

# 5 email signature solutions for terrifying business challenges

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Your business has skeletons in the closet... that's right. You heard me. But don't fear, so does every other business, regardless of the industry sector.



From the gruesome amount of admin work your IT team has to endure, to staff tampering with their signatures (trying to dress it up as their own), not realising the devastating impact it will have on all your marketing efforts. How about keeping staff informed, motivated and engaged with your brand – it's usually a horror for any HR department!

Keep reading as we lift the veil on the supernatural power of email signature software and how it can solve various business challenges. From IT, sales and marketing to human resources, and not forgetting one of (if not the most important) aspects of your business – customer service!

Let's dig in...

## 1. Transform IT frights into automated delights

**The challenge:** Updating and managing employee signatures can be a nightmare task for any company, regardless of the size. There is so much that could go wrong! Manual updates are a recipe for disaster: errors can easily happen and signatures might not be 100% aligned with your brand – we are only human after all, not to mention what a time-consuming task it is.

**The solution:** For company-wide brand consistency, you need an email signature manager that puts you in complete central control. Easily manage all email signatures, whether on-site or in the cloud, from one central point. AD sync allows you to update all employee contact details, sender information and group structures automatically and with ease. One less monster for your IT team to deal with!



## 2. Missing a marketing trick? Here's a treat...

**The challenge:** It's no secret that your marketing efforts are expensive, and despite all the hard work you put into it, your marketing message might not be seen by the right person at the right time or get the engagement and results you desire (and deserve).

**The solution:** With a 99% open rate and the average employee sending 1,000 emails a month – your everyday email is a must-have marketing channel for any business. Impactful and interactive email signature marketing banners (either at the top or bottom of your email signatures) see an average click-through rate of 9% but can reach above 20%. Stay ahead of the game by scheduling banner campaigns in advance with your desired start and end dates, especially when running seasonal promotions.

To get the most out of your email marketing campaigns, be sure to segment and target your campaigns so the right message always reaches the right recipient at the right time. Whether you want to build brand awareness, promote products and/or services, drive sales, or want people to read your latest blog or case study, your marketing campaign possibilities are endless. Need some inspiration? See [33 great email marketing banner examples](#). There's no time for hocus-pocus marketing messages!



### 3. Improve HR & Internal Communication for spellbinding results

**The challenge:** Keeping staff happy, motivated and engaged can be a dreadful undertaking. Employees should be your number one brand ambassador, but if they don't believe in your brand, neither will your customers.

**The solution:** Implementing internal marketing and HR email banner campaigns will help you upskill, align and inspire your workforce. Recruitment efforts such as promoting new vacancies and on-boarding new employees will be a breeze for HR with internal marketing banners.

Any new company policies or new branded templates can easily be linked through to read or download from email banners. Relay timely news announcements, events and training sessions to various departments or gain insight to employee thoughts and needs by encouraging them to take part in 1-click surveys. Keep employees aligned, motivated and empowered with bewitching internal email banner communications!

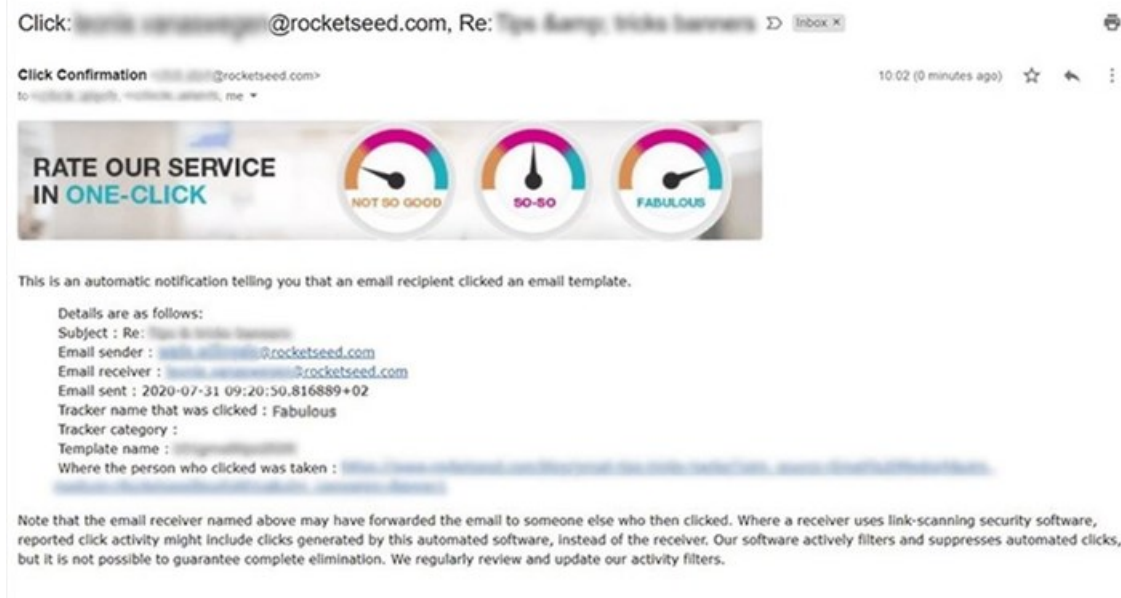


### 4. Reanimate Customer Service for 5-star success

**The challenge:** Not knowing your customers and how they perceive your business can be an absolute killer! Don't be left in the dark with uncertainty when it comes to customer satisfaction. Undesirable customer experiences can easily lead to devastating results for your business.

**The solution:** Optimise your customer service performance by running effective 1-click survey email banner campaigns. This gives customers the opportunity to rate the service they received from staff members, using a 1-to-5-star grading – in one simple click! No lengthy form completions are necessary, which is usually a major turn-off for customers. However, you do have the option to link your survey banner to a customised form, if you wish to gain more insight from the recipient.

With real-time click alerts notifying line managers instantly of any reviews, immediate action can be taken for any unfavourable feedback (or give employee recognition where it's due)! Optimise your customer service performance so you don't scare prospects and existing customers away.

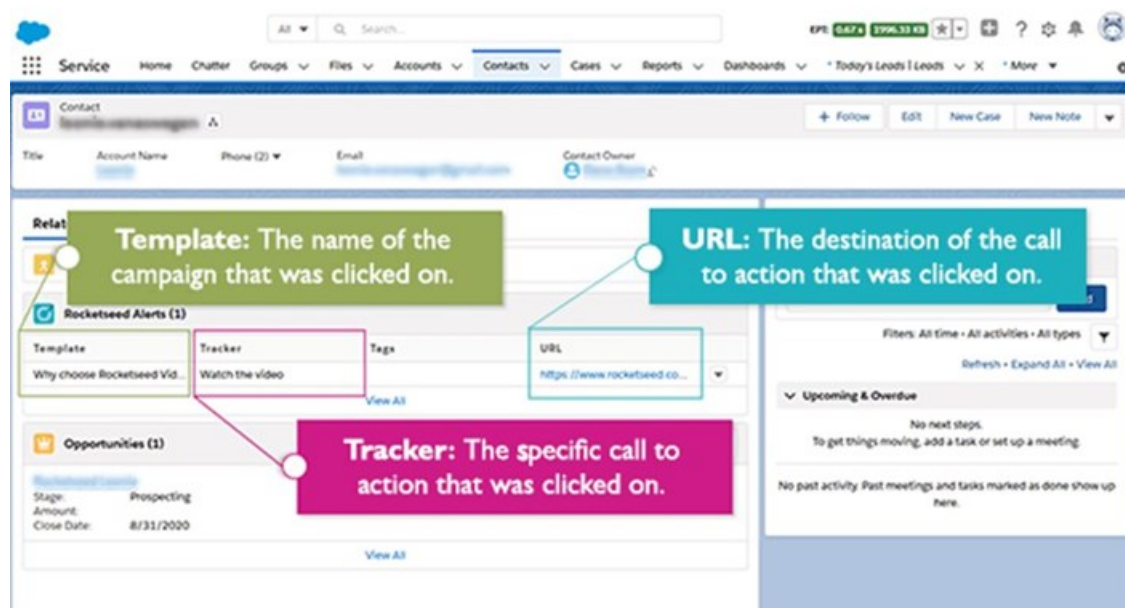


## 5. Sink your teeth into a conversion-driven sales journey

**The challenge:** You've reached out to a new potential lead. With your eye on the clock, you wait in anticipation for a response. Are they too busy to get back to you? Or just not interested in what you're offering? Perhaps they haven't seen your email yet? There was a time when using read receipts was all the rage, and if you're still using this outdated method you're in for a surprise.

**The solution:** Automate and target your sales messages to ensure potential leads receive the most relevant message at any given time. A silent read alert is triggered every time a recipient engages with your email signature or banner, notifying you of their interest in your offering, so you can take charge immediately.

All the valuable data derived from prospects (and customer) interactions on your emails can be pulled into CRM platforms such as Salesforce, ensuring you have a complete picture of their interests and needs. For a highly personalised experience (based on previous conversions with your prospects) override any banners assigned to you by using a specific banner's unique subject line keyword in your subject line. You'll be amazed at your sales results when you add a dash of magic to every email.



So, there you have it. Meeting daily business challenges doesn't have to be witchful thinking when you have the right email

signature manager.

If you're in the market for new email signature software be sure to check out our [ultimate email signature software checklist](#) highlighting 15 things you need to know when buying email signature software.

We're offering a free 15-minute signature design review by our expert team, if you have an existing business email signature used by over 50 staff. So, [get in touch](#) to find out how we can help you raise your email signature from the dead.

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