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THE KEYS TO A WINNING STRATEGY

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392.5

BILLION

The number of emails that will be sent and received worldwide every day by 2026 (Statista).

Widely seen but often underused, the email signature is a communication channel your business should make the most of.

- How can you unlock its full potential?
- Which strategies should you use?
- What practical steps can you take?

Our experts have the answers.

Segment by department for more relevant campaigns

Email signatures can meet many needs across HR, Sales, Marketing, Communications and Procurement. Use them as a communication channel for targeted messages.

The goal? Campaigns that resonate with your audiences and support clear business objectives!

Your two main communication segments

01

ALWAYS-ON

Signatures across your entire workforce

Your main channel for always-on campaigns throughout the year.

02

TIME-LIMITED

Signatures within each department

Identify employee groups for more targeted, time-limited campaigns.

Employee signatures



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Campaigns by department



What campaigns can you run through your employees' email signatures?

01

LEAD GEN

Lead generation campaigns

Your Sales and Marketing teams' email signatures can encourage people to:

- ✓ download content
- ✓ register for an in-person or online event
- ✓ book a product demo or a sales conversation
- ✓ complete a self-assessment...

THE GOAL

Collect email addresses and other contact details.

02

PROMOTION

Promote a product, service or event

Marketing and Sales have plenty of opportunities. Their email signatures can also share time-sensitive announcements about:

- ✓ a new feature launch
- ✓ a major in-person or online event, such as guest webinars, trade shows or roundtables
- ✓ exclusive offers and promotions, including private sales and seasonal discounts
- ✓ a new showroom opening...

THE GOAL

Give your time-sensitive announcements visibility with every recipient.

Brand awareness and branding campaigns

Communications teams benefit too. Every email is an opportunity to build brand awareness. Email signatures also help you share consistent corporate messages that reflect your company's identity.

Recruitment campaigns

Looking for new talent? Share job openings through your HR team's email signatures and reach potential candidates effortlessly.

DETAILS MATTER

Make sure signatures use the right version of your logo and your company's brand colours!

[Explore our tips](#)

IN PRACTICE

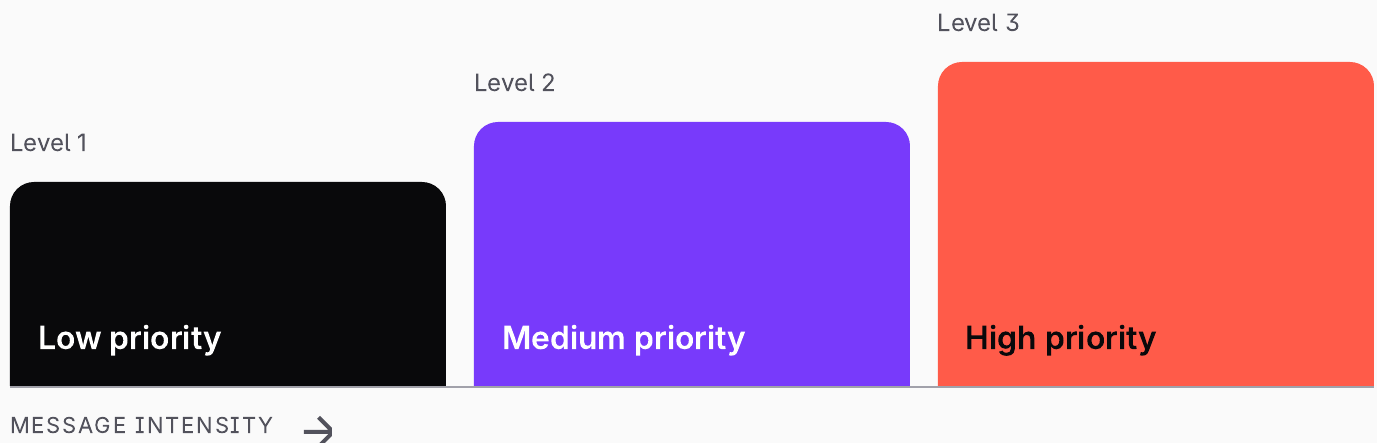
Granular segmentation for multinationals

Stephen runs email signature campaigns across several European countries. Segmentation lets him tailor messages to audiences in France and Italy.

He stays relevant within each subsidiary too, adapting messages for HR, Marketing and other departments. The company shares the right message, in the right language, in the right place!

Schedule and prioritise campaigns that stand out

Segmenting email signatures by department is a great start. Prioritising them is even better! Schedule your campaigns using these three priority levels.



LOW PRIORITY

An always-on message

Create an email signature that every employee can use at any time. Keep a corporate message running to drive traffic and leads, even when there is no news to share.

MEDIUM PRIORITY

Time-limited messages

These messages take precedence over your always-on campaign: a webinar in two weeks, a job opening... Set them to medium priority.

Not every employee needs to communicate about the same topic. **A perfect opportunity for A/B testing!**

High-impact, short-lived messages

A funding announcement, a final reminder before a trade show... Share these timely messages through everyone's signatures. Schedule a high-priority campaign that temporarily overrides the others.

💡 A/B testing: how does it work?

Try different versions of your departments' signatures. You can change:

- ✓ your banner's main colour
- ✓ the CTA's position
- ✓ the message itself...

"Change only one variable at a time, and remember to analyse each version's performance. The aim is to understand what works best!"



Joris Dulac

Growth Marketing Manager

IN SUMMARY: FOUR BENEFITS OF CAMPAIGN PRIORITISATION

01

Manage many campaigns running at the same time.

02

Avoid gaps between campaigns.

03

Make room for higher-impact messages.

04

Run A/B tests.

What does it look like in practice?

A concrete example is the best way to understand email signature segmentation and prioritisation.

Natalie manages communications and email signatures at Invox. She schedules several campaigns for the next six months and assigns each a priority level.

LOW PRIORITY

Showcase the company's work

Invox is a marketing agency. Natalie wants to promote its new portfolio at the start of the year. This portfolio showcases Invox's work.

It brings together the company's best projects. She schedules an always-on campaign for every employee, updating its message every six months.



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130 B2B resources
Get inspired

[Explore now →](#)



Run a marketing campaign with A/B testing

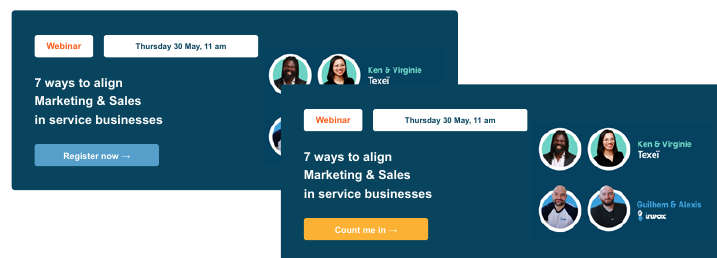
The Marketing team asks Natalie to promote an upcoming webinar where leading guests will discuss a key industry topic.

Natalie schedules a banner 30 days before the webinar to drive registrations. She also sets up an A/B test.

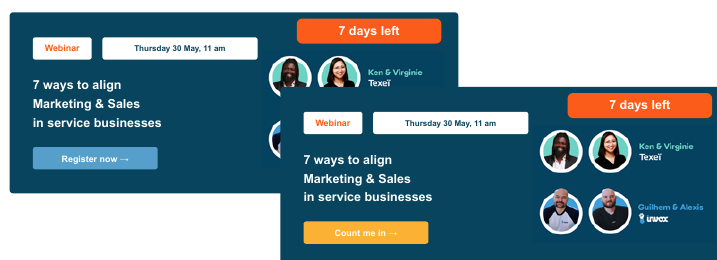
Half the team uses signature A; the other half uses signature B.

Both versions reach the same audience...

... but use a different CTA.



Seven days before the webinar, Natalie promotes it again. To boost attendance, she runs a new banner that creates **a sense of urgency!**



HIGH PRIORITY

Meanwhile, Invox wins the Digital Content award. Natalie temporarily replaces everyone's medium-priority campaigns with a corporate signature celebrating the news.



We did it!

Invox is proud to win

the Digital Content 2024 award

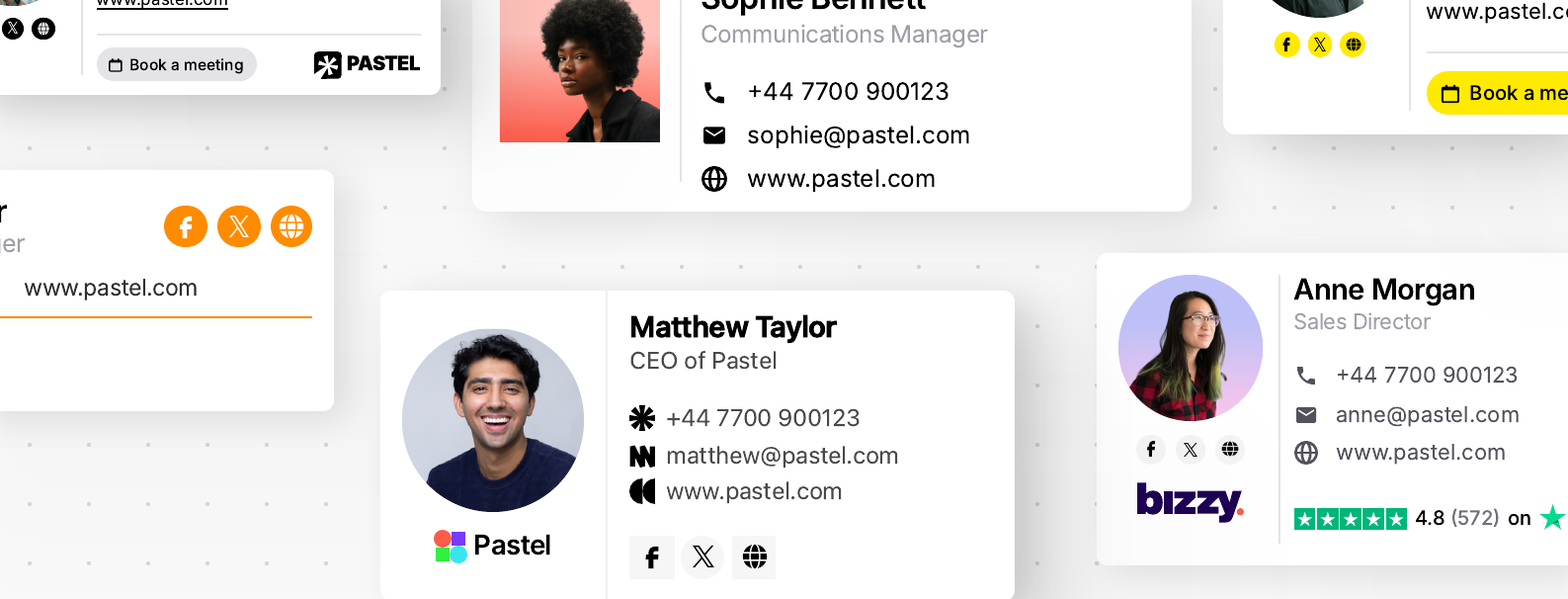


As you have seen, segmentation and prioritisation are simple, effective ways to get more from email signatures. But the key is **setting up your campaigns correctly**. This lets you share the right messages at the right time, keeping communication flowing without gaps.

Finding it hard to manage email signature campaigns? Spending too much time chasing colleagues to update their banners?

That's why Signitic exists!

Unlock the full potential of my email signatures →



THE BEST IMPRESSION STARTS BELOW EVERY EMAIL.

Use email signatures to share the right message at the right time. Signitic centralises your campaigns and banners, with no extra work for IT. GDPR-compliant and hosted in Europe.

[Book a demo →](#)

