

You've got a great business. So why haven't you got a great email signature?

By [Jennifer Bassett](#), issued by [Rocketseed](#)

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We see them all the time. Emails from professional people at top-brand businesses that sign off with email signatures that leave us exasperated - distorted logos, off-brand fonts, empty fields, missing images (just little red corner crosses) and nothing to engage the recipient.



Don't let your email signature be the weak link in your business. You and your employees deserve better. Need convincing? Here's five good reasons why...

You're a professional (so why don't your email signatures look professional?)

You didn't choose your company logo from clip-art, so why settle for a one-size-fits all email signature template? There are many ways an email signature can make you look amateurish: off-brand fonts, empty fields and cluttered layouts (do you really need to mention every award?). It might be a cliché, but first impressions really do count and for your email signatures to make an immediate professional impact you need a professional design. Rocketseed's expert email signature designers work with your brand guidelines to create a bespoke professional email signature template for your business that displays perfectly on every device.

You've got a great brand (so why aren't your email signatures consistently branded?)

Your brand is far more than just your logo, it's consistent set of values you deliver at every customer touch-point. Even once you've got a professional email signature design in place, it's vital that it's rolled out consistently on every employee email across your business. And the only way to achieve this is by having centralised control. We give you centralised control so you can update all your employee signatures (whether that's 10 or 10,000) company-wide at the click of a button. What's more, Rocketseed signatures are totally tamper-proof so it's impossible for any employee to get 'creative' with their own signature independently.



You want real marketing results (so why are you missing out on a 'hero' marketing channel?)

An interactive email signature creates so many engagement opportunities. Consider the numbers for a second. The average employee sends 1,000 emails a month, with an open rate of 99%. That's a lot of opportunities for their email signatures to drive visitors to your website, document downloads and social channels for very little investment. Add a compellingly clickable call-to action and suddenly you've got a new marketing channel to promote everything from exclusive offers to ebooks and events. And with Rocketseed every recipient click is tracked and reported. Want to see a snapshot of your email signature marketing success? [Here's how.](#)

You need tech you can trust (so choose trusted email signature software that's continually tested)

We get just as many enquiries from IT managers as we do from marketers, so we understand the IT challenges that email signatures can cause. We continually test our tech to ensure that email signatures render correctly on the broadest range of email clients and mobile devices. Our SMTP relay makes Rocketseed simple to set up (unlike plug-in solutions, there's no need for every user to download their software to set up their signature) and integrates with Active Directory so that any changes to employee details will update in their signatures automatically. Using Office 365? Find out the answers to the 7 key questions IT managers ask about Rocketseed email signatures for Office 365 [here](#).

You give great customer service (so shouldn't you expect the same from your email signature provider?)

You know the difference great service makes, but somehow people don't associate service with email signatures. Perhaps it's because so many email signature providers' service stops straight after set-up. Not Rocketseed. We give you full training on the Rocketseed interface, provide 24-hour technical support with a real expert to speak to, and give you an Account Manager who will work with you to make sure your email signatures are on-brand, engaging and achieving real results for your business. Want to know exactly what our Account Managers can do for you? [It's all here.](#)

It's time to sort out your email signatures... so let's talk

A great business like yours deserves a great email signature – professional, on-brand, engaging, with tech you can trust and great customer service – just like your business. To get your new email signature started, just upload your current signature or send us an email with it on, we'll give it a quick review and then we can talk.

You've got a great business – it's time you got a great email signature.

[Share your email signature](#) with us.

ABOUT THE AUTHOR

Jennifer Bassett is Marketing Director at Rocketseed.

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