# How to get the most out of email signatures in large organizations

cloudm

# Contents page

# 01. Introduction

Synchronizing email signatures across your organization can be a pain.

We've all been there: when the new starter hasn't been given their signature yet, the analyst hasn't updated their new job title, and half the team is still using last year's company logo.

Maintaining brand consistency, even across something as simple as email signatures, is key to making first and lasting impressions with your market.

But how do you take the burden from your staff, and be confident that everything is being updated centrally and automatically?

And besides professionalism, what other benefits does dynamic email signature management present for your organization?

In this publication, we'll be sharing our expertise on the importance of email signatures, the marketing opportunities they present, how to design the best one, some of our favorite (and least favorite!) examples, and introducing CloudM Email Signature Management as an all-in-one solution.

With half of all our customers already utilizing this tool, we'll also share their stories on how it's made their lives easier and their businesses better.

Let's get started.



*Did you know?*

Even in the age of WhatsApp and Slack, email still reigns supreme. Around 4bn people use email in 2020, up from 3.9bn in 2019. There's nothing quite like it.

# 02. The 5 pain points of email signatures

Email can be a lot of fun (like removing 'Kind' from 'Kind Regards' to really make your point), or it can be a nightmare (when you hit CC instead of BCC…)

Either way, it's an incredibly powerful tool for communication, marketing, sales, brand awareness – and almost every other function of business.

But when it comes to signatures specifically, there are 5 things which have always driven us crazy.

**1.** Those email conversations which go back and forth, and soon become hopelessly long message chains with multiple signatures stacked on top of one another.

**2.** When you're looking for somebody's phone number, but they don't use their signature every time. Always when you're in a hurry.

**3.** Signatures which show (or look better) on some devices but not others.

**4.** What about those Windows 98 style sign-offs, which are all clip art, motivational quotes, and Comic Sans? Bleurgh.

**5.** And worst of all – when people from the same business have completely different signature styles. It's a bad first, and lasting, impression.

Luckily, they're all easily preventable.

Let's talk about how…

**Did you know?**

When it comes down to business, 86% of professionals say that email is their favourite way to communicate.
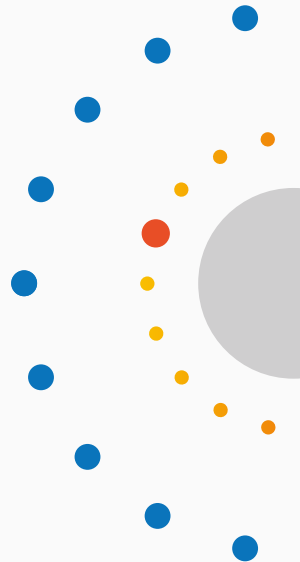
# 03. How to design the perfect email signature

Despite being invented at a time when most people were still watching black and white television, email remains the most common form of communication for businesses today: internally with colleagues, and externally with customers.

But for no good reason, especially when email is often the first chance to make a lasting impression, some email signatures are, well…



That's not exactly the greatest advert for your brand.

• Too many fonts
• Poor information hierarchy
• Uneven layout
• Unneeded design elements

But email signatures can be powerful marketing tools when executed right. They should impress, inspire, and be a conversation-starter for sales.

Here are some of our top tips on how to avoid Martin's mistakes, and design an effective email signature which works hard for your brand.

# 03. How to design the perfect email signature

**Keep it simple**
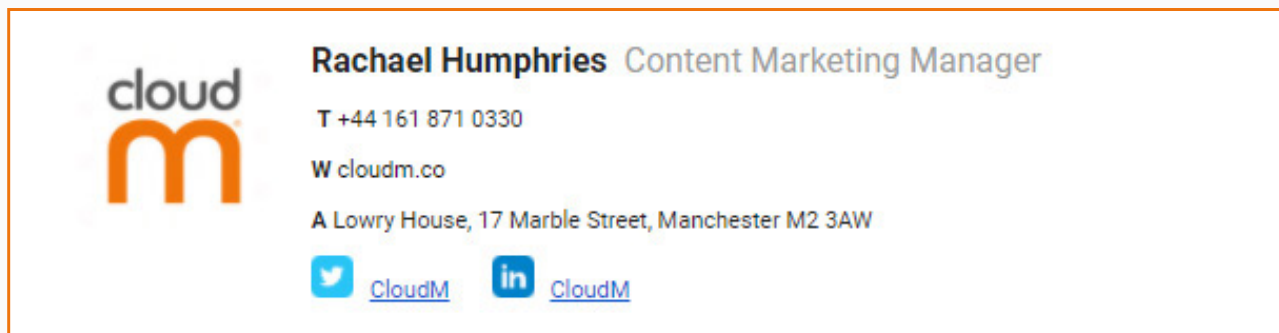
Like most things, creativity is good in moderation.

"Follow your brand guidelines and stick to what the recipient needs to know. Use a simple, readable font (Arial for Windows, Helvetica for Mac) and cap yourself at 3 or 4 colors from your brand guidelines."

**Alex McKie**
Creative Designer

Don't go overboard with graphics either. You'll need your company logo and social links, and you might want to add a marketing banner.

Here's a great example of a simple, stylish signature:

**cloud m**

**Rachael Humphries** Content Marketing Manager

T +44 161 871 0330

W cloudm.co

A Lowry House, 17 Marble Street, Manchester M2 3AW

CloudM    CloudM

**Short and sweet**

Only include the vitals: who are you, what do you do, how do I reach you?

This is what most of your clients and customers are going to use your signature for, so provide a succinct and easy pathway to this information.

Think of it as your digital business card and you can't go wrong!

# 03. How to design the perfect email signature

## Promote yourself

Information, done. Now it's time for promotion.

With the dreaded forward feature, you never know who's reading your email. A single message to a client might be seen by colleagues, peers, leads, or other customers. It's a wasted opportunity to not use it as a sales tool.
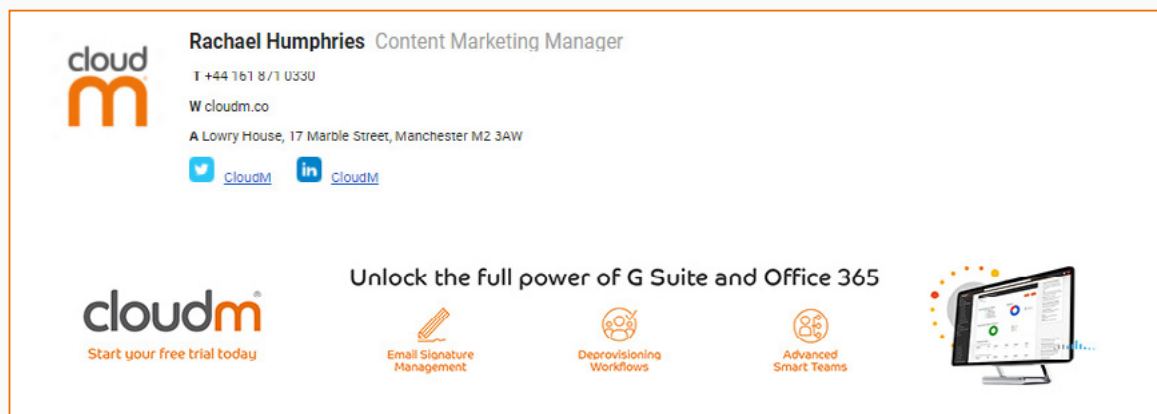


"Make sure your message is tailored, and still follows the good practice you've implemented so far. It might be a banner promoting a new product, service, sale, or event. Whatever it is, make sure your Call to Action is enticing, and don't give too much away!"

**Rachael Humphries**
Content Marketer

## Consistency is key

There's nothing wrong with having different content for different employees, in fact this can be a great tool to make sure those marketing messages are tailored. Your sales team might be promoting a discount, whilst your trainers promote an upcoming webinar.

But every company signature should maintain the core elements that make it identifiable to your brand: your logo, your colors, your fonts. These are non-negotiable.

# 03. How to design the perfect email signature

## Get social

If social media is one of your marketing channels, it's a no brainer.

Including your social links is the easiest and cheapest way to attract more followers and expand your reach. Your social messages will help get your brand personality across, and introduce potential customers to your other products and services.

"Try to keep it relevant to the recipient though. Your customer service team might not want to promote the corporate LinkedIn when processing returns, and likewise your finance department may be wasting space promoting your new TikTok channel to bank managers and investors."
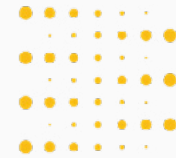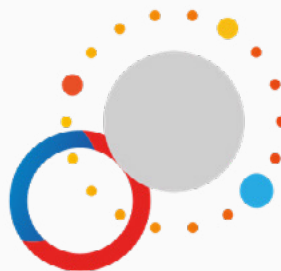
**Connor Hall**
Digital Marketer

## Start with mobile

Email signatures are a lot cleverer than they used to be, but they have followed the same format for a long time: HTML tables.

They're easiest to get right on desktops, but there are so many screen sizes across mobile and tablet now, that you need to make sure they're responsive and mobile-friendly. Test, test, and test again.

# 03. How to design the perfect email signature

***An all-in-one platform***

After perfecting your designs there's nothing worse than finding out your awesome signature isn't being used by everybody. And it can seem like an impossible task to make sure it is.

But all of these design features, plus the ability to manage an unlimited number of employees' signatures from a central location, is available in the CloudM Email Signature Management tool.

There are other clever things it does too, like dynamic updates.

More on those later...

# 04. How to increase productivity and efficiency

The modern workplace is more digital than it ever has been, and 2020's work-from-home revolution has quickened the pace.

The cloud provides the opportunity to work more efficiently when tackling arduous tasks like email signature for large teams and remote employees.

**Saving time and freeing resource**

Your average email signature requires the marketing department to design it, the IT department to add it to the system, and the HR department to send out instructions on how to use it.

But even with the best intentions and all that effort, sometimes it just doesn't stick.

*Using a cloud-based email management tool gives you the chance to manage all emails remotely, and update them dynamically. That means new starters are already set up, and movers are updated automatically.*

Not only does this free up time in 3 departments, it also allows your IT teams to securely delegate role-based access. This means individual teams can control certain features that suit their departments needs, for example this can allow your marketing team to create and schedule regular campaigns, update links, and make sure designs are consistent with their brand without compromising the security of other company data.

**Easy for technical and non-technical users**

Our Email Signature Management tool gives everybody the opportunity to design a killer signature, not just marketing teams. Or, you can restrict it to your best creatives and control it centrally. Here's how it works:

**Easy to apply**

Apply a single email signature template or create multiple versions for different sub-companies, teams or staff.

**Details auto-populated**

Use your existing profile attributes from Google Workspace, Microsoft 365 or CloudM Manage and apply names, phone numbers, and company information automatically.

**Always updated**

Staff simply edit their user profile with the latest information and, if contained within their signature, it will be dynamically updated.
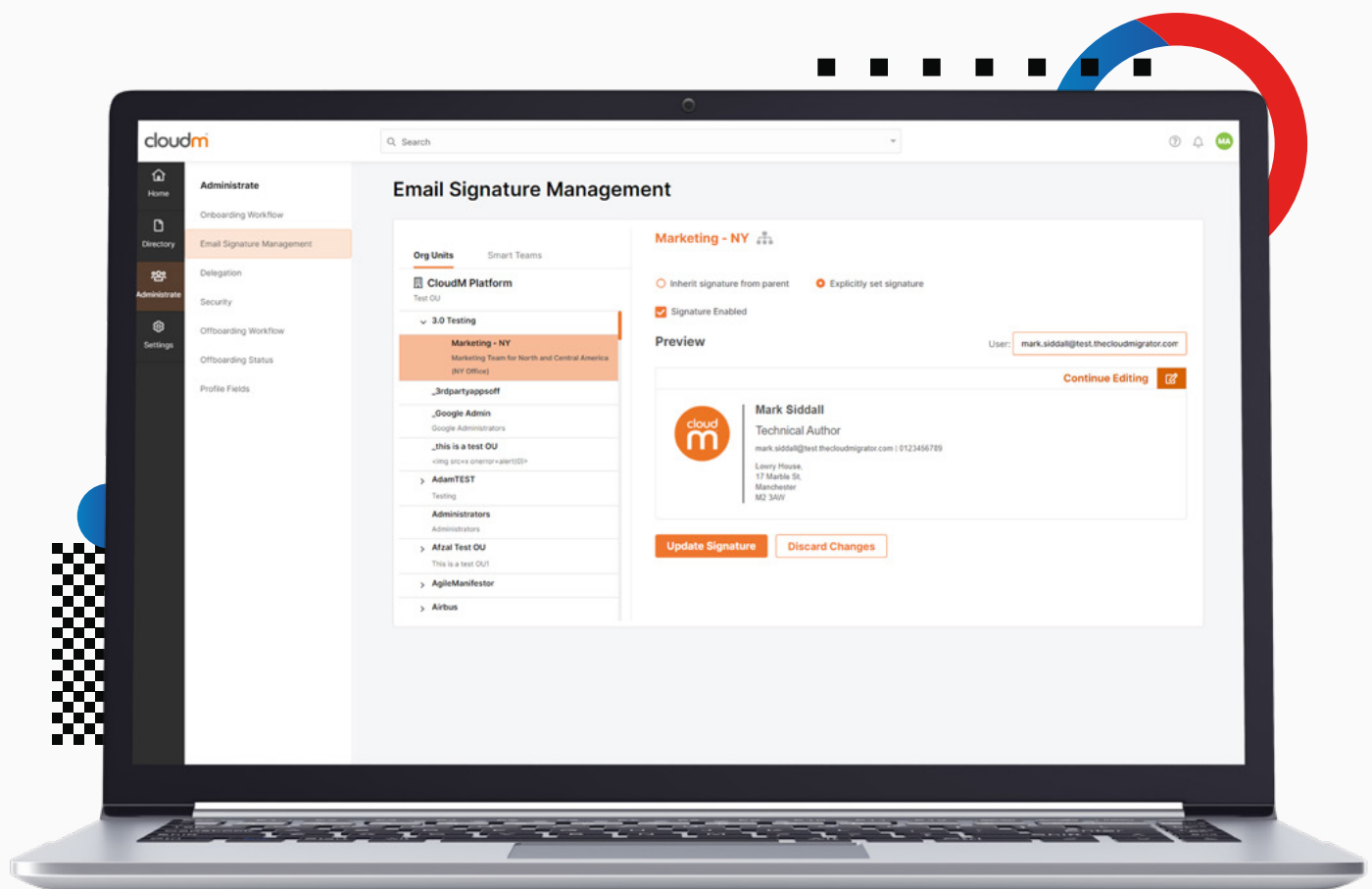
# 04. How to increase productivity and efficiency

## Easily edit templates

CloudM Manage provides you with a simple editing tool where you can easily drag and drop the user's profile details you want to use and add images, animations and tables.

## Advanced editing

CloudM Manage also provides an HTML option where you can paste in and edit a signature design from an HTML editor and then add any specific user profile attributes.

## Editing logic

CloudM Manage provides logic functions to ensure that any information missing from a user's profile is not left as a blank entry. It detects any blanks and excludes them, keeping everything neat and tidy.

# 05. How to scale signatures with your organization

## Organizational scalability

There's nothing more irritating than when you outgrow a system that has served you so well since the beginning. It works, everybody knows how to use it, all of your processes are embedded within it.

That's why we made our Email Signature Management tool infinitely scalable, so you'll never have to change system as your business grows. It doesn't matter how many people join, leave, or move jobs. Everything gets updated automatically in real time.
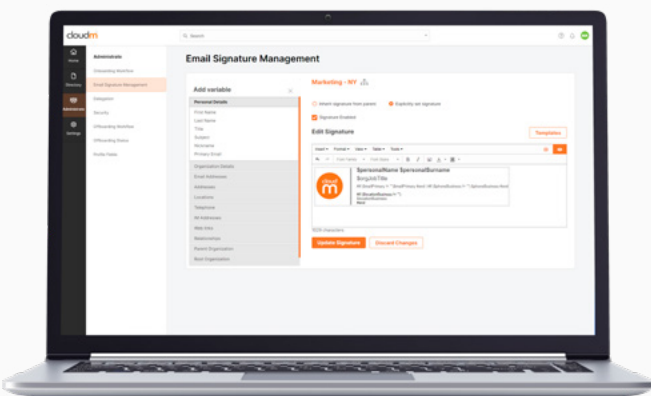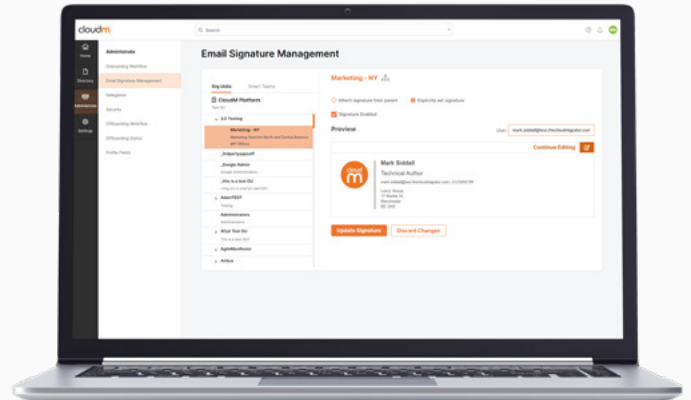
## Staff profile details

Adding staff profile details to signature templates is easy. Simply drag the required profile field into the editing tool.

The possibilities are endless with custom attributes. Anything in your system can populate your signatures.

## Advanced editing

Use the edit and preview tool to test different logic, formats, templates, and combinations. Easily share your previews to get sign-off from relevant stakeholders.

## Multi-user previewing

Rest easy knowing that you've tested and previewed all of the attributes on accounts in every department, at every level.

## *Did you know?*

Almost 2.8m emails are sent every second. That means in an hour, it's 604bn.
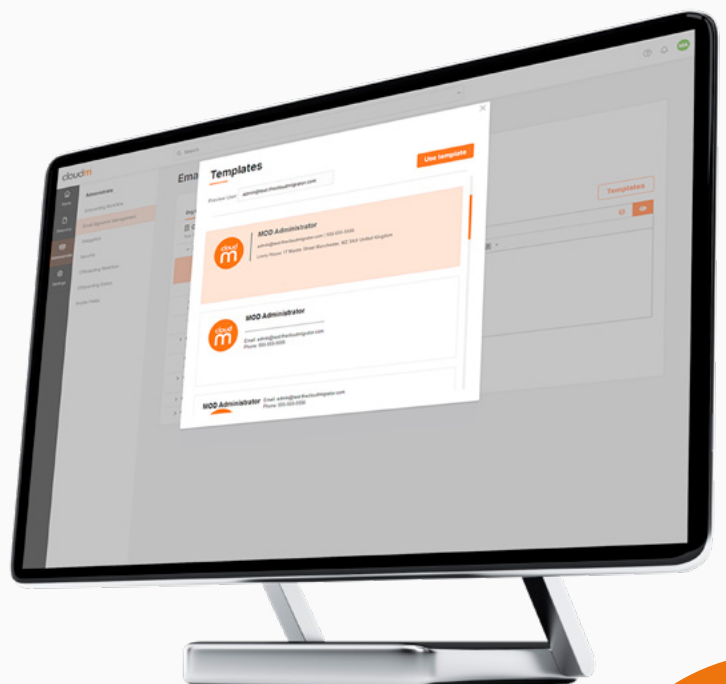
# 06. Success Stories

**Don't just take our word for it**

**InZone Industries reap the benefits
of Email Signature Management**

InZone Industries is a New Zealand-based energy efficiency company, with more than 300 employees covering the entire country. Obviously, managing consistency for a national company with so many roaming workers proved a challenge.

4 years ago, InZone's IT Manager Thomas Erasmus adopted the CloudM Email Signature Management tool and has used it to launch the firm's digital workplace.

> "We tried asking users to do their own signatures in Google, but it didn't work out well. Employees are based countrywide, so it was really hard to get the branding standardized."

It didn't help that the company was split 50/50 between Microsoft and Google, the latter proving a particularly challenging platform for email signature management. Thomas needed a product that made the process as smooth as possible, and when he started investigating alternative solutions:

> "CloudM came out on top each time"

Aside from making life a little easier, Thomas also flagged the other benefits of the system to his marketing department, which used it to design email banners and drive website traffic.

> "It really gives advanced and non-advanced users a lot of functionality. I often bring up HTML code. You can design the signature exactly how you want it"

> "We change our signatures over Christmas to have a seasonal feel – it's brilliant because you can literally do that overnight – it's a great tool for keeping our clients informed and for us to reach out to our customers."
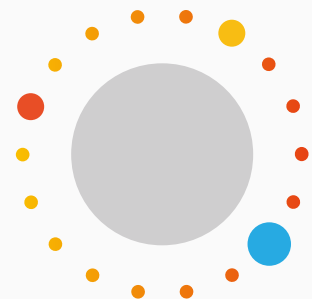
# 06. Success Stories

**Don't just take our word for it**

*Poppulo increases productivity across the world*

Poppulo is the Ireland-based global leader in employee communications technology, with hundreds of employees on both sides of the Atlantic.

Sharing a passion for the digital workplace, and growing in tandem with the remote working movement, Poppulo had a lot on its hands when it came to staff processes. Not to mention the strain on IT, which Kieran O'Callaghan looks after.

"It's been a busy time for people joining and leaving, so we have relied on CloudM heavily to make these processes run as smoothly as possible"

Being able to automate and schedule onboarding and offboarding, during a period of frequent joiners, leavers and movers:

"CloudM has made life a lot easier"

As well as adding creativity to the mix:

"Our marketing and sales teams have utilized it and can easily update with relevant marketing and sales messaging. This in the past was a manual process for us where we'd often have to push back due to time constraints, but now we're quite open to helping as it's simple process, something we could change every day if we wanted to!"

"We change our signatures over Christmas to have a seasonal feel – it's brilliant because you can literally do that overnight – it's a great tool for keeping our clients informed and for us to reach out to our customers"

# 07. Conclusion

And if you only read one page of this eBook…

**Bad email signatures are everywhere. Here's how to make a good one:**
- Keep it simple and stylish, and only include vital information
- Use it to promote your business (with a banner, and social links)
- Mandate consistency on a few core elements
- Test it on all screen shapes and sizes

**Managing email signatures centrally is awesome, because:**
- It frees up your marketing, HR, and IT to work on other things
- It guarantees that starters, leavers, and movers are updated
- It professionalizes and unifies your brand perception

**And we make a great solution that does all of this:**
- It's easy for technical and non-technical users
- It updates every signature in real time automatically
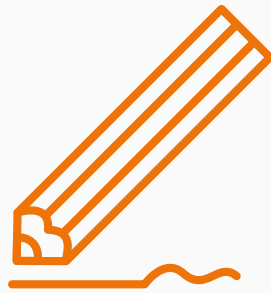- It scales to any organizational size

Working with the CloudM Email Signature Management tool is simple and easy, and is designed to save you time and money.

Arrange Demo                 Speak to our team +44 161 250 7728

# Thanks for reading

cloudm