

The Ultimate Guide to
**Email Signature
Marketing**



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Hello and welcome to The Ultimate Guide to Email Signature Marketing!

Some of you might be email signature marketing experts. Some of you might not have a clue about what it's about and who it's for.

But in this eBook, our goal is to set the record straight.

We'll be going right back to basics, debunking myths and showing you exactly what a little ad under your employees' contact details could do for your business.

So relax and get yourself comfortable.

And we'll start from the beginning...

-Tao Bauer, Co-Founder & CEO of Maitastic





Chapter one:

An introduction to email signature marketing

Some of what we cover in a minute is gonna seem pretty obvious.

But trust us: it's all important.

That's because there are so many different thoughts about what email signature marketing is.

And what it might be.

So bear with us while we go on a definition crusade...



What is an email signature?

An email signature is a block of text used as a sign-off at the end of emails.

It contains the sender's personal information, including their position and contact details.

Email signatures can also include information about the sender's company alongside a disclaimer.

On the whole, they tend to be managed and updated by the sender themselves.

What is email signature management?

Email signature management is the process of ensuring that all of a company's email signatures are consistent, on-brand and compliant.

The technology that supports this process is an email signature management platform, which allows you to roll out automatic signature updates from a central hub, without IT support.

These updates may include a change of company address or a rebrand.

What is email signature marketing?

Email signature marketing is a **B2B email marketing** tactic that uses employee email signatures for marketing purposes.

Typically, email signature marketing is enabled by clickable call-to-actions (CTAs) or banners below an employee's name and contact details.

These banners showcase products, content and offers, helping drive traffic to them and convert more customers.

The technology that supports this process is an email signature marketing platform, which allows you to create signature banners and measure their effectiveness. For example, through impressions and clicks.

Email signature marketing platforms also have in-built management functionalities.

Who can use email signature marketing?

Email signature marketing can be used by anyone looking to amplify their existing marketing efforts in the B2C and B2B spaces.

To work most effectively, email signature marketing will form part of your omni-channel marketing strategy, drawing attention to your most significant activities.

That said, larger companies are likely to see greater ROI from email signature marketing.

After all, the more emails you send, the more impressions, click-throughs and conversions you'll get on your signature banners.

What are the benefits of email signature marketing?

We could go on forever about how great email signature marketing is. But that's probably not what you gave your precious data away for. So instead, here are five key benefits.

Email signature marketing is...



High volume

The average employee sends **30+ emails every day**.

In a company with hundreds of employees, that's hundreds of thousands of emails every month and millions every year.

And each one is an opportunity to convert a customer with a relevant email signature banner.



Cost-effective

Email signature marketing gives you control over a channel you own.

No one can hike the prices for ad space and no-one can compete with you.



Controlled

Email signature marketing platforms give you centralised access to every employee email signature.

That means employees don't have to set up and update their signatures individually. As a result, you can achieve total brand consistency.



Targeted

Email signature marketing allows you to serve up personalised messages to different audiences.

This increases your chances of nurturing and converting customers.



Measurable

Marketers can track the effectiveness of their banner campaigns.

They do this by reviewing impressions and click-throughs in their email signature marketing dashboards.

What can email signature marketing be used for?

Email signature marketing has a ton of use cases.

And in a way, the world is your oyster.

You could plug your own GoFundMe page to help you raise money for a round-the-world trip.

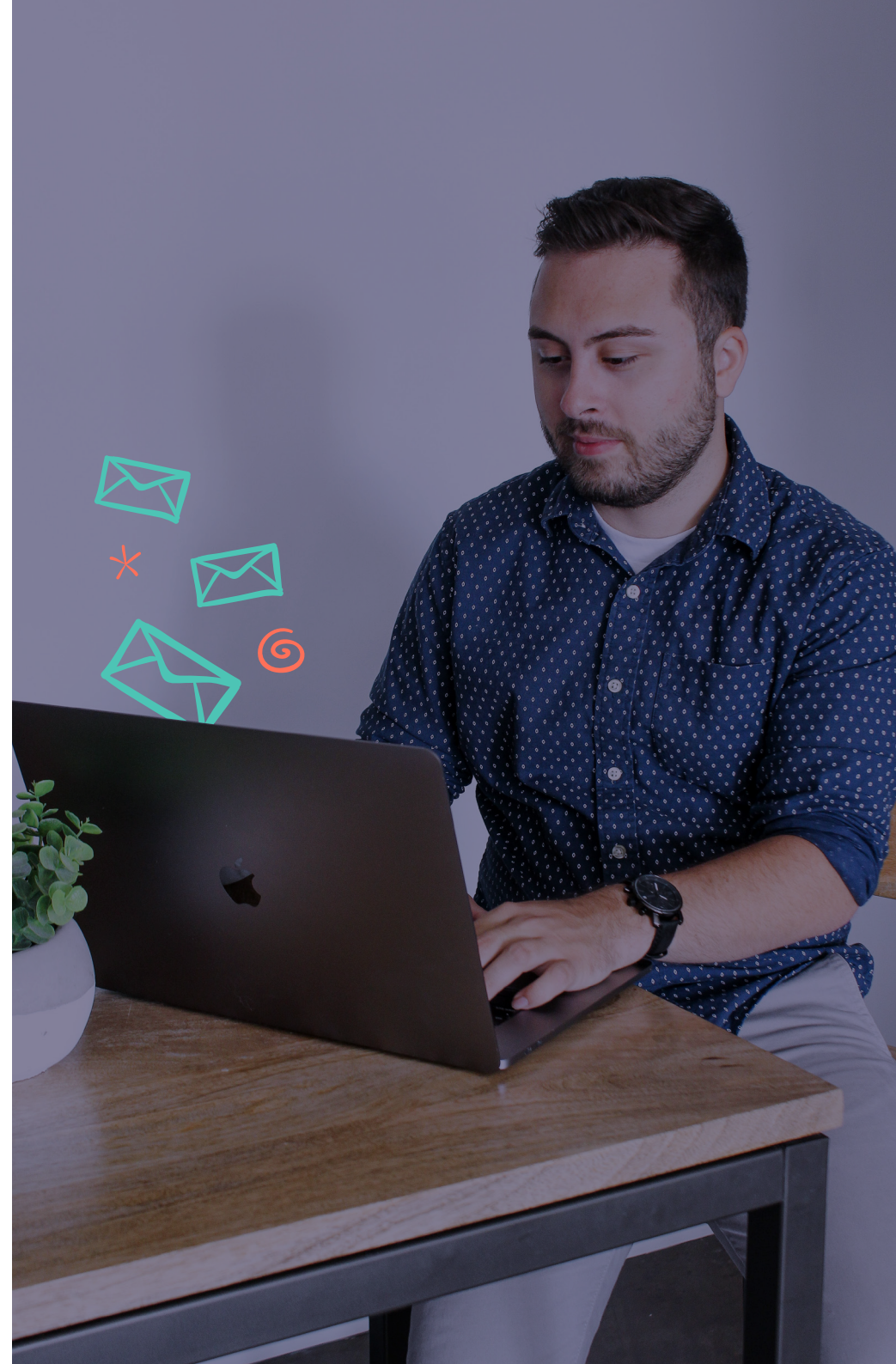
Then you could aggressively Insta it and turn everyone you hold dear against you.

But, to be honest, that's probably not the best use of your time.

So here are some of the most popular things our customers use email signature marketing for:

- ✓ Plugging content including white papers, eBooks, case studies, videos & podcasts
- ✓ Announcing major company news such as a product update or a website relaunch
- ✓ Upselling new products and features to existing customers
- ✓ Generating webinar and event sign ups
- ✓ Highlighting special offers and deals
- ✓ Testing paid ads on your contact database before setting them live
- ✓ Communicating internally, for example advertising internal vacancies or a charity bake sale.

All super useful. And sensible, obviously.



Chapter two:

What could email signature marketing be worth to you?



We admit it:

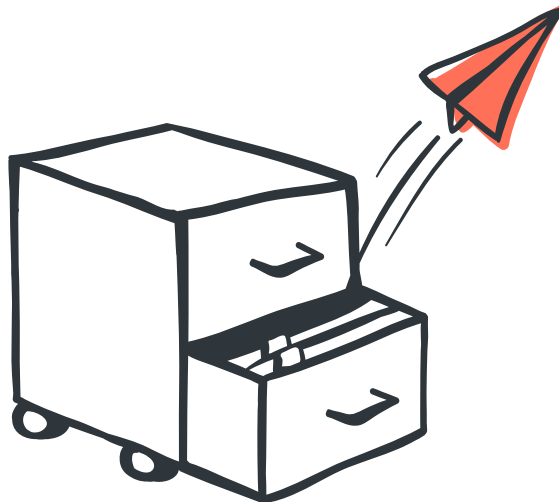
We're biased. And of course we would say email signature marketing is great.

Heck, it's what's keeping the person writing this fed and watered.

But we're shouting about it so much because it works.

And when push comes to shove, it's a super simple hack that could help you earn a few quid.

So...



What ROI will email signature marketing give you?

With email signature marketing, senders can take advantage of strong personal relationships with recipients to drive open rates, CTRs and conversions.

Take the following calculation, for example:


- On average, **people send 34 emails per day**

AND

- Each email sent to a known contact gets a whopping **2.5 opens per email** on average


As the **B2B email marketing stats** tell you, that's miles above the average of 0.29 opens per email across industries.

So let's take these figures and apply them to big business, say with 100 employees...


There are 250 working days per year. 

So $100 \times 34 \times 250 = 850,000$ emails per year.

▼

 850,000 emails multiplied by an open rate of 2.5 is **2,125,000** impressions.

▼

With a modest CTR of 1%, that's **21,250** clicks. 

▼

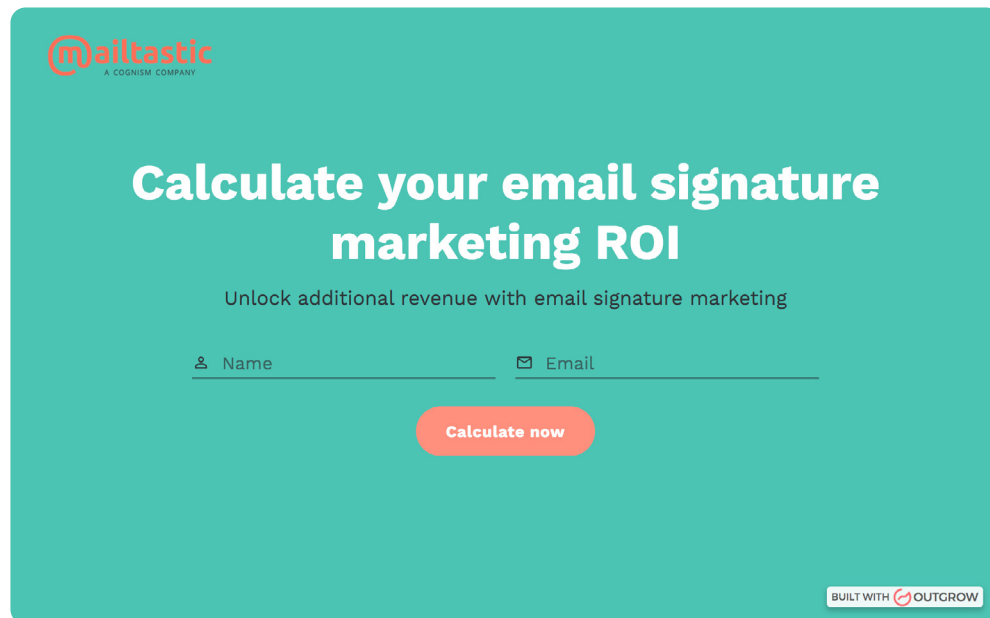
And with a typical B2B cost per click (CPC) of £3 in Google Ads, that's **£63,570-worth** of marketing value.

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Now we've told you what email signature marketing could be worth, you're probably itching to see what it could do for your business.

Well, you're in luck.

Because we built an [email signature marketing calculator](#) so you can do just that 📌




@maitastic
A COGNISM COMPANY

Calculate your email signature marketing ROI

Unlock additional revenue with email signature marketing

Name _____ Email _____

[Calculate now](#)

BUILT WITH  OUTGROW

The calculator interface is on a teal background. It features the Maitastic logo at the top left, followed by the main heading and a sub-heading. Below these are two input fields for 'Name' and 'Email'. A prominent orange button labeled 'Calculate now' is centered below the inputs. At the bottom right, there is a small logo for 'OUTGROW' with the text 'BUILT WITH' to its left.





WOW!

Chapter three:

How can you start your email signature marketing journey?

So you've got pound signs in your eyes.

You've heard us drivel on about what an email signature is.

Now it's time to learn how you become an email signature marketer.

But if you take anything away from this chapter, let it be this:

Going solo isn't the way forward.



How can I start doing email signature marketing?

To make email signature marketing work, you need the right tech.

And the right tech is an email signature marketing platform, not an email signature marketing tool.

The key differences between the two are as follows:



PLATFORM

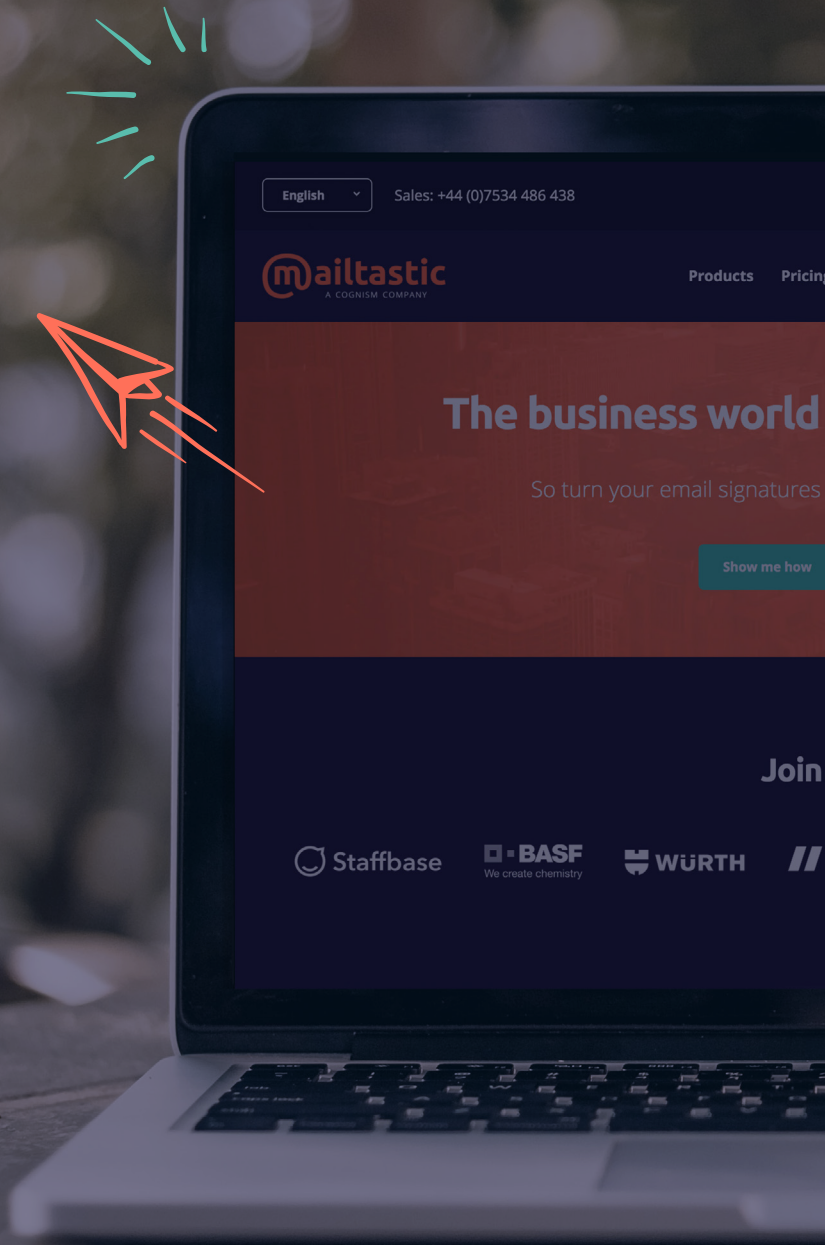
- **Control of every employee email signature from a central hub.** This means you can dynamically update banners.
- **Power to create different banner campaigns for different departments.** This allows you to personalise messaging to multiple audience groups.
- **Ability to measure the performance of banner campaigns in real-time.** Impressions and click-through rates (CTR) help you demonstrate ROI and optimise banner campaigns.



TOOL

- **No central control of employee email signatures.** This means individual users manually change their banners, or the IT department does it on their behalf. This can compromise your brand consistency and become time-consuming and stressful.
- **No power to create different banner campaigns for different audiences.** This results in one-size-fits-all messaging.
- **No ability to track or attribute the effectiveness of email banner campaigns.** This means it's hard to demonstrate ROI, improve successful campaigns or pause unsuccessful campaigns.

So while it is theoretically possible to do email signature marketing without a fit-for-purpose platform, it will neither be as effective or as powerful as with one.



How do you choose the right email signature marketing platform?

Choosing the right email signature marketing platform depends on your budget and size.

And because we're so humble, we've decided to include our competitors here.

That definitely isn't reverse psychology to get you to pick us over them.

Definitely, definitely not.

HubSpot & Drift are best suited to small teams and budgets. But the latter adds more marketing value.

Maitastic, Terminus, Opensense, Newoldstamp, Xink & Templafy combine email signature marketing and email signature management in one platform. With plenty of integrations to choose from, they're ideal for big business using multiple email systems. And they can help you realise major revenue gains.

CodeTwo provides marketing and management but only for the 365 suite. They're probably the best bet for Microsoft evangelists.

Wisestamp & Exclaimer are perfect for enterprise-wide signature management. But they don't focus on email signature marketing. So if you're just after more brand control and consistency, they're your guys.



Chapter four:

How are companies like mine using email signature marketing?

A few big players have already cottoned on to the value of email signature marketing.

But it's still an untapped resource for the majority.

That means you can use it to realise those all important marginal gains. And, of course, sneak ahead of your competitors.

Here's what an industrial tool supplier achieved with email signature marketing:

- **Desoutter** used Mailtastic to drive traffic to a service portal where customers could reorder spare parts. 90% of traffic to it came through email signature marketing.

Here's what a car dealership achieved with email signature marketing:

- **Spindler** used Mailtastic to achieve 106,000 email banner impressions in a month.

And here's what a decorative paper product company achieved with email signature marketing:

- **Suthor's** signature banners overtook their traditional email marketing efforts in terms of ROI.

Winning banner campaigns from Mailtastic customers

After reading this bible, we wouldn't dream of leaving you without some of the banners our customers use to get these results.

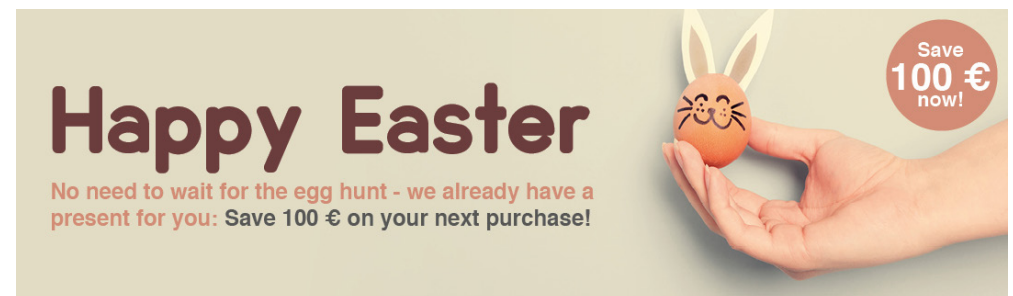
Take a look below to get inspired 🙌



A well-known B2B purchasing platform gained more than 161 million impressions using Mailtastic's signature banners and a CTR of more than 4%.



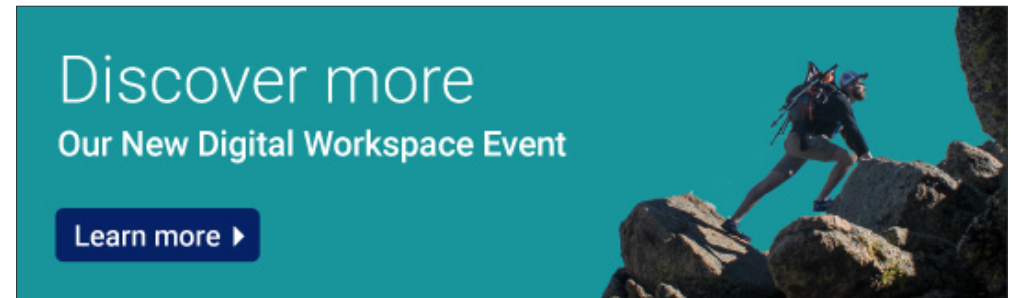
A well-known manufacturer gained 360 million impressions from Mailtastic signature banners and 500k clicks to key product pages.



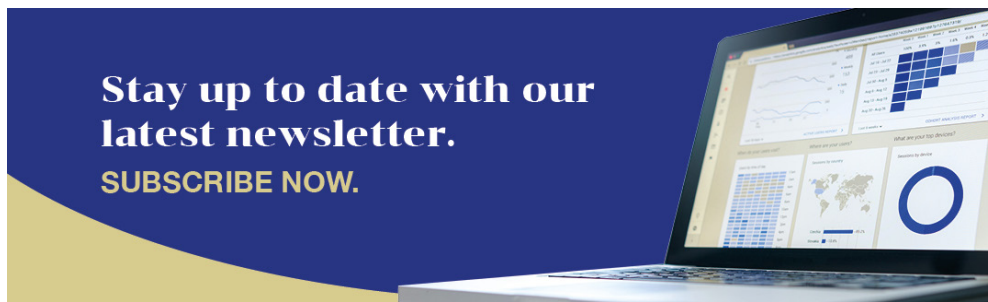
A well-known B2B purchasing platform gained 9,000k website visitors from a signature banner campaign highlighting a seasonal sale.



A business intelligence company saw a 15% CTR on their latest white paper signature campaign.



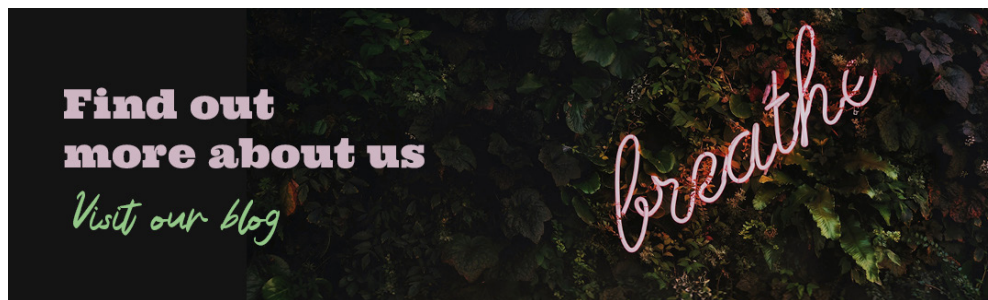
An international service provider secured a 40% CTR when promoting their latest event.



A career advice company generated 2 million impressions when driving registrations to an industry newsletter.



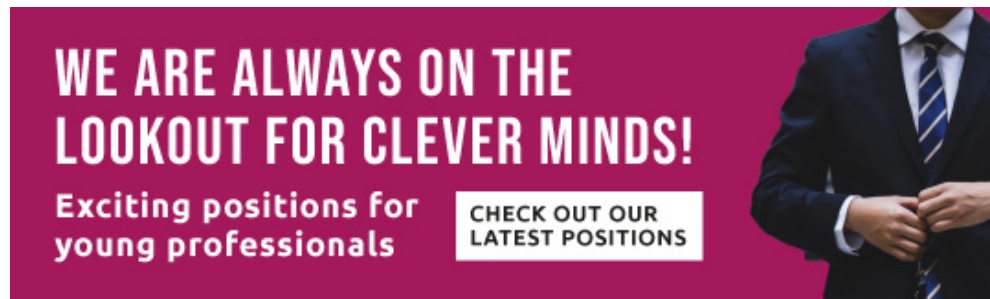
One of our *capital management customers* generated more than 1 million impressions for their webinar series.



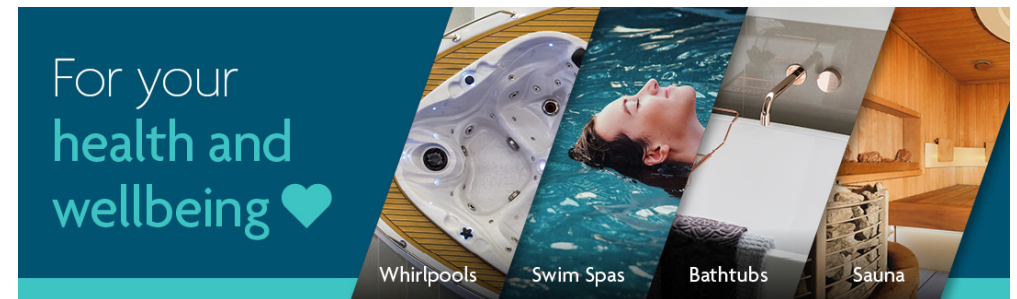
A well-known consultancy firm saw a 12% CTR on their signature banners showcasing their latest blog post.



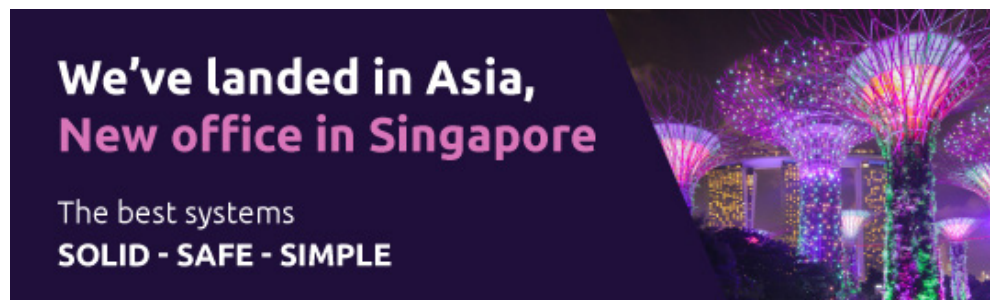
A well-known capital management company promoted their digital event using Mailtastic and generated more than 4 million impressions.



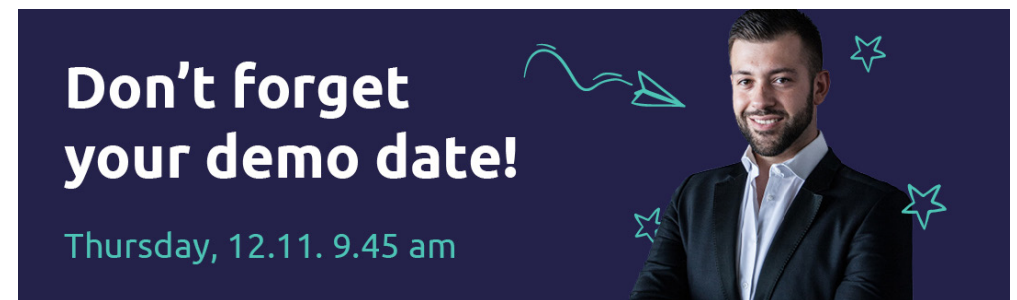
A well-known car dealership got more than 400k impressions for their latest recruitment drive.



A Maltastic client generated 1.6 million impressions from their cross selling campaign.



A smart maintenance solutions provider got more than 4 million impressions from their signature campaign announcing a new office opening in Asia.



Maltastic uses email signature banners to remind prospects of meetings and demos to improve attendance rates.



Conclusion:

That's a wrap!

You've reached the end of The Ultimate Guide to Email Signature Marketing. We hope you've stumbled on a trick that's going to make your business rich (and your boss love you).

And if you're ready to take the next step in your email signature marketing journey, we'd love to chat.

Request a Mailltastic demo and soup up your email signatures today!



Thirsty for even more content?

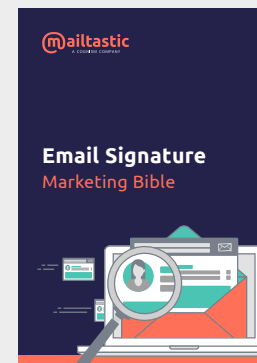
Then check out:



The Ultimate Guide to Lead Generation (for every content marketer).



29 strategies that make B2B marketing predictable



The Email Signature Bible