

The Importance of Business Email Signatures



Smart Marketing through Email Signatures

Businesses work hard at [cleansing databases](#), validating Email addresses and ensuring that data is accurate as possible, a much forgotten about area is the humble Email signature.

When businesses calculate the amount of Emails sent out per day, per week, per month the Email signature is a classic opportunity to promote both the business and the individual.

In this article we explore the importance of the business Email signature and attributes that should be included within the signature.

An Email Signature is an Electronic Business Card

Think of the Email signature as an electronic business card, it's a great opportunity to promote both the individual and the business with every email that is sent.

Email signatures should be viewed as a standard part of the marketing of any business. They are FREE and perfectly capable of creating leads and click-throughs to the website/social media channels over the course of time.

What Does Your Email Signature Say?

Most business when asked what does your Email say answer "I don't

know” or “It’s automated”, the fact is that everybody should know what their Email signature says.

Attributes of a Great Email Signature

An email signature should include the following attributes. The exact order can be varied according to taste but as many of the following as possible should be included:

- Name: Employee Name
- Job Title: The job title of the employee
- Company Name: The company name of the employee
- Personal Accolades/Awards: This field is optional as it depends on if the employee is eligible. If applicable any accolades or awards the employee has attained should be listed
- Telephone #: Include the telephone number of the employee (either direct or switchboard number depending on preference)
- Address: Include the business address of the employee
- Email Address: Include the email address of the employee
- Website Address: Include the business website address
- Social Media Links: Include links to business social media profiles

Email Signatures are About Being Professional

A shabby looking Email signature suggests both a shabby individual and business and will cause far fewer leads, conversions and sales.

Email signatures are actually small pieces of HTML which render typically in a business card format (depending on the HTML programming instructions). As there are a [wide number of Email programs](#) it’s wise to test the business Email signature in as many systems as possible for compatibility, using open HTML standard usually works. There are many Email signature tools available on the market which can create fully compatible signatures across various Email programs.

We hope you’ve enjoyed this guide to Email signatures. If you’d like to discuss [any aspect of Email marketing](#) call us here at the Intelligent Data Group on 0333 030 6636 or Email us at hello@intellidg.co.uk to progress discussions.

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