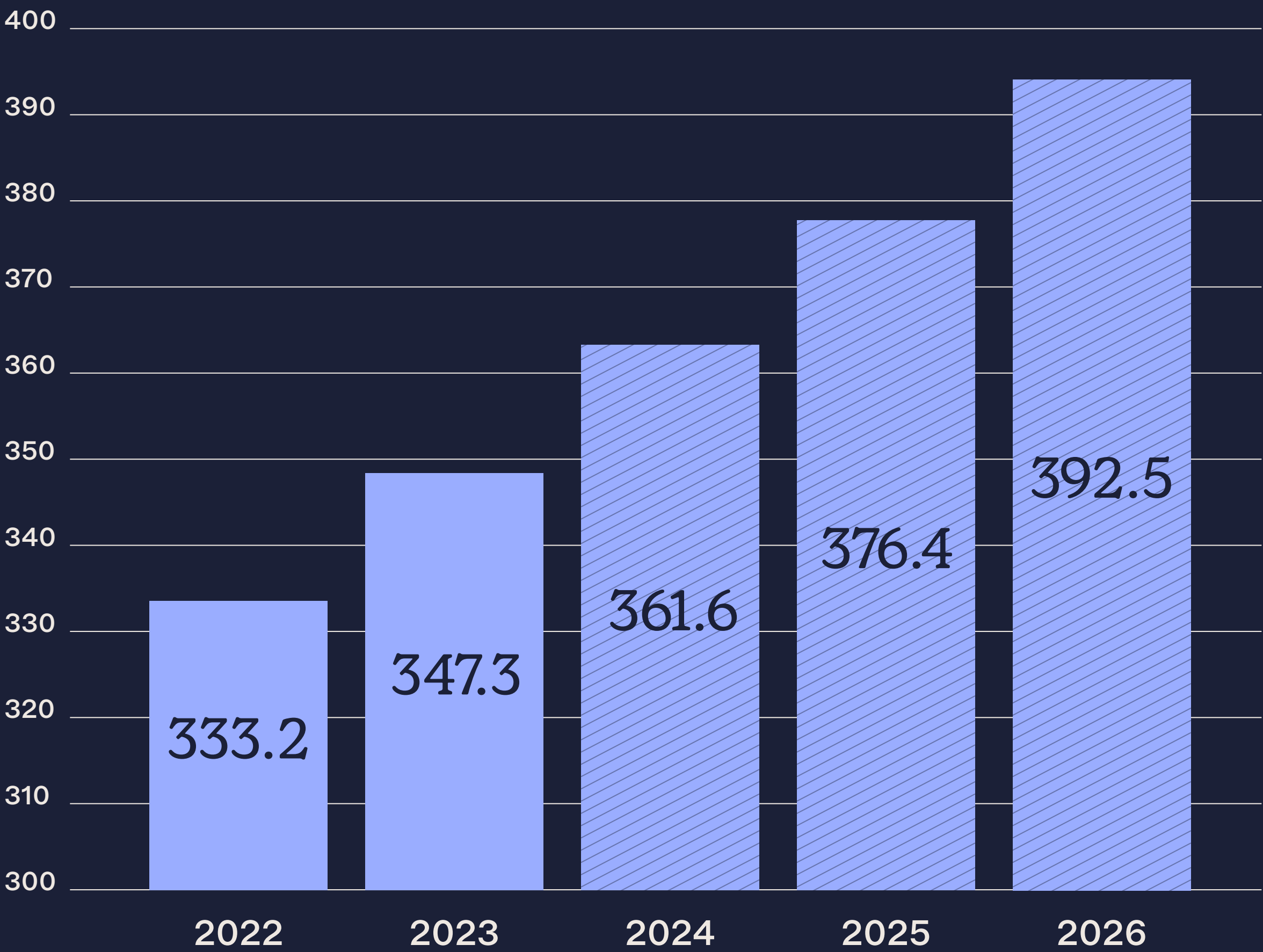


According to MailChimp, **the average open rate for email campaigns is around 21%<sup>11</sup>**, so even with a fully opted-in mailing list, four out of five marketing emails aren't opened. **Click rates are even lower at around 2.5%<sup>11</sup>.**



# Total worldwide emails sent/received per day

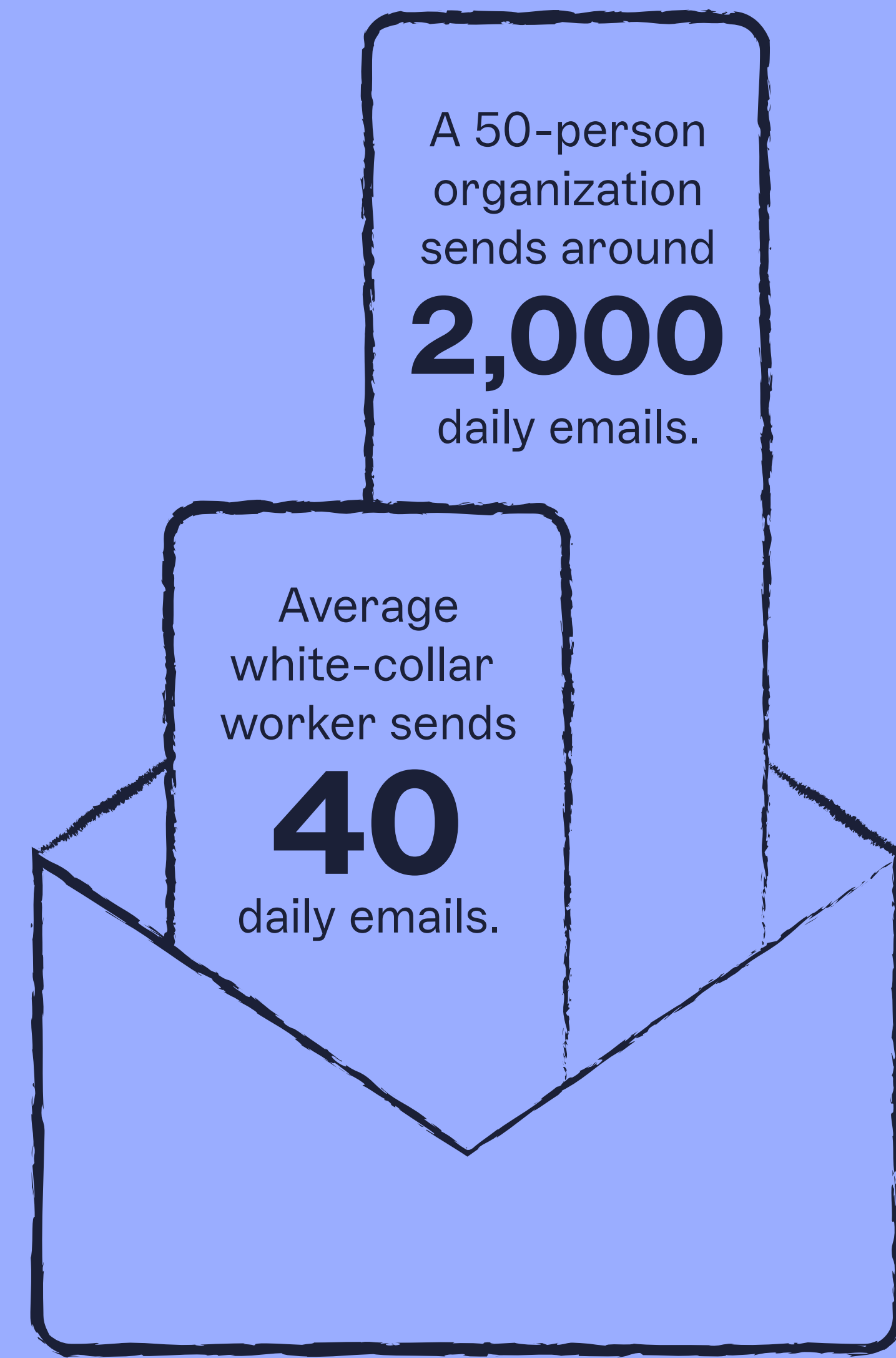
Source: [Statista](#)



## However, there's another type of email that could be the unsung hero of your marketing mix: your business email

When people exchange business emails with one another, they're often opened and read. If you consider that **the average white-collar worker sends 40 emails a day**<sup>12</sup>, a 50-person organization sends around 2,000 daily emails. That's a huge and receptive audience opening your emails who either already have a relationship with your brand or who are building one.

And the engagement stats speak for themselves. **90% of all business emails with an email signature are opened**<sup>13</sup>. Even better, **click rates are double that of marketing emails at 5%**<sup>13</sup>.





# How to use Exclaimer to address 6 key marketing challenges

## 1. Customer behavior

Email is the most effective tool for businesses to communicate with customers. With Exclaimer, you can transform one-to-one emails into content and marketing hubs that cater to various channels. This lets you drive engaged audiences to other platforms like your website, social media channels, online communities, videos, and podcasts.

## 2. Increased competition

Your business email is owned media that you control. When you use Exclaimer to run multiple campaigns tailored to specific segments, you can connect with your audiences in a way no other advertising channel can. You also get to take advantage of a channel that none of your competitors can takeover, setting your brand apart in a crowded marketplace.

## 3. Fragmented media landscape

Marketing is all about experimenting and iterating on what messages resonate best with audiences. Exclaimer lets you run A/B testing on your email signatures, providing valuable insights into which messages and designs are having the most impact on your various customers.

## 4. Content saturation

Customers that speak to your brand over email are already engaged with what you have to offer. With Exclaimer, you can integrate interactive features into your email signatures to drive better engagement. From social feeds and QR codes to one-click surveys and appointment booking links, your email signature elevate the user experience by providing content your audiences want to engage with.

## 5. Brand reputation

Exclaimer makes the process of designing email signatures simple. By using a drag and drop signature designer, marketers can quickly create templates and deploy them to all users within the organization. This ensures that every business email has a consistent signature applied without exception.

## 6. ROI measurement

Exclaimer comes with a full analytics dashboard for tracking and measuring the ROI of your email signature campaigns. This lets you calculate important metrics such as engagement rates, Net Promoter Score (NPS), and Customer Satisfaction Score (CSAT).

# Make email signatures work *smarter* with Exclaimer

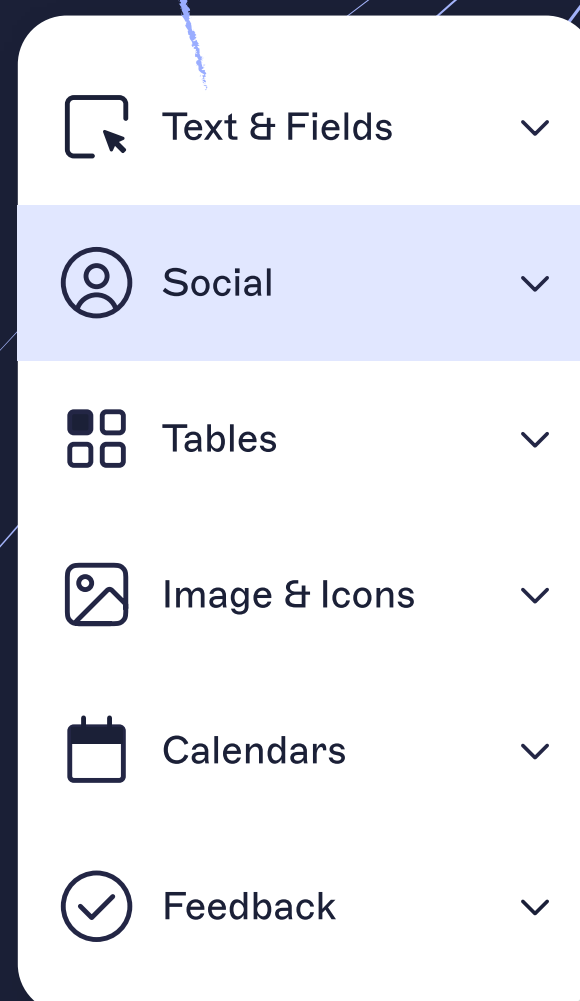
With Exclaimer, you can reach high-quality audiences without additional advertising spend and transform day-to-day business emails into actionable sales.


Exclaimer ensures:

- Consistent branding appears on every email
- Signature templates continually drive audience engagement
- Evergreen marketing messages appear on every email

Include interactive functions such as social media feeds and one-click surveys.

Use a full analytics dashboard to assess ROI.



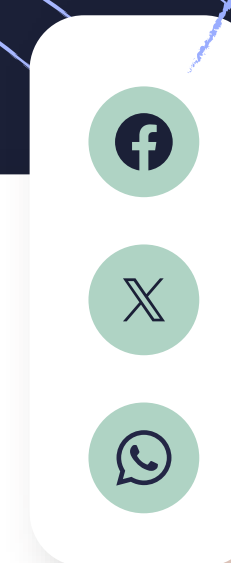


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One click research

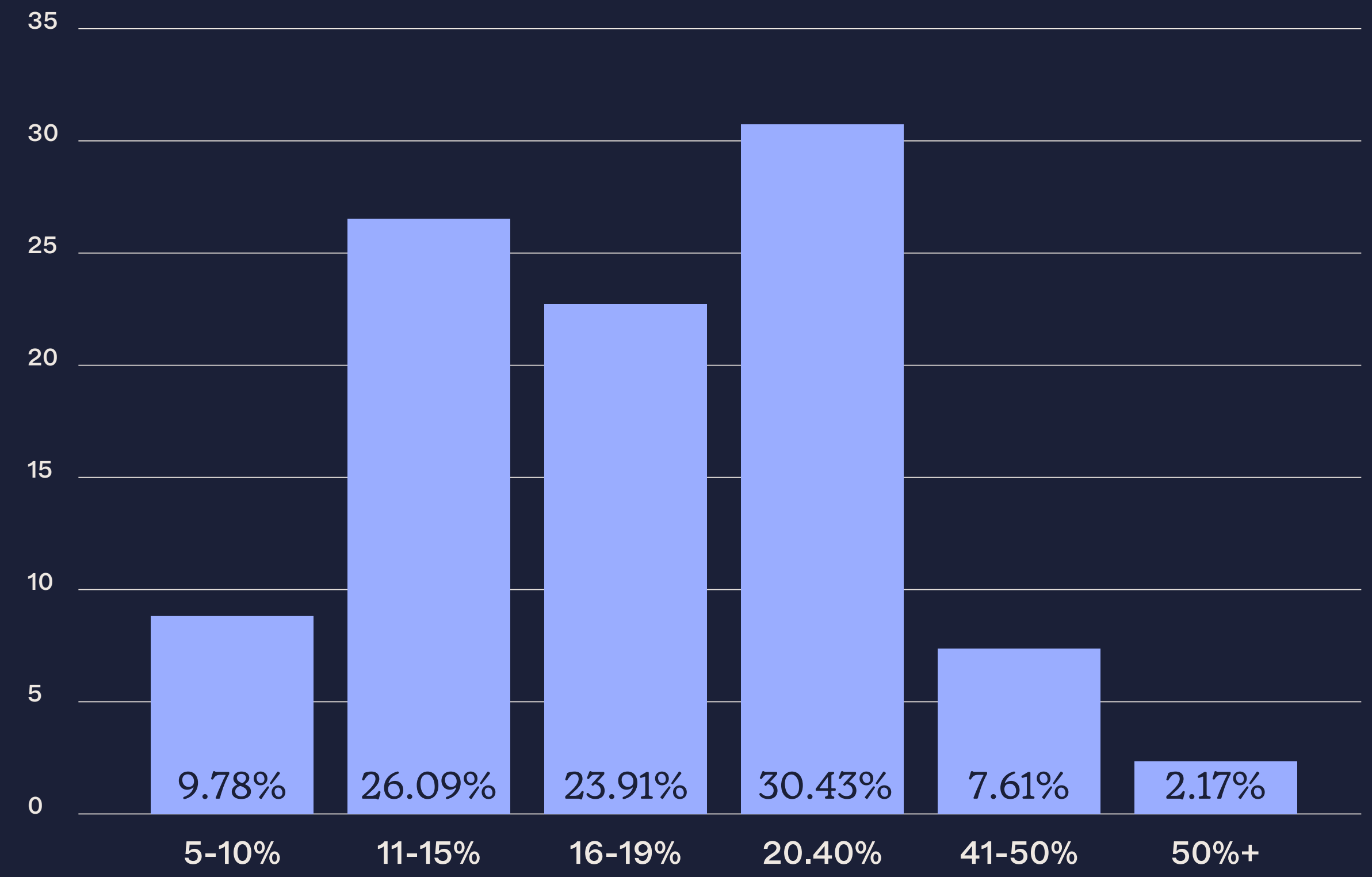
Design email signatures easily using a drag and drop editor.

A/B test which messages resonate best.

Use rotating banners and run multiple campaigns.

# Predicted revenue expected to be generated through email signatures by marketers

**Source:** Exclaimer UK Marketing Research 2023





# How to use email signatures to maximize your ROI

- Use an email signature management tool to create on-brand signatures from one location.
- Create signature banners to promote your marketing campaigns and events.
- Include your social media handles and live feeds.
- Add professional photos from your user directory to personalize your email communications.
- Embed one-click surveys to gather fast feedback.
- Incorporate awards and achievements for social proof.
- Insert appointment booking links to make it easy for prospects to book time with your sales team.
- Set rules to target signature variations at different audiences and locations.
- Build and automate multiple campaigns with rotating banners and messaging above the email body.
- Use analytics to find out which messages and designs resonate with your audiences.

## Promotional content



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business and the way you send emails.

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