



**Transform each internal
email into a tool** for
cohesion and engagement ↗

signitic



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a forgotten space but
ultra-visible

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INTRODUC TION

Internal communication is no longer just a simple relay of downward information. It has become a strategic function at the heart of employee engagement, corporate culture, and even HR performance.

In a context where:
remote work has become the norm,
teams are often geographically dispersed,
employees' expectations for meaning,
transparency, and recognition are increasingly strong,
... communication and HR departments must rethink their levers.

While collaborative tools (Slack, Teams, Workplace...) have gained ground, they also have limitations: attention saturation, message dispersion, lack of prioritization.

On the other hand, email remains a structuring and universal channel. It still sets the rhythm of the workday, allows for chosen reading moments, and contains a unique, constant, often underutilized space: the email signature.

2. THE EMAIL SIGNATURE: A FORGOTTEN SPACE BUT HIGHLY VISIBLE

The email signature is often seen as just a contact detail. However, it is a recurring, passive, and highly visible exposure surface.

Here are some figures to understand its impact:

- On average, an employee sends 30 to 40 emails per day.
- In a company of 300 people, this represents over 300,000 monthly contact points.
- Each message is a silent yet powerful opportunity to relay an HR, quality of life, or corporate message.

Why is this space so strategic?

- Stable: it doesn't move, it is consistently seen.
- Non-intrusive: no pop-ups, no aggressive reminders.
- Customizable: each signature can carry a targeted message by department, role, language, or location.

The benefits of a personalized and engaging signature:

- Strengthening the consistency of internal communications
- Regular renewal of key messages, without fatigue
- Gentle memorization, thanks to contextual repetition
- A passive channel that requires no additional action from employees.

Each signature becomes a vector of culture and information, on a daily basis.



3. INTERNAL USE CASES: EDITORIAL MANAGEMENT OF CONTENT DISSEMINATED THROUGH EMAIL SIGNATURES

Let's take a concrete example: you are the internal communications or HR manager at a company with an international presence, including subsidiaries in France and Italy.

You need to:

- inform employees about a new tool,
- raise awareness on strategic topics such as GDPR or inclusion,
- mobilize around internal events,
- create connections in a hybrid context.

The solution: integrate your messages continuously through email signatures.

Here is the monthly editorial plan and the associated banners:



Important Internal Information

- Announcement of Notion as the new documentation tool
- Banner: "Discover Notion: your new internal documentation space – [Read the guide]"
- Change of hours for support services - Banner: "New hours for the IT team starting August 3 – [View hours]"
- Crisis Communication: Teams Outage - Banner: "Teams under maintenance this morning – please use Slack temporarily"



Awareness & Training

- New GDPR Module - Banner: "Are you up to date on GDPR? Train yourself in 15 minutes – [Start]"
- Cybersecurity Week - Banner: "5 reflexes to protect your data – [Read the infographic]"
- Inclusion Training - Banner: "Inclusion & Diversity: Discover our micro-training sessions – [Access]"

Corporate culture & engagement

- QVT Week - Banner: "Well-being at work: sign up for the workshops – [View the program]"
- CSR Commitment - Banner: "Together for a more responsible company – [See our actions]"
- Pink October - Banner: "Pink October: let's support research together – [I participate]"

Collective mobilization

- Satisfaction Survey - Banner: "Your opinion matters! Participate in our annual survey – [Respond]"
- Back-to-School Contest - Banner: "Big Back-to-School Contest – Win a weekend for 2! – [I participate]"
- Inter-Team Sports Challenge - Banner: "Get moving with your team! Join the internal challenge – [Registration]"

Onboarding and HR

- Welcome message for newcomers - Banner: "Welcome to our new colleagues of September! – [Meet them]"
- Recruitment campaign - Banner: "We're hiring! Share our job openings with others – [View openings]"
- HR Day - Banner: "Thank you to HR! Special day on June 17 – [The program]"

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

IMPORTANT
INFORMATION

Notion

Schedules

Failure ⚠️

AWARENESS
& TRAINING

GDPR

Security

Inclusion

CORPORATE
CULTUREQuality of Work
Life

CSR

October R.

COLLECTIVE
MOBILIZATION

Satisfaction

Game

Challenge

ONBOARDING
& HR

Welcome

Recruitment

HR



High priority



Medium priority



Low priority



Targeting France subsidiary



Targeting Italy subsidiary



Unexpected event

This 5-month editorial calendar outlines the planning of various internal communication campaigns in the form of banners. Each banner is associated with a release date, a priority level (high, medium, or low), and a specific target audience (French subsidiary, Italian subsidiary, or both).

The priority determines the display hierarchy of the banners:

A high priority ensures maximum visibility. It applies to urgent or exceptional communications (e.g., outage, HR dedicated day).

A medium priority allows for notable promotion, ideal for one-off events like contests, challenges, or recruitment campaigns.

A low priority is used for background or recurring messages (e.g., CSR commitment, long training sessions), which are displayed only when no higher-priority banner is active.



When multiple banners of the same priority are active simultaneously, they automatically alternate to ensure fair rotation.

However, if banners of different priorities are competing, the highest priority one will be displayed first. For example, a medium priority banner will take precedence over all low priority ones, and a high priority banner will take precedence over all others.

Thus, in case of high newsworthiness (such as an outage or urgent event), less critical campaigns are temporarily hidden in favor of the more important ones, while ensuring that none are completely forgotten thanks to this intelligent rotation system.

This operation ensures a smooth, targeted, and coherent dissemination of information, while avoiding visual overload for employees.

4. MEASURE THE INTERNAL IMPACT

Contrary to popular belief, signatures are not a blind channel. When used correctly, they can be managed with precise indicators, just like your other communication channels.



Click-through rate on banners

→ measurable through a tool like Signitic

Participation rate in events promoted through signature versus those promoted via email only



Qualitative feedback collected by HR or through internal surveys.



A well-designed, well-targeted, and well-placed banner can generate 2 to 5% clicks, resulting in dozens of interactions per day, whether for a simple training reminder or a survey.

5. HOW TO IMPLEMENT AN EFFECTIVE STRATEGY?

Here are the 5 key steps to industrialize your internal communication through email signatures:

1. Build an aligned editorial calendar

- Plan campaigns according to your HR, CSR, training, QWL, etc. highlights.

2. Create harmonized visual templates

- Adhere to the graphic charter, consistent formats, impactful visuals.

3. Collaborate with IT teams

- To automate deployment and ensure reliability.

4. Segment campaigns

- Based on populations: departments, geographical areas, languages, professions.

5. Equip yourself with a dedicated tool like Signitic

- To centralize, automate, target, measure – without burdening employees or overloading IT.

6. TOOLS & BEST PRACTICES

Manually updating the signatures of 300 or 1000 employees?

Unmanageable.

This is where a solution like Signitic comes in, designed to reconcile marketing, internal communication, and IT around a single lever.

With Signitic, you can:

Save time

- Centralized deployment in just a few clicks
- Integration with directories (Google Workspace, Microsoft 365, Active Directory)

Be relevant & targeted

- Customized messages based on services, functions, regions, languages
- Banners programmable by campaign

Take care of your image

- Visually professional signature, consistent with your brand
- Built-in, customizable banner templates
- No visual overload: concise, prioritized messages

7. FEEDBACK

Our clients have turned their signatures into a strategic internal channel. Here's what they gain from it:

**+25 to
40 %**

participation in internal
events relayed by
signature



Unification of internal
branding on an
international scale



Accelerated adoption
of internal tools or
training



Effective dissemination
of sensitive or urgent
messages, without
stress for
communication teams.

8. THE CHECKLIST

If you check all these boxes, your signature becomes a true tool of commitment!

- > The signature is standardized for all employees. ☐
- > It adheres to the company's graphic charter. ☐
- > It includes essential contact information (name, position, phone, email, website, etc.). ☐
- > A personalized banner is integrated into it. ☐
- > The banner highlights a clear and concise internal message. ☐
- > The message is updated regularly according to an editorial calendar. ☐
- > The campaign is targeted (by country, department, language, etc.). ☐
- > Performance is monitored (clicks, participation rates, etc.). ☐
- > Everything is deployed automatically via a tool like Signitic. ☐
- > Employees have nothing to do; everything is managed smoothly. ☐



YOUR EMAIL SIGNATURES ON AUTOPILOT

It is time to ensure consistency in the electronic signatures of all your team members.

Customization, adherence to your visual identity, and the integration of informative messages are now the pillars of your communication strategy. With our platform, creating and managing campaigns becomes simple and intuitive.

Our solution allows you to effectively target your audience, optimally organize your establishment, conduct A/B tests, and much more!

The automation and centralization of signatures within your organization are now accessible. Gone are the days of wasting time juggling HTML code for each team!

Your communication department can finally easily manage and utilize your company's electronic signatures thanks to an intuitive platform. Say goodbye to manual segmentation, unsynchronized directories, and cumbersome deployments.

