

# Your 2024 Growth Strategy

Leveraging a channel  
you already own



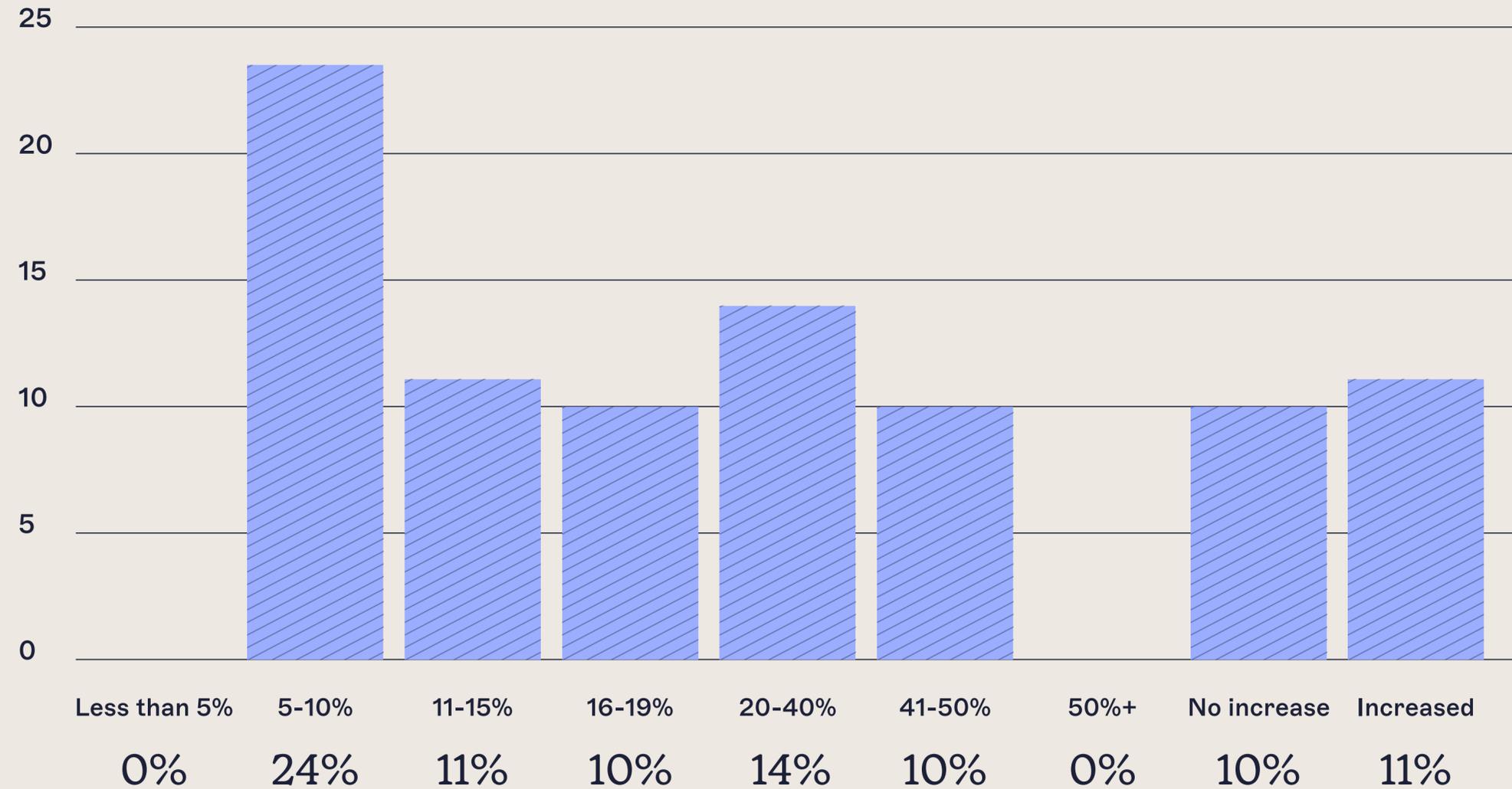
# Introduction

This whitepaper will look at smart tactics to achieve results on a reduced budget, and how using email signatures can boost your business.

In today's economy, companies need to use their limited resources efficiently. Marketing budgets are being squeezed, but senior leadership still expects results.

Therefore, marketers must find ways of doing more with less. By unlocking the hidden potential of email signatures, you can effortlessly power up your marketing efforts in a cost-effective way.

# Reductions in marketing budgets in the second half of 2023

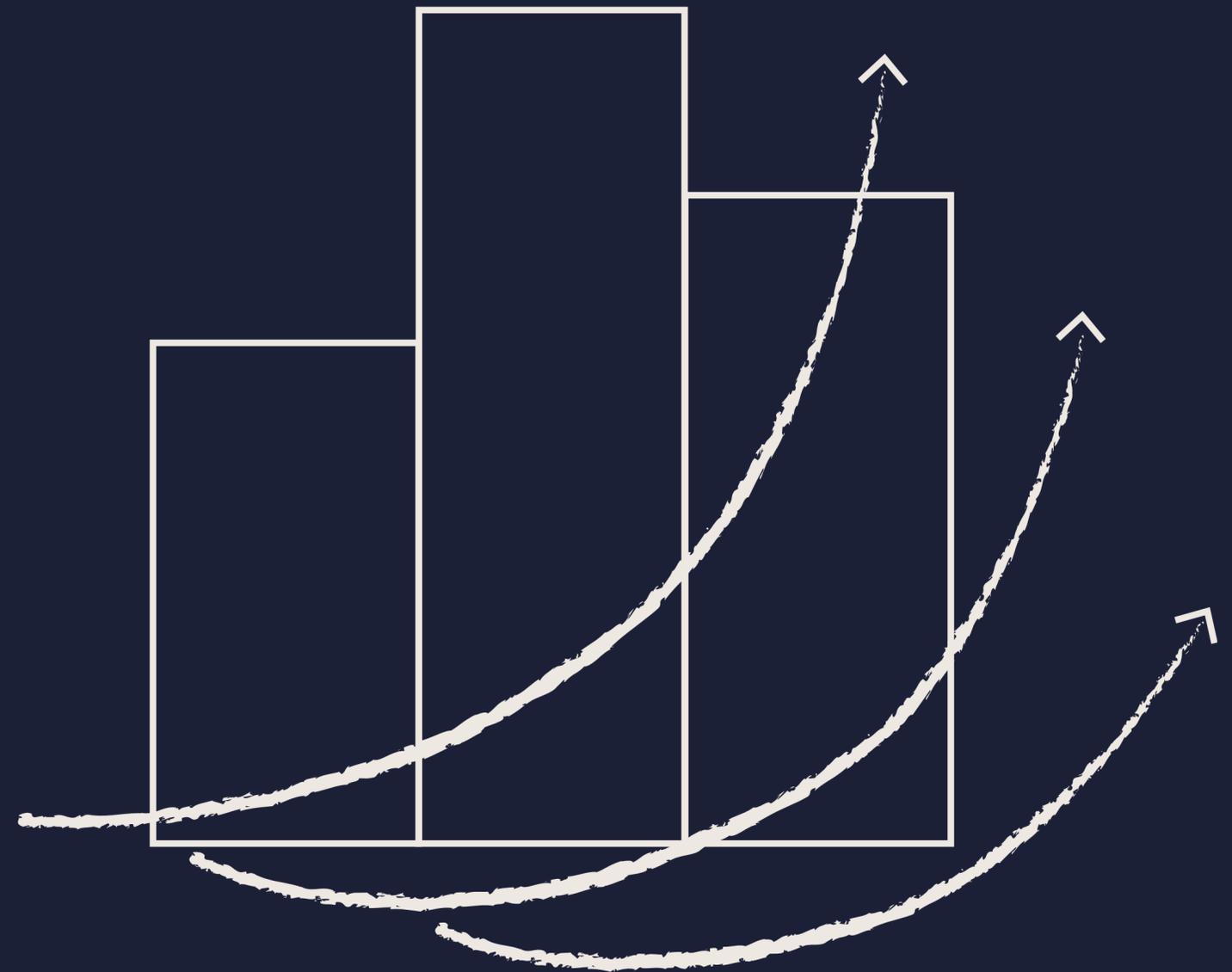


Budget cuts have hit marketers hard in the second half of 2023, forcing them to find new strategies for boosting growth.

Source: Exclaimer US Marketing Research 2023

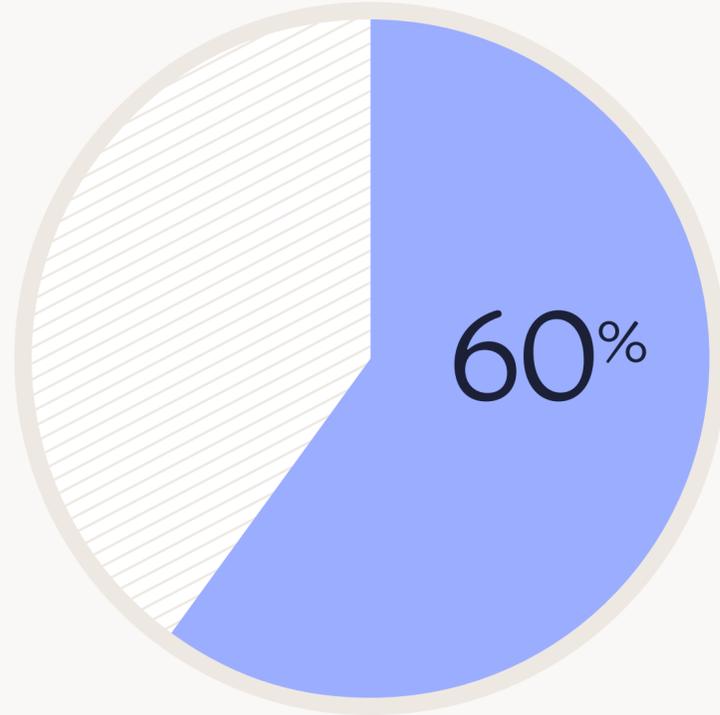
# Seven *cost-effective* strategies to work smarter and drive business growth

Let's explore tactics for unlocking sustainable business growth without breaking the bank.



#1

## Become customer centric

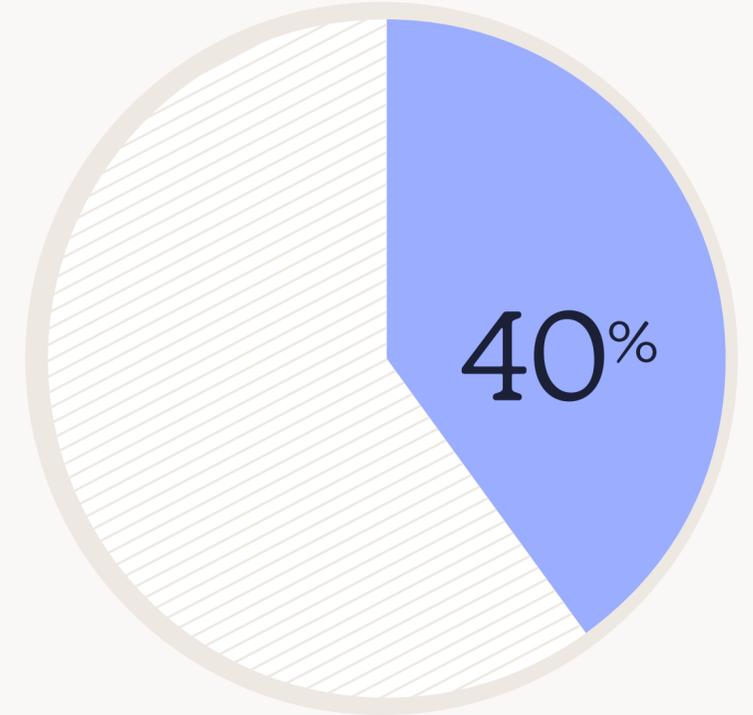


Adopting a customer-centric approach fosters stronger connections, improves customer satisfaction, and ultimately drives business growth. Use data analytics, customer surveys, and market research to tailor your marketing campaigns to align more effectively with customer needs.

Customer-centric companies are **60% more profitable**<sup>1</sup> than those that aren't.

#2

## Always personalize

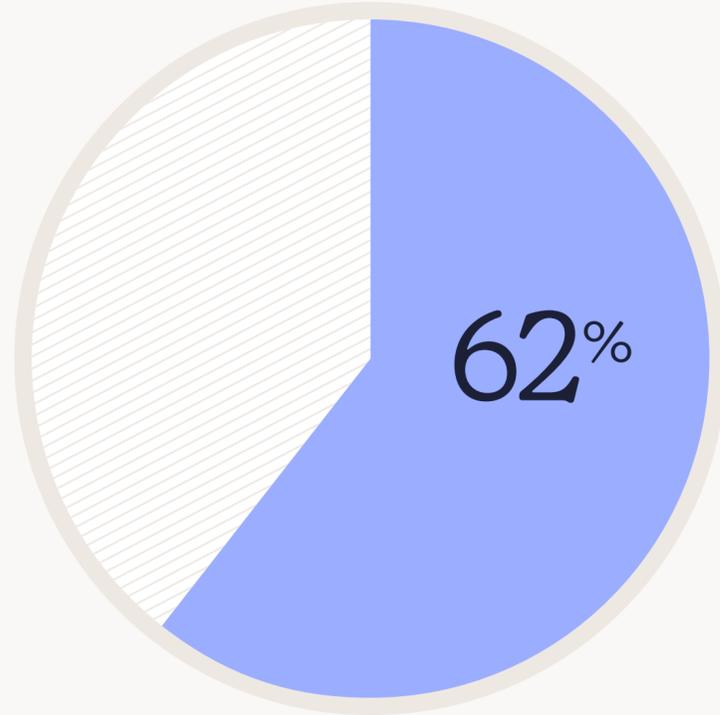


Today's consumers expect personalization, across all channels and devices. Harness the power of customer segmentation, behavioral tracking, and automation tools to provide your customers with relevant and targeted messages.

Companies that grow faster drive **40% more of their revenue from personalization**<sup>2</sup> than their slower-growing counterparts.

#3

## Make time for content marketing

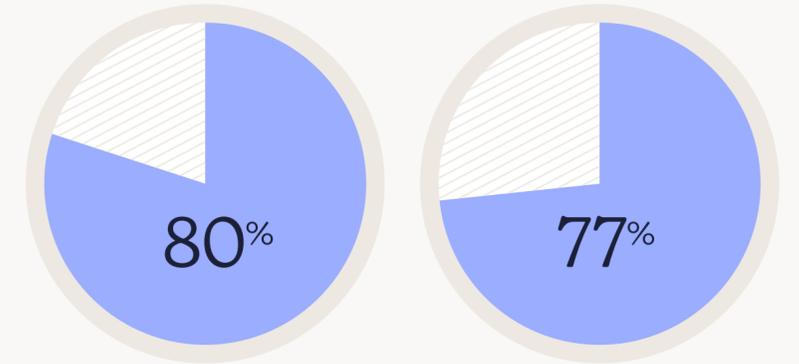


Content marketing allows you to inspire, educate, and entertain your customers. Commit to creating a consistent flow of fresh content across all channels to reach customers wherever they are.

**62% of marketers<sup>3</sup>** say it's important to be 'always on' for their target audiences with relevant content.

#4

## Embrace martech & new tools



Tools such as artificial intelligence (AI) and machine learning (ML) will continue revolutionizing how businesses operate. Meanwhile, established technologies such as marketing automation and chatbots drive customer engagement and provide immersive experiences.

**80% of marketing automation users** see improved lead generation, with **77% seeing more conversions<sup>4</sup>**.

#5

## Ramp up your omnichannel marketing

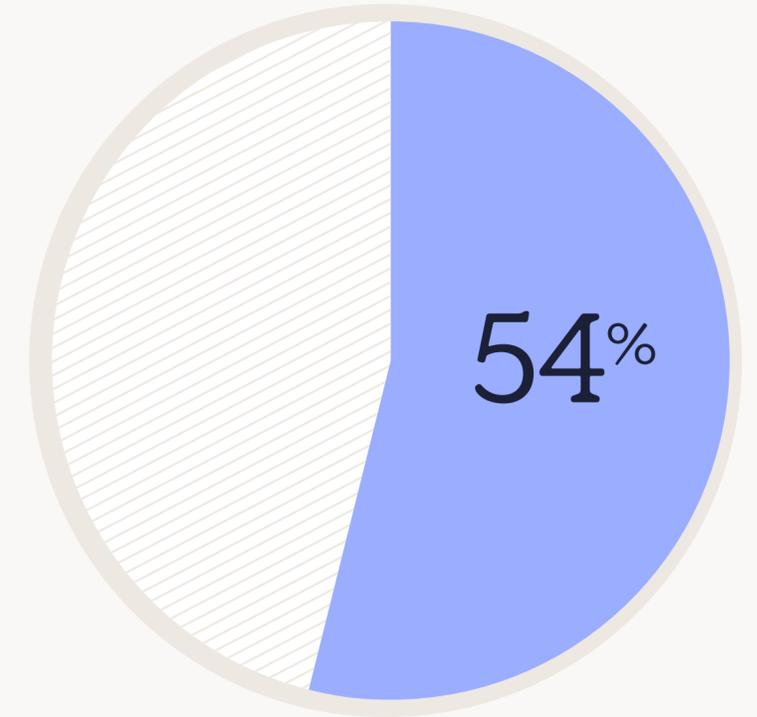
494%  
Higher order rate

Through integrating marketing efforts across all channels, businesses can create a unified brand presence that increases customer engagement and improves conversion rates.

Marketers who use three or more channels in a campaign earn a **494% higher order rate**<sup>5</sup> than those who use a single-channel campaign.

#6

## Back up all decisions with data

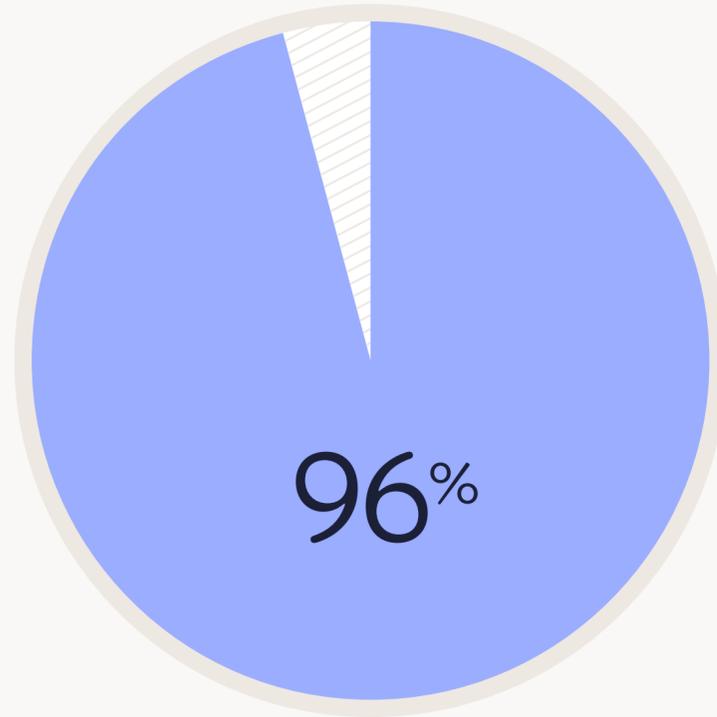


You need to harness the power of data analytics to measure and track your campaigns' performance. Continuous, data-driven optimization will be key to driving business growth and staying competitive.

**54% of companies**<sup>6</sup> that extensively use marketing analytics end up with higher profits than average.

#7

## Use a channel you already own



Maximize the value of email signatures, which are trusted, valued, and can't be taken over by competitors. Using Exclaimer, you can enhance brand awareness, promote products or events, and drive engagement in a way that's both unobtrusive and professional.

**96% of US marketers<sup>7</sup>** see the potential in using email signatures as a marketing channel.



# Turning email signatures into a *powerful* marketing channel

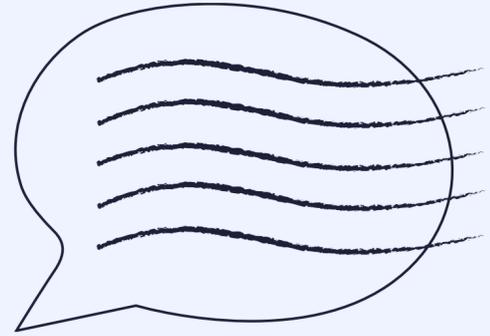
Each business email you send can become a valuable marketing opportunity. Tap into the hidden potential of the email signature as a tool for brand promotion and engagement.

The image displays a digital marketing tool interface. On the left is a vertical menu with options: Text & Fields, Social, Tables, Image & Icons, Calendars, and Feedback. The 'Social' option is highlighted. In the center is a sample email signature for Mr. Bernard Maxwell-Smith, CEO, including a profile picture, contact details (phone, email, website), and social media icons for Facebook, X, and WhatsApp. Below the signature is a call-to-action box asking 'How did we do?' with a 5-star rating and a 'Leave us a review >' link. On the right, a white box shows 'Total views 45,023'. At the bottom of the signature block, a disclaimer reads: 'Disclaimer: Any views expressed in this email are the authors and do not represent Trusted Connection.'

Turning email signature into a powerful marketing channel

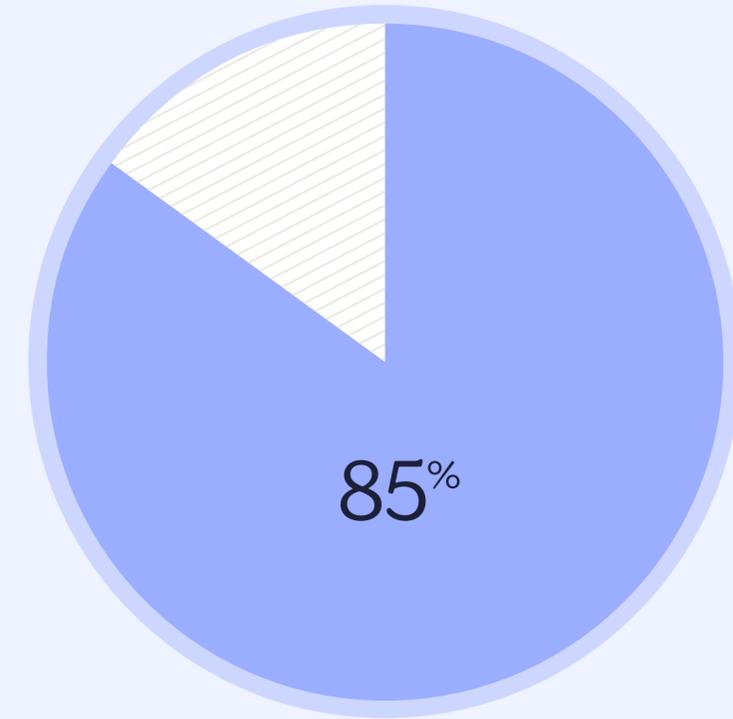
#1

# Business emails are relationship builders



In 2023, **over 4 billion people worldwide used email**<sup>8</sup>, a figure that will grow in 2024 and beyond. In a single day, an estimated **347 billion emails**<sup>8</sup> are exchanged, many of which are business emails.

Business emails carry a unique marketing advantage over other channels: they're direct, personalized communications with individual recipients, providing a way to build and nurture relationships with key stakeholders.

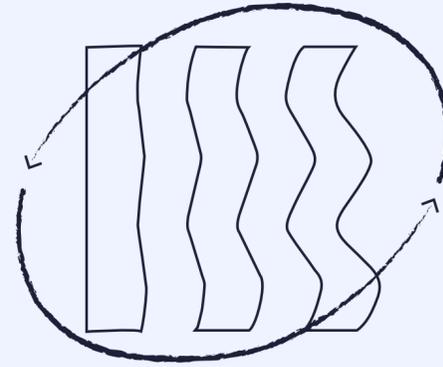


of marketers see first impressions with prospective and current customers as important.

Source: Exclaimer UK Marketing Research 2023

#2

## Uncovering an untapped creative space

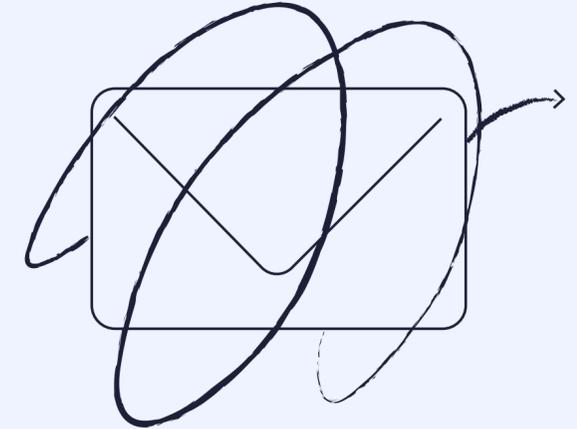


**77% of marketing professionals** say a consistent signature on all emails enhances brand recognition<sup>9</sup>. A well-crafted email signature communicates contact details, includes branding elements, shares social media posts, and incorporates calls-to-action.

Email signatures can be designed to capture attention, engaging recipients beyond the message content. They ensure that every business email contributes to your branding and marketing strategy.

#3

## Crafting impactful email signatures

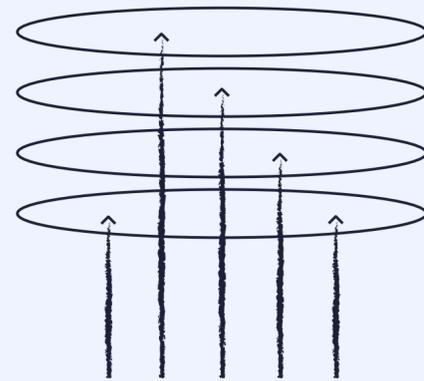


Leveraging email signatures strategically requires careful thought. Firstly, understand who your audience is and segment your campaigns accordingly.

Messages should be compelling yet concise. Your signature should also incorporate consistent elements that resonate with your company's ethos. Businesses send an estimated **124.5 billion emails daily**<sup>10</sup> and every one of these represents their brand.

#4

## Leveraging email signatures for effective marketing campaigns

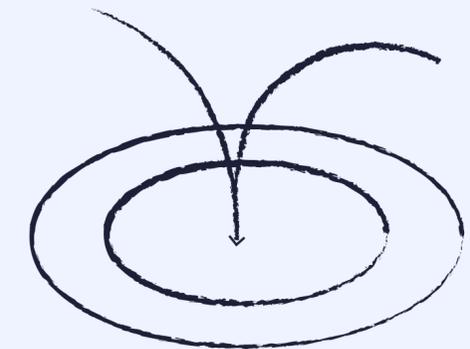


**89% of marketers** have considered utilizing email signatures as a marketing tool and **68% already actively use them**<sup>7</sup>. Harness email signatures to promote products, services, or upcoming events. Direct traffic towards your company website or specific landing pages.

Encourage social media engagement and incorporate calls-to-action to motivate audiences to do more. Also consider adding real-time feedback options, awards, or meeting scheduling links.

#5

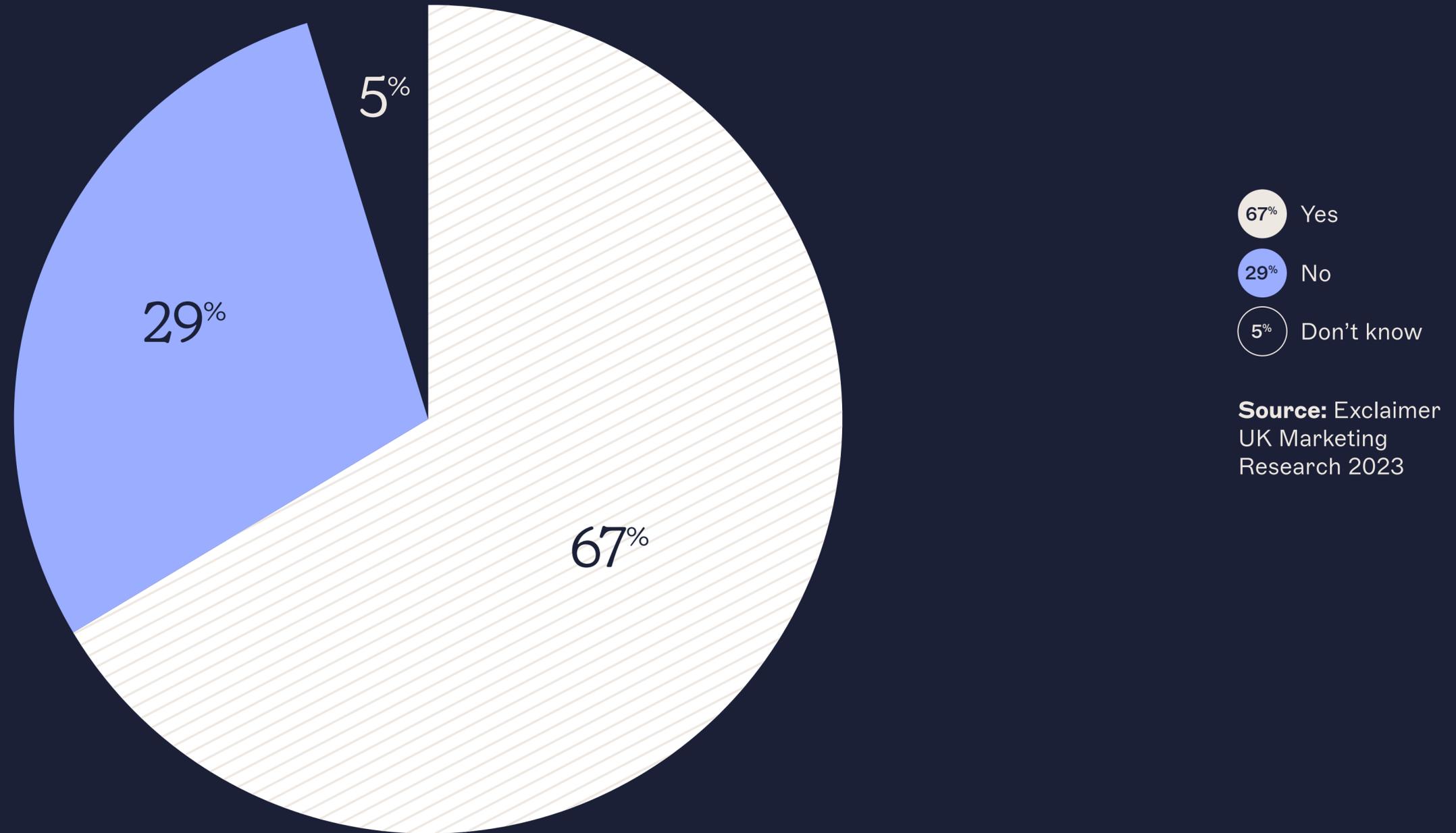
## Optimizing email signatures for performance



**67% of marketing professionals**<sup>9</sup> expect to generate leads from email signatures in 2024. An optimized email signature strikes the perfect balance between professional design and functional strategy.

Test and analyze your campaigns' performance regularly, iterating the design and content based on findings. Use A/B testing to determine the most effective strategies that drive tangible results.

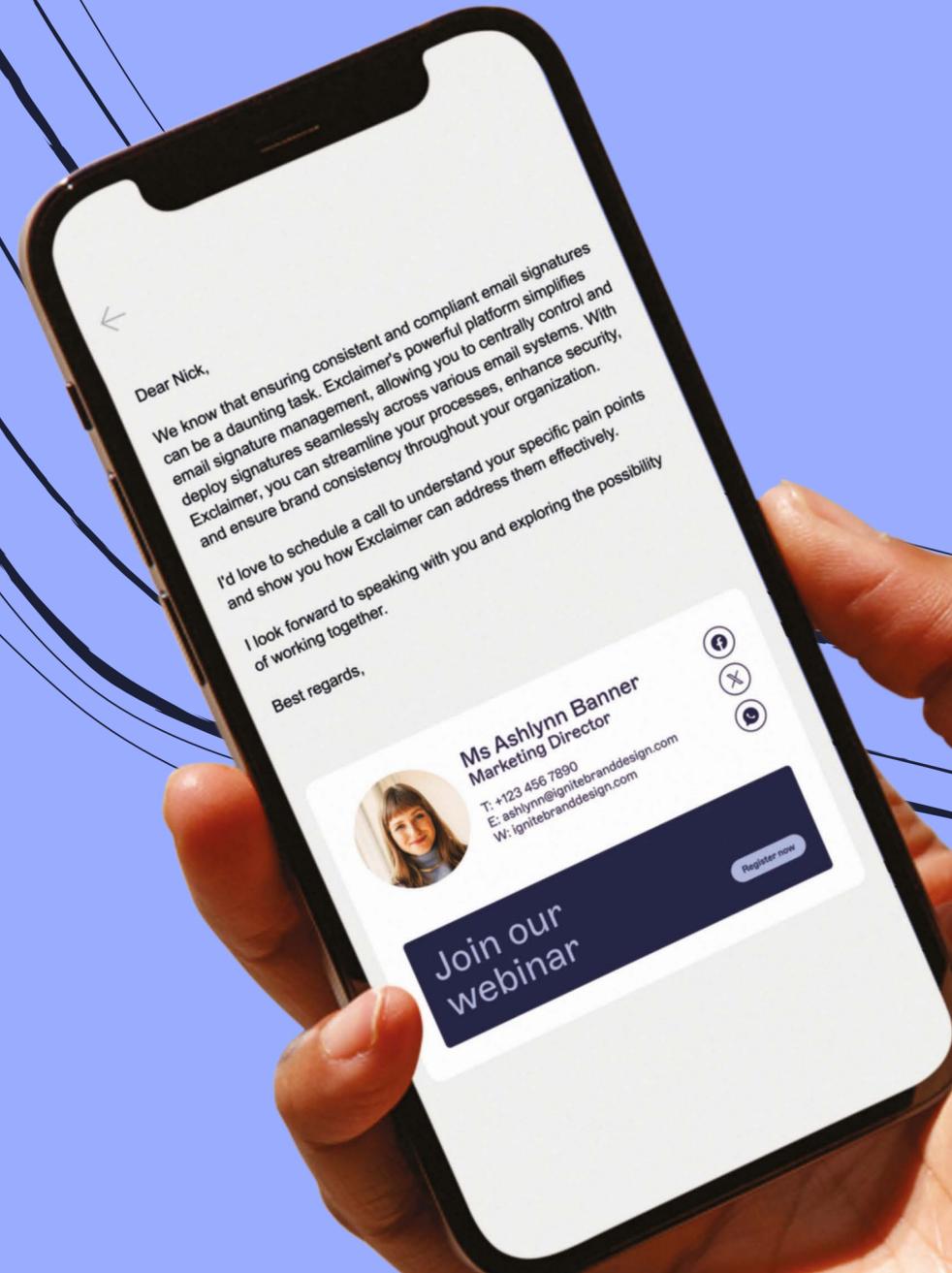
## Do you expect to generate leads from email signatures in 2024?



**Source:** Exclaimer  
UK Marketing  
Research 2023

# How Exclaimer's features can help you achieve your *growth* goals

With Exclaimer, you can elevate business email signatures into an interactive, personalized marketing tool.



# How Exclaimer transforms business email into a powerful marketing asset

## Becoming more customer-centric

Showcase reviews in your email signature for social proof and evidence of your brand's credentials. Exclaimer also provides real-time feedback with one-click surveys, giving you valuable customer insights..

## Personalizing your messaging

Exclaimer leverages advanced targeting capabilities, adjusting signature content based on a recipient's characteristics. This ensures your email signatures always resonate with your audiences.

## Making time for content marketing

Exclaimer integrates live social feeds, meeting links, and dynamic banners within your email signatures. This lets you showcase your latest updates, make it easy to book meetings with your sales teams, and drive more engaged traffic.

## Embracing martech and new tools

Align your email signatures with your CRM and marketing automation efforts using Exclaimer. Improve lead tracking and enhance customer interactions, while easily updating signatures based on rules or triggers.

## Ramping up omnichannel marketing

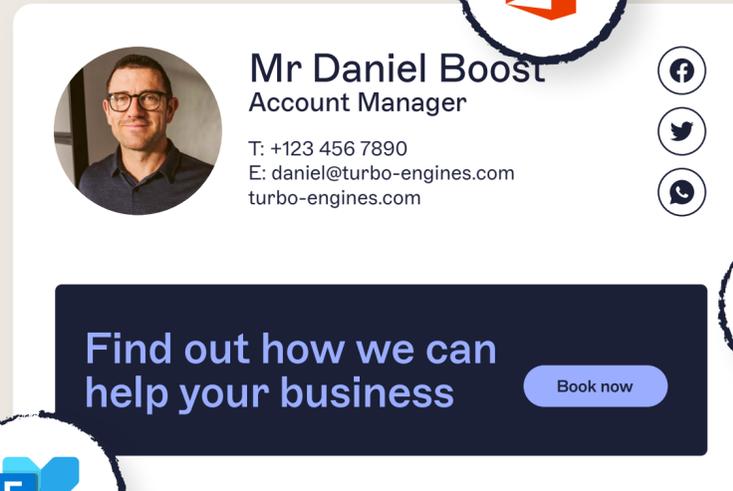
Centralized control of email signatures levels-up efficiency, letting you run campaigns tailored to specific audiences. Whether it's for demand generation or boosting event registrations, targeted campaigns keep your audiences engaged.

## Backing up decisions with data

Exclaimer offers advanced analytics to monitor engagement metrics associated with your campaigns. You can also experiment with signature variants and A/B test which resonate with your audiences.

## Using a channel you already own

Email signatures are a trusted channel your competitors don't have access to. Turn them into powerful marketing tools that boost brand awareness, promote products or events, and drive engagement.



# Unlock and leverage a channel you already own

- Email signatures are a valuable marketing channel that can help you achieve your growth goals in 2024.
- Elevate your email signatures into an interactive, personalized marketing tool that drives results, using Exclaimer.
- In 2024, marketers can achieve growth goals by using email signatures to transform business emails into valuable growth opportunities.

Overall, Exclaimer is a powerful tool that can help you achieve your growth goals in 2024 by transforming your email signatures into valuable marketing assets.

The image shows the Exclaimer email signature editor interface. On the left is a sidebar menu with the following items: 'Text & Fields', 'Social', 'Tables', 'Image & Icons', 'Calendars', and 'Feedback'. The main editor area displays a sample email signature for 'Mr Morris E. Ashford CTO'. The signature includes a circular profile picture of a man with curly hair, contact information: 'T: +123 456 7890', 'E: morris@syncanddeliver.com', and 'W: syncanddeliver.com'. To the right of the contact information are three social media icons: Facebook, X, and WhatsApp. Below the contact information is a green call-to-action bar with the text 'Join our conference' and a 'Book now' button with a calendar icon.

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# Start *amplifying* your emails

Try Exclaimer by booking a demo.  
See for yourself how it can transform your  
business and the way you send emails.

[Demo: Click here](#)

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