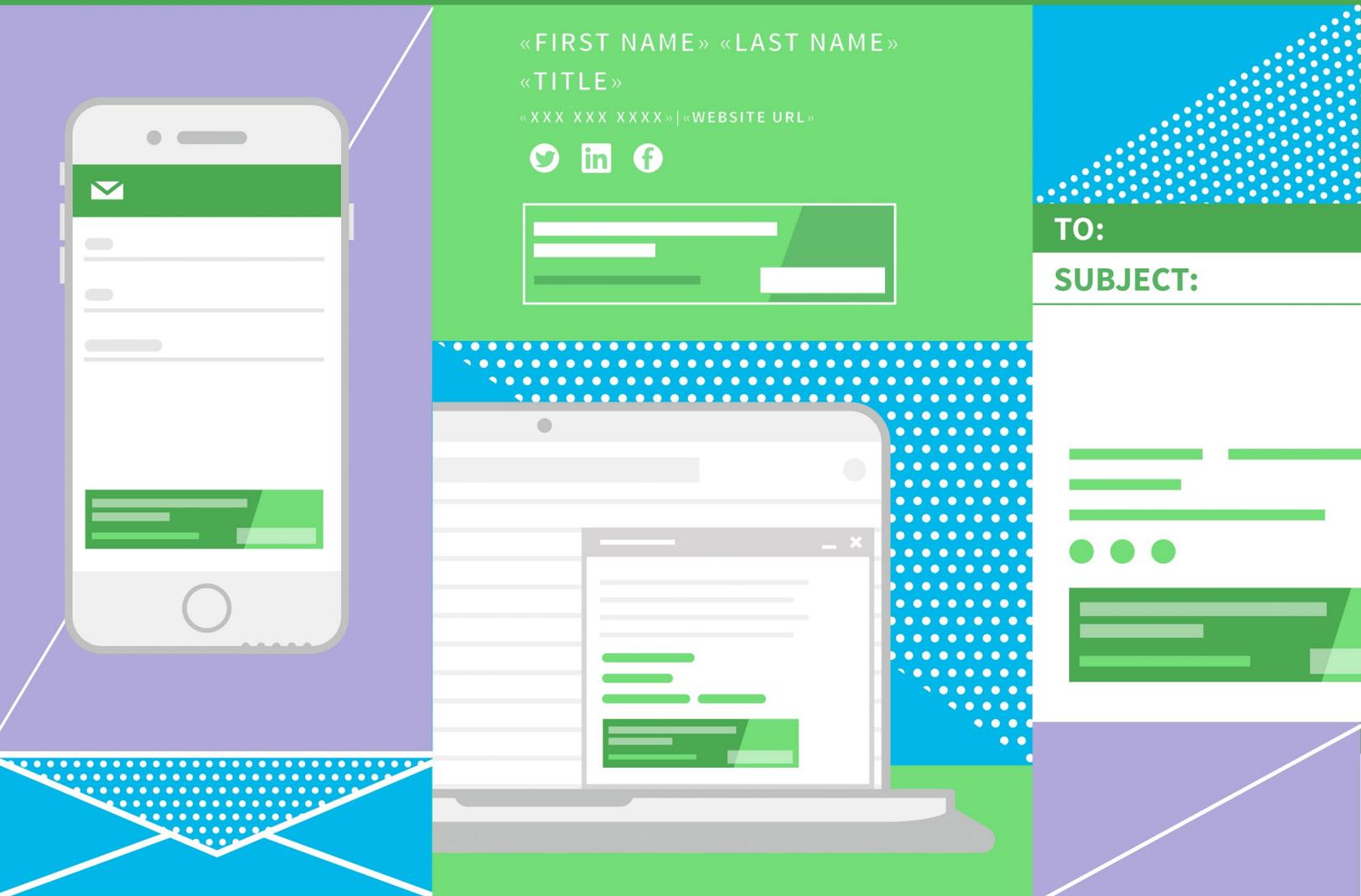


# 28 CREATIVE USE CASES FOR EMAIL SIGNATURE MARKETING



AN EBOOK AUTHORED BY:

Sigstr

# INTRO TO EMAIL SIGNATURE MARKETING

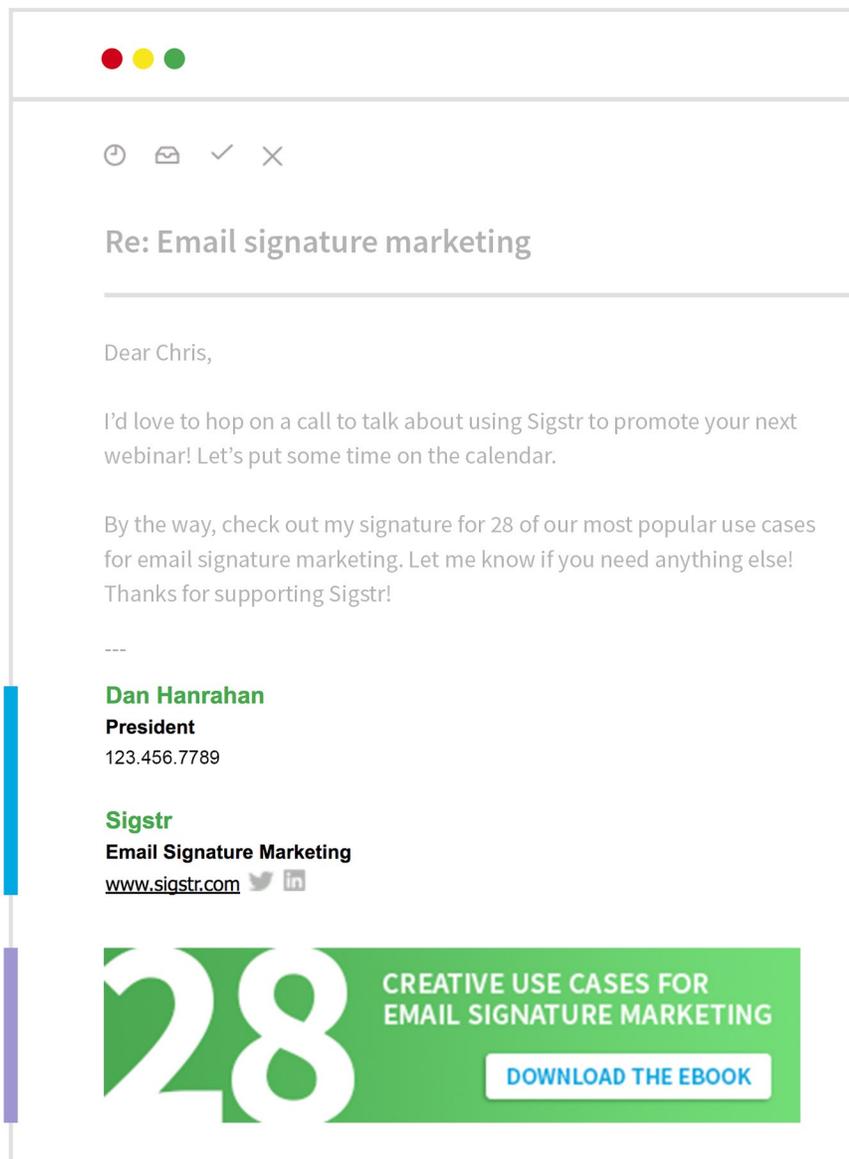
The average American worker sends more than 10,000 emails each year – for a company of 500, that’s more than 5 million emails sent from your domain. How are your employees representing your logo? Last year, thousands of workers implemented email signature marketing to pair an on-brand signature with a clickable call-to-action banner that put their most important content in any and every organic email, regardless of the email’s subject. This study group powered over 100 million impressions to their content in 2016.

## SIGNATURE

Every email sent from your company should have an on-brand and consistent signature that leaves a lasting brand impression. Update the format of your email signature company wide and control it at a single point.

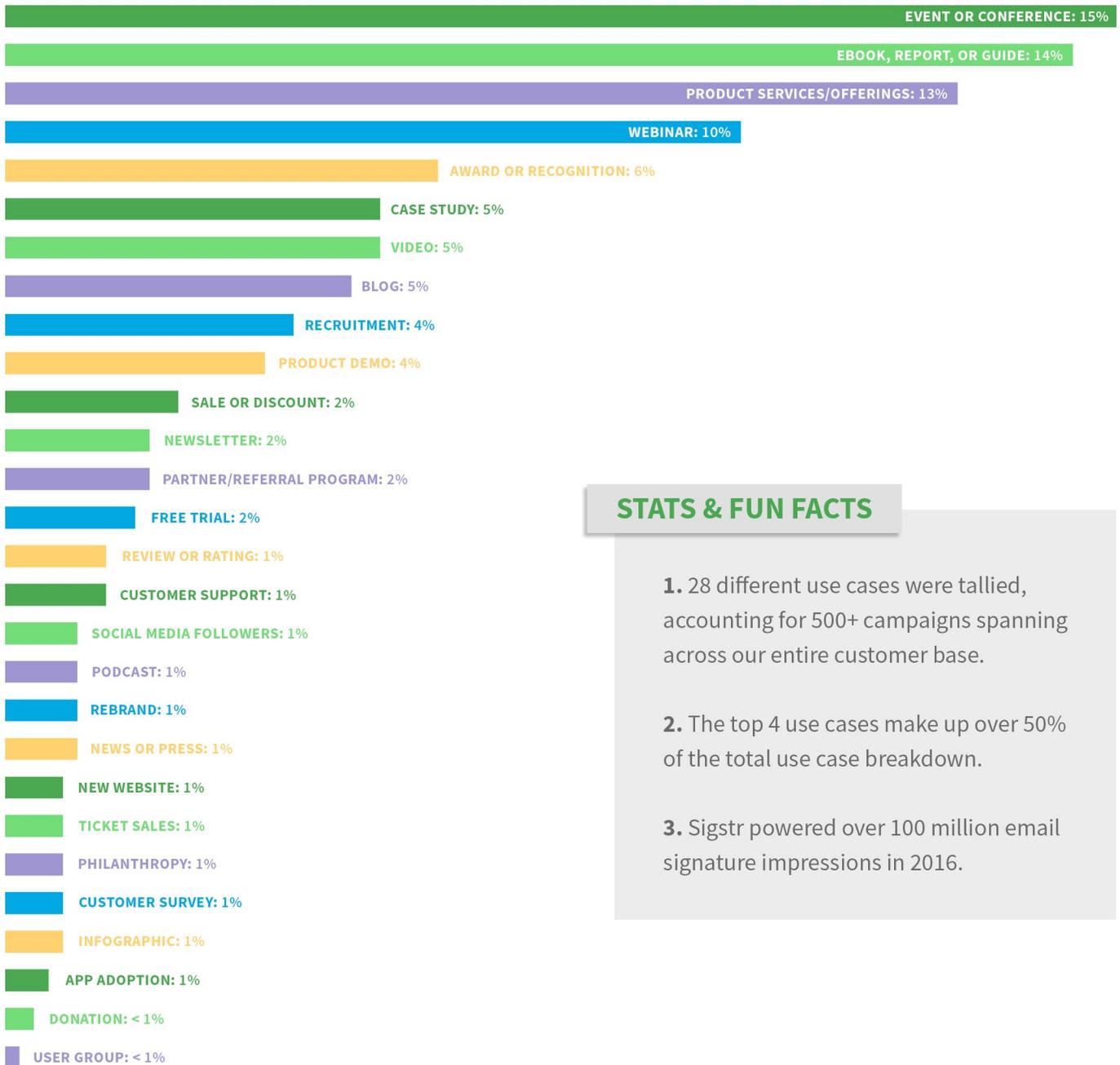
## CAMPAIGN

With a clickable call-to-action banner highlighting your latest ebook, webinar, product launch, event or case study, deliver your content to a hand-picked audience through your organic employee email.



# TOP USE CASES

In a study conducted by the Sigstr marketing team using complete customer data from 2016, some 15 percent of all campaigns created focused on event or conference registration calls-to-action. Marketers also favored research-based content, like ebooks, reports and guides, with 14 percent of campaigns applying at least one research-based piece of content in their signature. Other uses, like product offerings and webinars rounded out the top 50 percent of all uses of email signature marketing in 2016.



### STATS & FUN FACTS

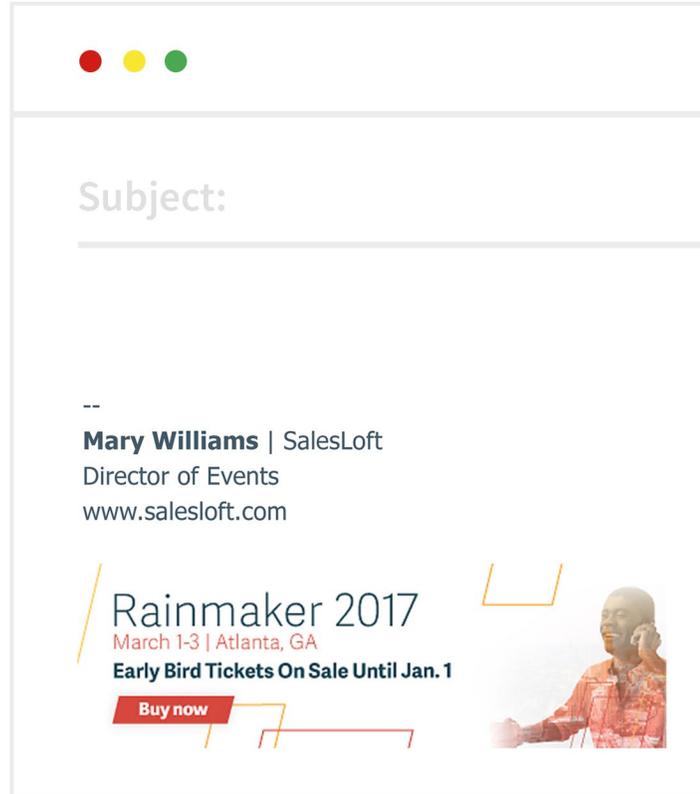
1. 28 different use cases were tallied, accounting for 500+ campaigns spanning across our entire customer base.
2. The top 4 use cases make up over 50% of the total use case breakdown.
3. Sigstr powered over 100 million email signature impressions in 2016.

## 1. EVENT OR CONFERENCE

For the second year, SalesLoft has used Sigstr to promote their annual sales engagement conference, Rainmaker. Last year, the group used three campaigns to promote the event and brought in 278,355 total Sigstr views and 704 clicks. Kyle Porter, their CEO, said one out of every eight clicks on a Sigstr campaign led to a new registrant for Rainmaker in 2016. At the time of publish (Feb. 2017) SalesLoft has nearly doubled their views – grabbing 402,643 total among their three campaigns for the 2017 conference.

## 2. EBOOK, REPORT OR GUIDE

When CoreHR published their recent ebook, they wanted as many people to see it as possible. With email signature marketing through the employee email channel, they were able to inject unique messaging around the content in every single organic email they sent, no matter what the nature of the emails were. They racked up over 563,000 views and 877 clicks.

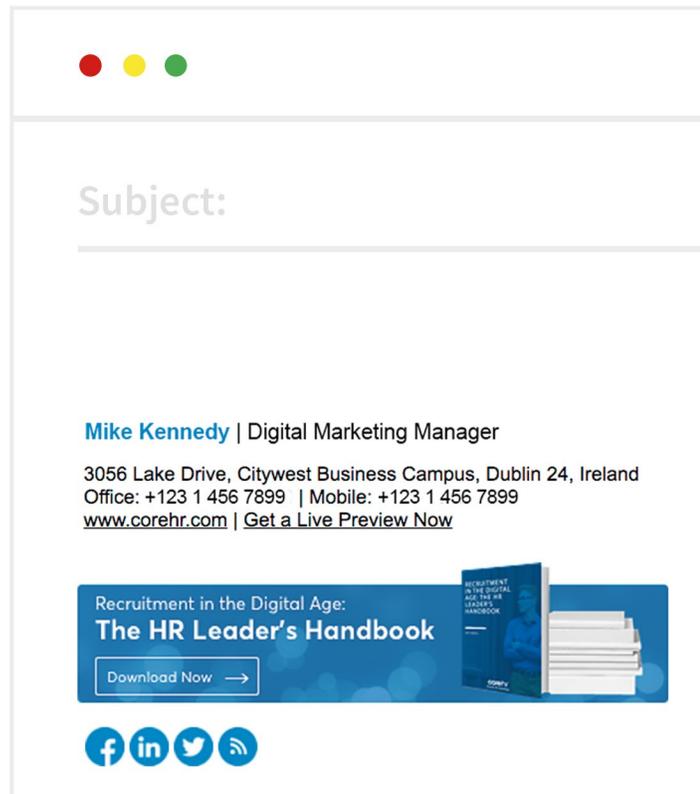


Subject:

--

**Mary Williams** | SalesLoft  
Director of Events  
[www.salesloft.com](http://www.salesloft.com)

**Rainmaker 2017**  
March 1-3 | Atlanta, GA  
Early Bird Tickets On Sale Until Jan. 1  
[Buy now](#)



Subject:

**Mike Kennedy** | Digital Marketing Manager

3056 Lake Drive, Citywest Business Campus, Dublin 24, Ireland  
Office: +123 1 456 7899 | Mobile: +123 1 456 7899  
[www.corehr.com](http://www.corehr.com) | [Get a Live Preview Now](#)

Recruitment in the Digital Age:  
**The HR Leader's Handbook**  
[Download Now](#)



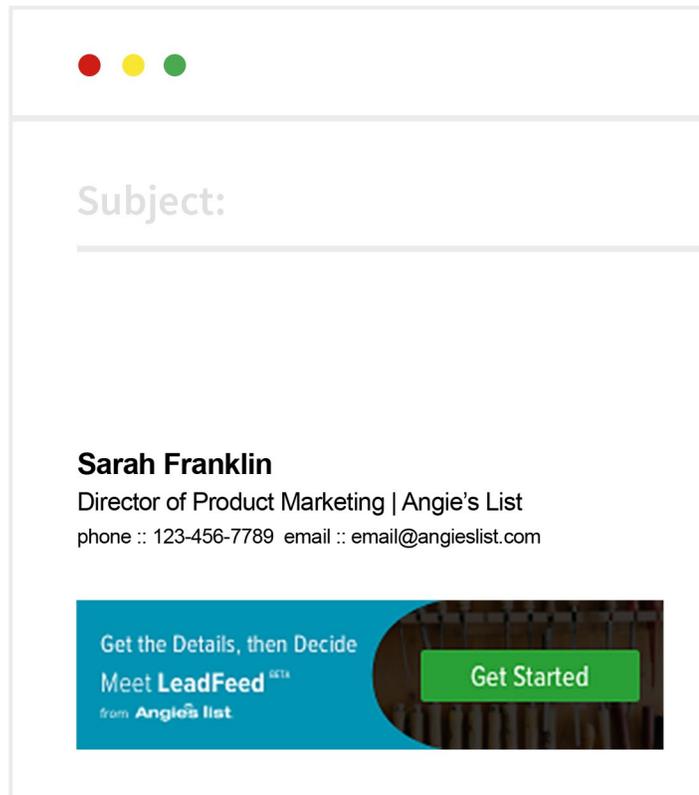
[f](#) [in](#) [t](#) [r](#)

### 3. PRODUCT SERVICES/OFFERINGS

Indianapolis-based Angie's List knows companies that prioritize the customer experience generate an average of 60 percent more profits than their competition. And a commitment to customer education and experience can lead up to 25 percent more customer retention and revenue than sales or marketing. By including content surrounding their product updates and new features, the company grabbed 157,818 views and 1,093 clicks.

### 4. WEBINAR

When the Canvas Marketing team was tasked to set up a year-end webinar featuring the major releases of the year, they were met with some hesitation. The company had tried webinars before, but only saw a handful of registrants. But customer success insisted, saying a properly-run webinar would provide a real resource to customers and help gauge account health. With targeted messaging, matched with a tailored audience, members of the sales team returned a 4.04 percent click rate using email signature marketing – and a collective 1.24 percent across the board. They increased the total number of registrants by 48 percent in a week.



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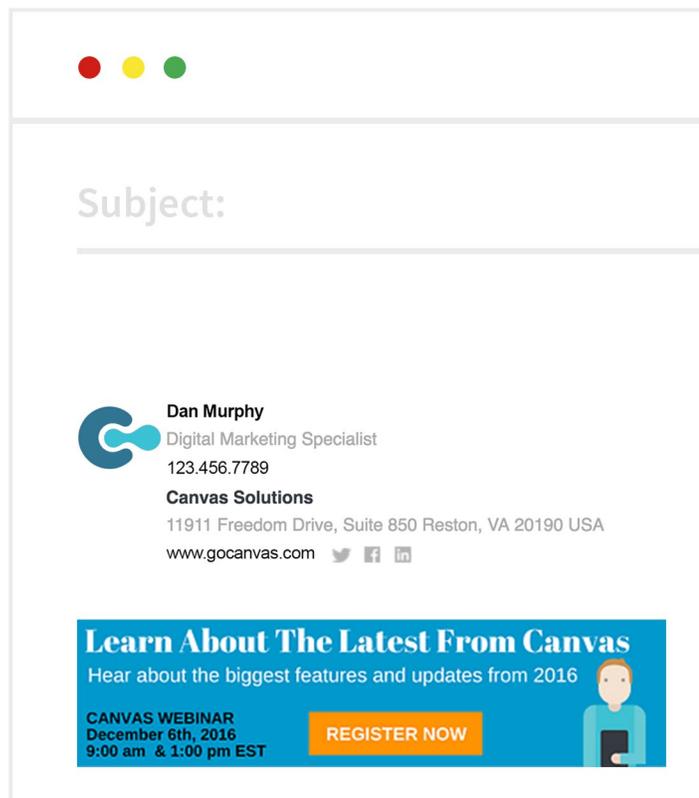
**Subject:**

---

**Sarah Franklin**  
Director of Product Marketing | Angie's List  
phone :: 123-456-7789 email :: email@angieslist.com

**Get the Details, then Decide**  
Meet **LeadFeed** GET  
from **Angie's List**

**Get Started**



Three colored dots (red, yellow, green) at the top left of the signature block.

**Subject:**

---

 **Dan Murphy**  
Digital Marketing Specialist  
123.456.7789  
**Canvas Solutions**  
11911 Freedom Drive, Suite 850 Reston, VA 20190 USA  
www.gocanvas.com   

**Learn About The Latest From Canvas**  
Hear about the biggest features and updates from 2016

**CANVAS WEBINAR**  
December 6th, 2016  
9:00 am & 1:00 pm EST

**REGISTER NOW**



## 5. AWARD OR RECOGNITION

When content agency Raidious scored 3 Addy Awards (and a fancy bottle of bourbon with their name on it), the crew wanted to spread the word. Of course their website and content is top notch and a post about the awards was published, but customers who already work with Raidious daily rarely hit the website. So they put the award announcement in the email signature and grabbed 46,600 additional impressions.

## 6. CASE STUDY

If you're talking to potential customers, what's better than sharing stories of successful ones? For instance, Indianapolis-based Studio Science was able to show off their work with local food entrepreneur, Chris Baggott, as a partner in launching ClusterTruck. The case study shows existing clients, and new leads, how people are successfully using the Studio Science services. They scored an additional 13,748 views through email signature marketing.



### Subject:

**Josh Johnson**  
Sr. Director of Advancement  
Raidious : [www.raidious.com](http://www.raidious.com)

47 S. Meridian St., Suite 302  
Indianapolis, IN  
46204



### Subject:

**Steve Rodgers**  
President

**Studio Science™**  
54 Monument Circle, 6th Floor  
Indianapolis, IN  
(123) 456-7789  
(987) 654-1233 *mobile*

[studioscience.com](http://studioscience.com) | [@StudioScience](https://twitter.com/StudioScience)



## 7. VIDEO

This year, video content is expected to represent 74 percent of all internet traffic. And studies show four times as many consumers would prefer to watch a video about a product or service than to read about it. Video is still the “next big thing” in marketing. And, by using the word “video” in an email subject line, open rates bumped up by 19 percent and click through rates by 65 percent. Using this to their benefit, venture studio High Alpha added a clickable CTA to watch part of their speaker series. The campaign had over 8,000 views.

## 8. BLOG

Your blog is one of the smartest things you can include in your email signature because it’s actually providing a real, and reliable resource to your community and it’s updated on a regular basis. The team at 250ok wanted to engage their email recipients by adding a signature CTA leading into their blog straight from the email.



Subject:

**George West**

Marketing Analyst : High Alpha

Mobile: 123-456-7789

[highalpha.com](http://highalpha.com) / [@georgewest](https://twitter.com/georgewest)



HIGH ALPHA IDEAS

**November Speaker Series**

Featuring Alex Bard,  
CEO of Campaign Monitor

WATCH NOW



Subject:

**Megan O'Malley** | HR Director

o: (123) 456-7789 x1003

250ok | 9247 N. Meridian St., Suite 222

[email@250ok.com](mailto:email@250ok.com) | [www.250ok.com](http://www.250ok.com)

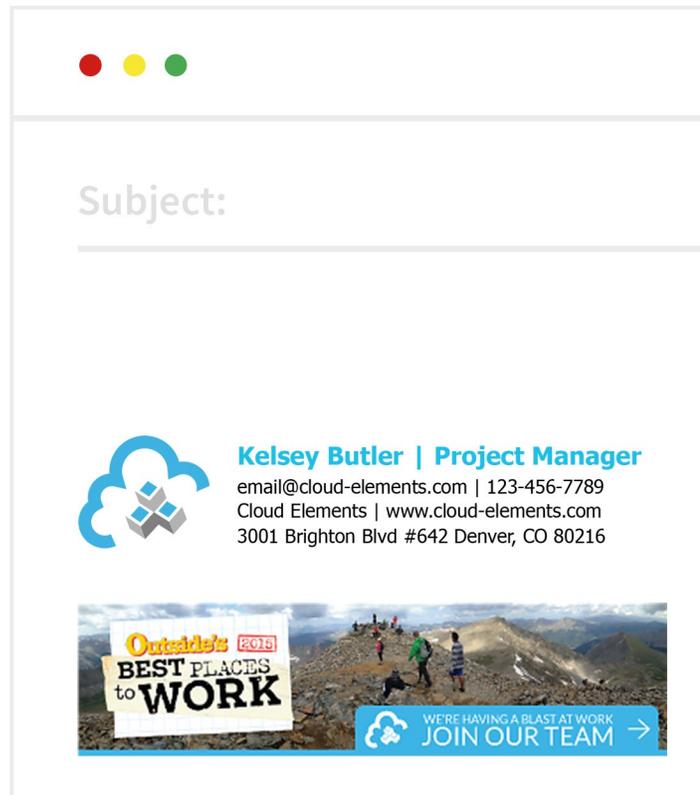


## 9. RECRUITMENT

Denver-based Cloud Elements was voted one of the best places to work in the nation by Outside Online in 2015. And the company wanted everyone to know as they began their recent recruitment efforts. By adding a “Join Our Team” CTA in their signature, they were able to show off their recent award and use their network. And if a recipient wasn’t looking for a career shift themselves, they could pass along the opportunity through their own network. The recruitment campaign banner was seen over 46,000 times.

## 10. PRODUCT DEMO

The team at Ion Interactive used employee email signature marketing to increase traffic in the middle of the funnel and create more lead conversions. By adding a product demonstration in their signature CTA, they had more than 105,500 views on the campaign which helped to drive more qualified leads into their pipeline.



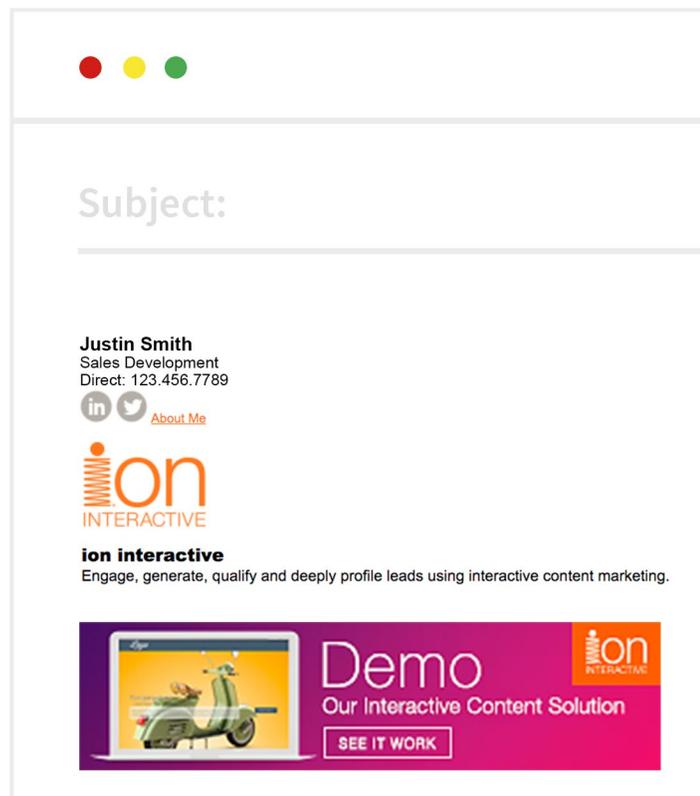
Three colored dots (red, yellow, green) at the top left of the signature area.

**Subject:**

---

 **Kelsey Butler | Project Manager**  
email@cloud-elements.com | 123-456-7789  
Cloud Elements | www.cloud-elements.com  
3001 Brighton Blvd #642 Denver, CO 80216

  
The banner features a mountain landscape with people hiking. Text includes "Outside's 2015 BEST PLACES to WORK" and "WE'RE HAVING A BLAST AT WORK JOIN OUR TEAM →".



Three colored dots (red, yellow, green) at the top left of the signature area.

**Subject:**

---

**Justin Smith**  
Sales Development  
Direct: 123.456.7789

  [About Me](#)

  
**ion**  
INTERACTIVE

**ion interactive**  
Engage, generate, qualify and deeply profile leads using interactive content marketing.

  
The banner shows a laptop displaying a scooter. Text includes "Demo Our Interactive Content Solution" and "SEE IT WORK".

## 11. SALE OR DISCOUNT

California Closets had an offer that was converting traffic into leads, so they wanted a way to expose it to more traffic. By adding it to their stock of email signature marketing campaigns, the clickable CTA grabbed more eyes and converted more leads into customers. They had more than 7,000 views to their Woodgrain sale email signature campaign.

## 12. NEWSLETTER

Email marketing drives more conversions than any other marketing channel – including search and social. And a whopping 66 percent of online consumers made purchases because of an email marketing message. So, Indianapolis-based marketing agency, DK New Media took to email signature marketing to promote their newsletter subscriptions. The team at DK New Media was already emailing an engaged audience through one-to-one email, but some of those recipients weren't receiving their content yet through the newsletter. The campaign brought in 7,700 views.



Subject:

**ANN JONES**  
Brand Experience Manager

**CALIFORNIA CLOSETS**  
INDIANAPOLIS - CINCINNATI - DAYTON - LOUISVILLE - LEXINGTON - CENTRAL ILLINOIS  
C: 123.456.7789  
T: 987.654.3321  
F: 907.276.5443



Subject:

**Nick Foster**  
CEO, DK New Media  
Office: (317) 123-4567  
Company: <http://dknewmedia.com>  
Publication: <https://martech.zone>  
Book: <http://corporatebloggingtips.com>  
Twitter: @nickfoster



## 13. PARTNER/REFERRAL PROGRAM

Leaders at BidPal use email signature marketing to provide incentives to their network for customer referrals. The group's CTA promoting their \$250 reward for referrals is distributed to an already established network through emails they were already sending. To date, the company has tallied over 275,000 views on the email signature marketing campaign.

## 14. FREE TRIAL SIGN-UP

Contacts need to be guided as they go through each stage of the buying cycle. If you ask them to buy after their first encounter with your brand, 84 percent of them will take a hike. But, if you offer them a free trial, you can increase conversions by 328 percent. QASymphony knew they needed to focus their energy on generating leads through free trials, so they stuck it into their employee email signature space.

Subject:

**Michelle Brown**  
Account Executive  
**BidPal**  
OFFICE: 123.456.7789 x1234  
SUPPORT: 123.456.7789 | Mon-Fri 8AM-8PM ET

[f](#) [t](#) [in](#) [✉](#)

Refer a Friend to BidPal and **BidPal**  
**EARN UP TO \$250!** [LEARN MORE](#)

Subject:

**Dave Carter**  
CMO  
QASymphony | Create Better Software  
[davecarter@qasymphony.com](mailto:davecarter@qasymphony.com)  
123.456.7789  
Latest Release: [qTest 8.1](#) | [14 Day Free Trial](#)  
Want to schedule a meeting with me? [calendly.com/davecarter](https://calendly.com/davecarter)

Get Started with QASymphony  
[SIGN UP FOR A FREE 14 DAY TRIAL](#)

[f](#) [t](#) [in](#)

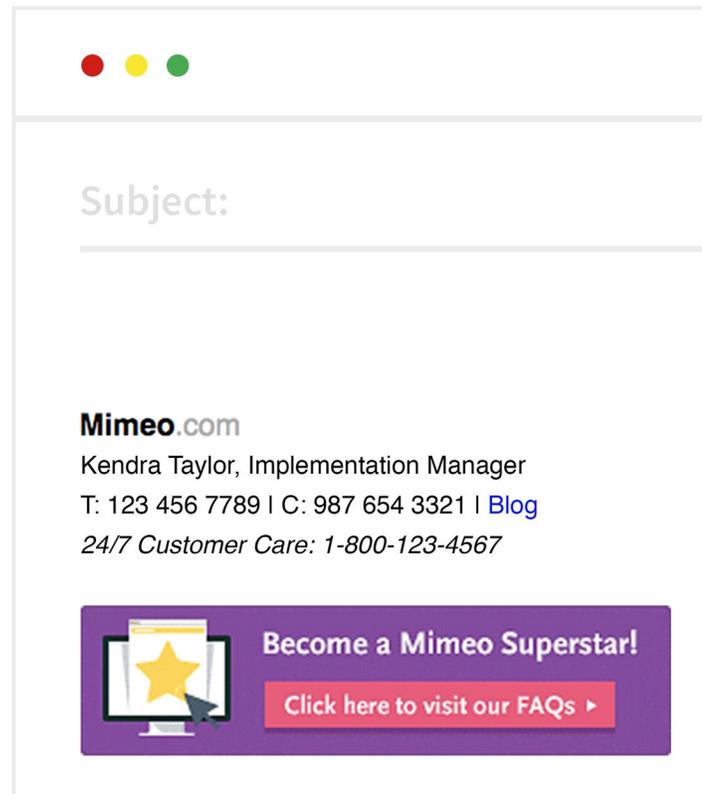
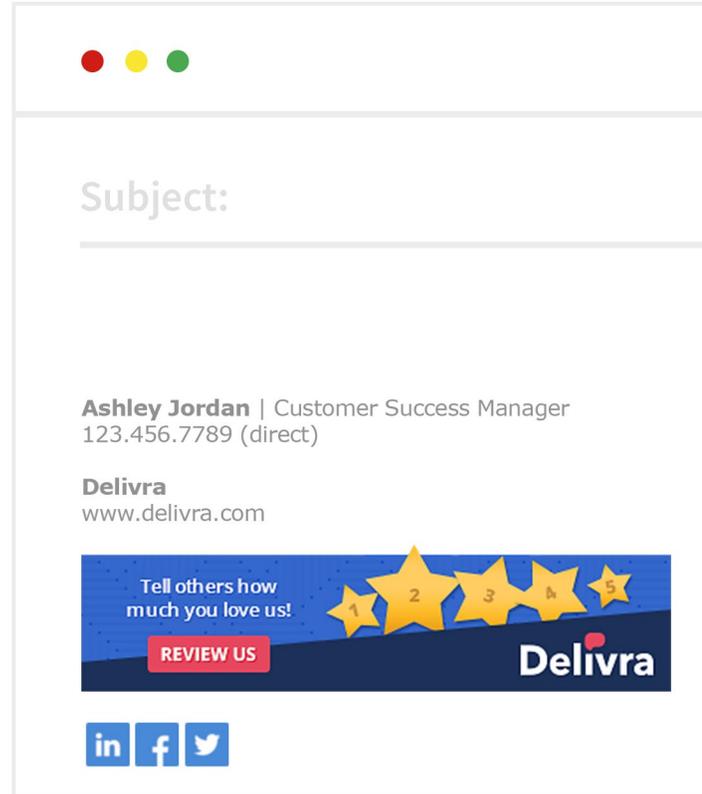
## 15. REVIEW OR RATING

How do you get a satisfied customer to become an online brand advocate? Aside from the food and hospitality industry, it can be a real struggle for businesses to get positive reviews. Consumers, particularly in the B2B space, often don't review the services they interact with daily unless something goes wrong. However, 84 percent of people trust online reviews as much as personal recommendations and 54 percent of people will visit the website of a company with positive recommendations. And in most cases (seven out of every 10 consumers), all you need to do is ask. Which is just what Delivra did in their email signature.

## 16. CUSTOMER SUPPORT

Whether you're helping your customers use your product's best practices or showing them new updates, there's always a piece of content that can help you do it better. The folks at Mimeo wanted to share all their resources to their customers to help them become better users.

The company included a CTA that lead their engaged customers to their product FAQs so they'd become better, faster, smarter users. With the campaign, they upped their value by providing instant answers in every email exchange.



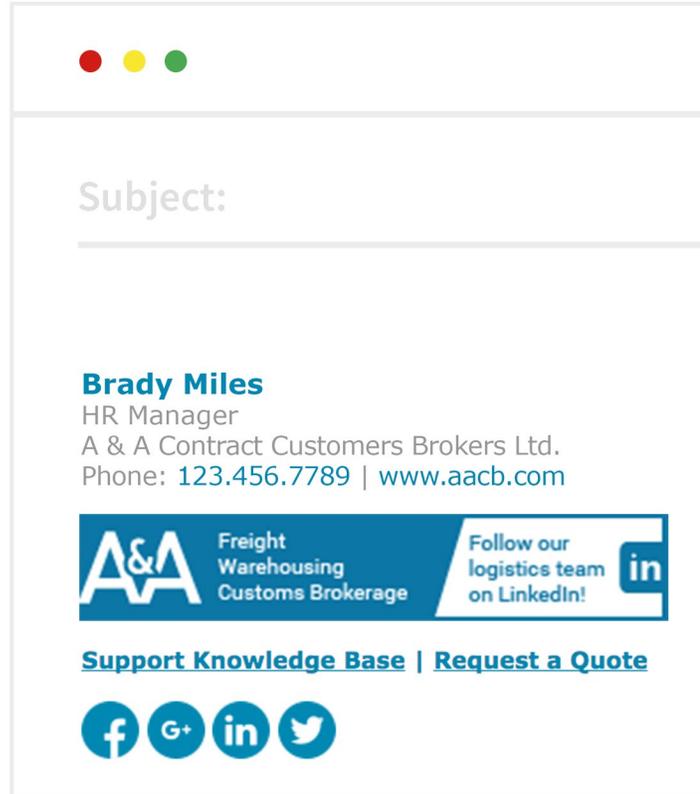
## 17. SOCIAL MEDIA FOLLOWERS

A&A is a company that helps people, or companies, move things. Be it machinery, lumber, vehicles, textiles or whatever else you can imagine, they can move it. They're a worldwide leader in providing freight, warehousing and customs brokerage services, but when it comes to social media – their game needed some help.

Email signature marketing, paired with the right messaging and design, upped their total LinkedIn network to more than 8,100 followers at the time of publish. And their social media email signature campaign has grabbed 324,657 total views.

## 18. PODCAST

As the availability to professional broadcasting equipment becomes almost mainstream, almost anyone who wants to host their own show can. But what's a show without listeners? Sure, your mom, grandma, girlfriend and maybe your dog will tune in, but how do you grow from there? B2B Growth, a podcast that tells executives how to grow their company, hosted by Sweet Fish Media started using employee email signature marketing to organically grow their subscriber list. With a simple CTA and a quick registration, their already-engaged email audience was able to subscribe to the podcast in seconds.



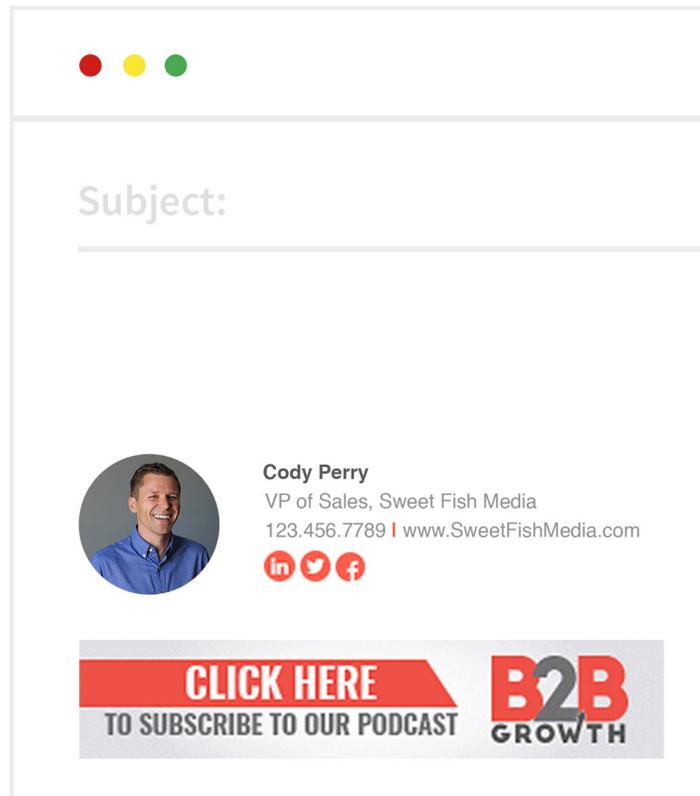
Subject:

**Brady Miles**  
HR Manager  
A & A Contract Customers Brokers Ltd.  
Phone: 123.456.7789 | www.aacb.com

**A&A** Freight Warehousing Customs Brokerage | Follow our logistics team on LinkedIn!

[Support Knowledge Base](#) | [Request a Quote](#)

[f](#) [G+](#) [in](#) [t](#)



Subject:

 **Cody Perry**  
VP of Sales, Sweet Fish Media  
123.456.7789 | www.SweetFishMedia.com

[in](#) [t](#) [f](#)

**CLICK HERE**  
TO SUBSCRIBE TO OUR PODCAST

**B2B GROWTH**

## 19. REBRAND

After adding three more agencies to their catalogue, Sandbox wanted to create a single brand identity. Each location was challenged with repositioning the new, unified name as a reputable and established company in an already-defined marketplace. And so, the leaders looked to email signature marketing. Their campaign was seen more than 2.4 million times. “We had to figure out how to create consistency around the name, the logo, the phone numbers and LinkedIn address. And we needed to make it familiar to the people each market was already emailing.” said Sandbox Principal and Chief Integration Officer Mark Goble.

## 20. NEWS OR PRESS

Highlighting news that your company is doing exceptionally well, helping clients, refining your product or raising incredible funding in your email signature marketing campaign helps drive traffic to your website and promotes greater brand awareness for your organization. This example from Hyde Park Ventures drove 82,000 views to their email signature when they announced the venture’s second fund.



Subject:

**Ally Morgan**  
Principal

 **The Sandbox Agency**

O (123) 456-7789  
M (987) 654-3321  
sandboxww.com

we are now **sandbox**

see what  
we're about



Subject:

**Pam Bailey | Community Outreach Manager**

(C) 123.456.7789

(E) email@hydeparkvp.com



## 21. NEW WEBSITE

After pouring months of time, energy and resources to design, redesign, write, edit, rewrite and perfect a new website, the last thing you want is for all your hard work to go unnoticed. So, when TelSpan went through their redesign last year, they introduced their world to the new site through an email signature marketing campaign. Rather than simply including a hyperlink in each employees' email signature – manually injected and risking minimal adoption – they deployed a centrally-managed design into their daily emails.

## 22. TICKET SALES

We've trained consumers to expect an easy user experience. They want to watch their favorite shows wherever they are, whenever they want. And they want to buy tickets to see their favorite teams compete without a long process. So, to improve their user experience, the Indiana Pacers put a clickable CTA banner in their email signature. As the team prepped for their season opener for 2016-17, a campaign ran in 175 employees' email signatures for six days. In less than a week, it was seen 53,000 times, improving ticket sales, sponsorship sales and the overall user experience by making the process available in organic email.



Subject:

**Amber Davidson**  
VP of Client Success

**TelSpan, Inc**  
Office: 800.600.1234 x 567



Subject:

**John Williams** | Indiana Pacers  
Corporate Partnership Sales Director  
o: 123.456.7789 | m: 123.456.7789

**Pacers Sports & Entertainment**  
Pacers | Fever | Mad Ants | Bankers Life Fieldhouse  
125 S. Pennsylvania St. Indianapolis, IN 46204

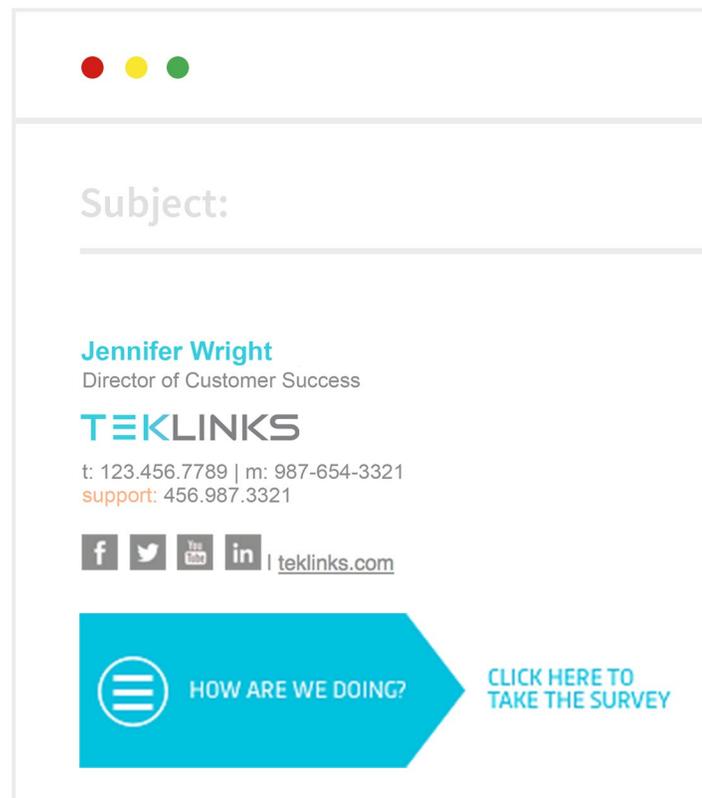
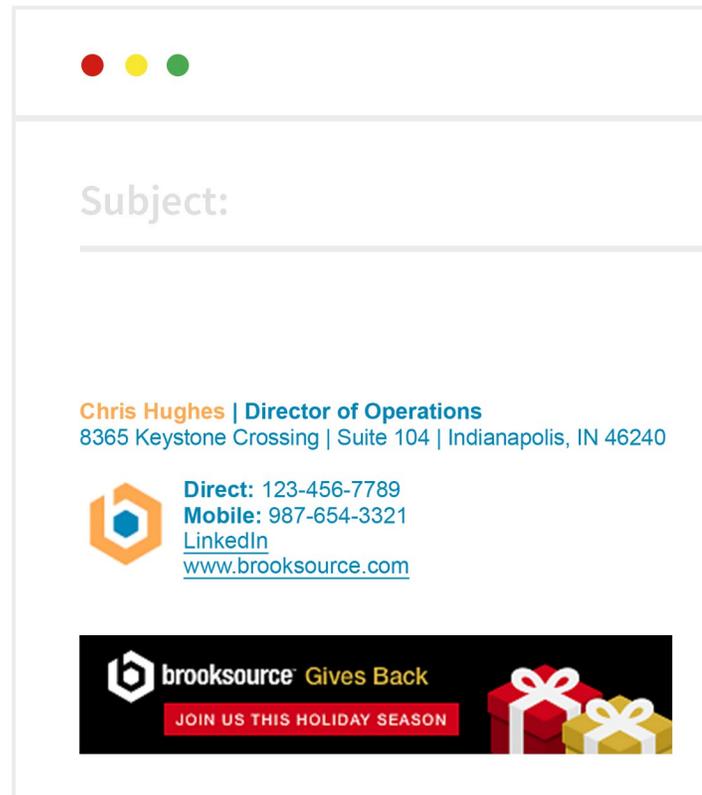


## 23. PHILANTHROPY

People like to do good with companies that promote good. Brooksource used their email signature to call on their network as they began to collect and deliver goods during the holiday season. The unified look stayed on brand across the organization while the subtle CTA made it easy for contacts to join in their philanthropic efforts. The campaign was seen 354,600 times and raked in a total of 305 clicks.

## 24. CUSTOMER SURVEY

The TekLinks team wanted to see what customers were saying about them. They were looking to collect real answers to genuine questions, meant to fine-tune their product and customer experience. So, they decided to send out a survey. Shooting out a single email with a link to the survey paved way for the questionnaire to get lost in the inbox of their consumers. On the other hand, sending out a cadence of several emails with the link would get tired and, frankly, annoying for their customers. Instead, the company put a sleek CTA banner in their signature. The campaign had more than 203,000 views and 11,916 total clicks – a whopping 5.87 percent CTR.



## 25. INFOGRAPHIC

Infographics have become one of the most valuable weapons in a digital marketer's arsenal. Some 37 percent of marketers said visual marketing was the most important form of content for their business, second only to blogging. But as more content creators shift into crafting infographics, the harder it becomes to distribute. Leaders at Steelhouse injected an original infographic on viewability into their email signature and exposed their content to more than 220,800 views, which lead to increased engagement and leads, according to the company's VP of enterprise sales, Christopher Chen.

## 26. APP ADOPTION

Toronto-based nanoPay Corporation, a fully-integrated loyalty and payments platform, announced the deployment of MintChip in June of 2016. As a piece of the deployment, the company integrated an email signature campaign to encourage their one-to-one email recipients to download the app that helps Canadians pay merchants without carrying cash or cards.



Subject:

**NANCY FOWLER**

*Director, Recruitment & Talent*

M: 123.456.7789 || T: 987.654.3321

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Subject:



**Scott Manning** | COO  
nanoPay Corporation  
can: +1 (123) 456-7899 | mob: +1 (987) 654-3321 | fax: +1 (456) 123-7889  
email@nanopay.net | www.nanopay.net | www.gomintchip.com  
171 East Liberty Street | Suite 340 | Toronto M6K 3P6 ON CANADA

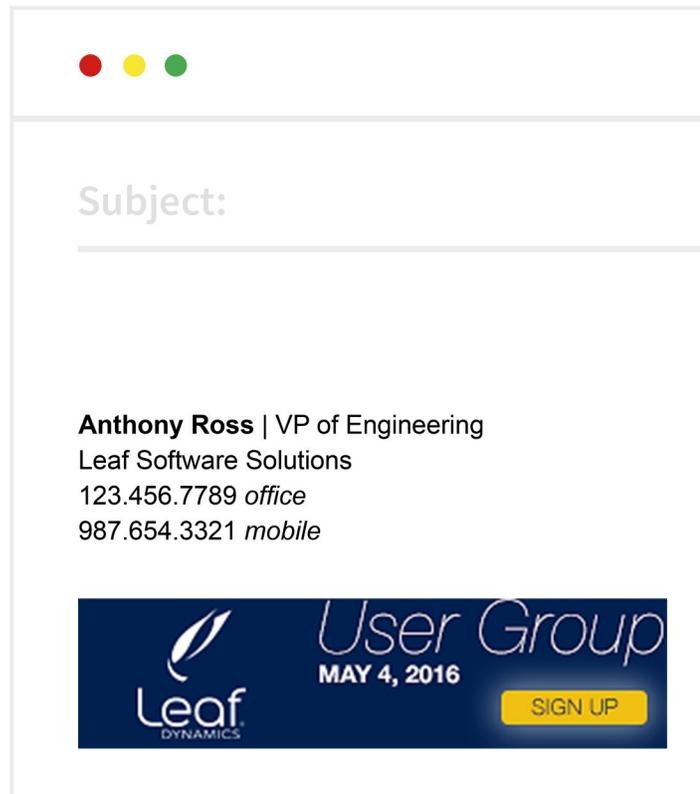
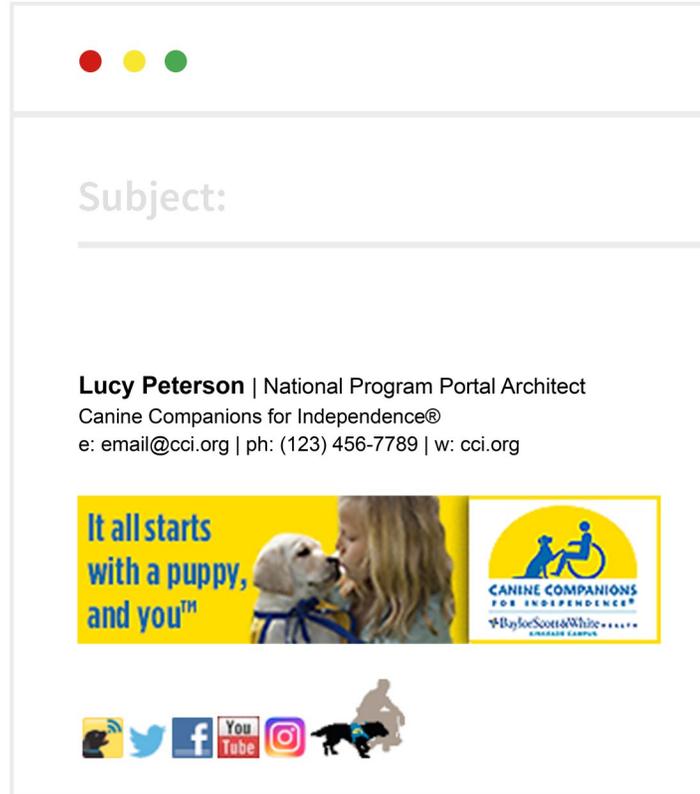


## 27. DONATION

Leaders at Canine Companions for Independence breed and train highly-skilled assistance dogs for adults, kids and veterans with disabilities. From inception, they've matched more than 5,100 dogs with people with disabilities – entirely free of charge. But each canine companion costs about \$50,000 to breed, raise, train and support, funded solely by private donations. By adding Sigstr into the organization's email signature space, the not-for-profit company has been able to connect the public to their stories and give them an easy, almost instant means to donate. Their campaign was viewed more than 314,600 times and clicked nearly 2,000.

## 28. USER GROUP

As Leaf Software Solutions launched Leaf Dynamics they wanted to find out how the product lived in the marketplace. So, they set up a user group study comprised from their most engaged audience –their email contacts. By adding the campaign banner to the email signature, the company saw more than 7,300 impressions.

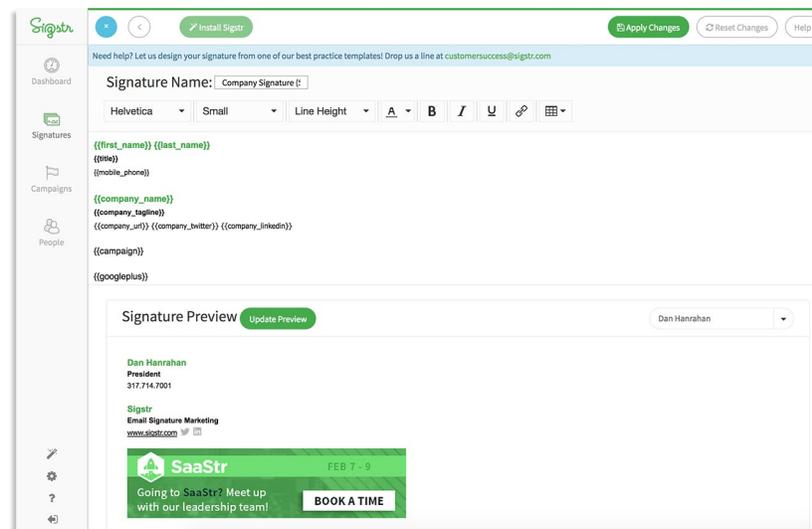


# ABOUT SIGSTR

Sigstr lets you reach a targeted audience by turning your brand's email signature into a measurable content distribution channel that you own. We're arming marketing teams with a simple, centralized way to manage brand compliance in the email signature while giving your team a way to promote your most important content in any and every email. With in-depth analytics that show data around design, usage, absorption and activity, you're able to optimize your content strategy and drive real marketing ROI. **Learn more at [www.sigstr.com](http://www.sigstr.com).**

## SIGNATURES

Make life easier for everyone in your company and enforce brand compliance. Sigstr Signatures adapt dynamically to every department's needs and is controlled at a single point. Update the format of your email signature company wide and see it happen instantly with a flexible WYSIWYG signature editor.



Campaign Name	Status	Sigstr Views	Clicks	Click Rate
Salesforce Marketing Cloudcast blog/podcast	EXTERNAL	31,930	119	0.37%
\$5K With 3 Channels Blog Post	EXTERNAL	606	3	0.5%
January "Momentum" Press Release	EXTERNAL	9,309	47	0.5%
Referral Program Opt-in	EXTERNAL	871	10	1.15%
HubSpot Integration Webinar Recording	EXTERNAL	3,660	22	0.6%

## CAMPAIGNS

No matter what you're trying to do, whether it's making your customers happier, having better support or creating meaningful conversations, there's usually some form of content that can help you do it better. And we're here to help you share that content. Tailor your content based on who's sending it and who's receiving it. Then get the analytics to see what works.