Exclaimer

The power of *professionally* branded emails

Insights from the US

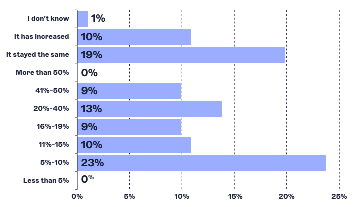
Performance
Efficiency
Automation

Introduction

Given the current global economic climate, it comes as no surprise that companies are looking to reduce spending. Marketing is perhaps the hardest hit department, with **68% of marketing leaders indicating that they had their budgets reduced** by at least 5-10% for the second half of 2023, and 3% had their budget cut by between 20-40%.

There's now a clear need for marketers to evaluate their strategies to ensure they're using their budgets effectively and to do more with less. To do that, it's important for organizations to understand how they can build brand trust and increase engagement, with a view to creating demand and maximizing ROI.

Reductions in H2 2023 marketing budgets



Contents

01 Identifying marketing priorities
02 Email signatures as a marker of brand trust
03 The opportunity for email signatures
04 Measurement that counts
05 The right anatomy
06 Conclusion

01

Identifying marketing priorities

These are the top priorities for marketers in 2024:

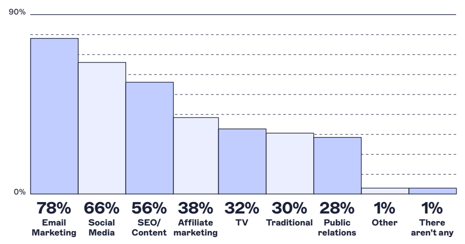
75% Organic social media

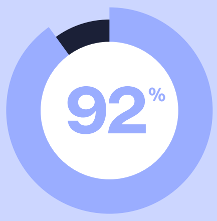
74% Influencer marketing

59% Email signatures

Yet, when looking at where marketers have been investing the most in 2023, email marketing has been the priority marketing channel. Marketers have also been investing in social media **(66%)** and SEO / content marketing **(56%)** to engage with consumers and diversify their strategies.

Marketing channel investment focus

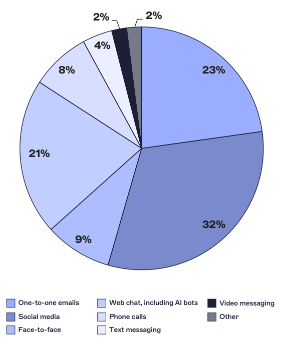




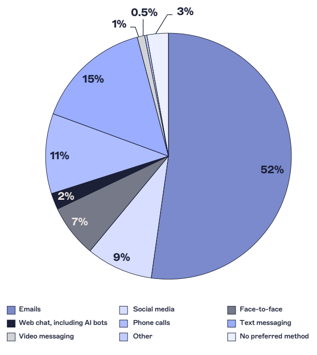
Almost all marketers see email as a key channel in their marketing mix.

This is despite one-to-one emails trailing behind social media as the considered primary communication channel with customers and prospects, but in line with consumer preferences.

Primary communication channel with customers and prospects



Preferred method of communicating with a business or brand



With marketing budgets increasingly under the microscope, it's important for marketers to remain focused on their target audience. It's also vital to develop strategies to connect with them across their preferred communications channels, inspiring trust in the brand and allowing for authentic engagement.

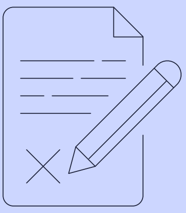
02

Email signatures as a marker of brand trust

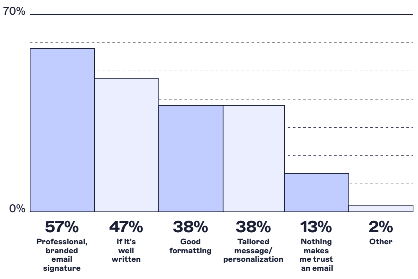
Marketing leaders agree that email is an important tool for amplifying their brand.

96%

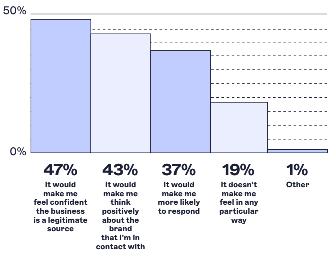
When asked what made consumers trust an email from a business or brand, it was clear that respectability and consistency were front of mind with professional, branded email signatures **(57%)** seen as a priority. Additional elements include writing quality **(47%)**, proper formatting **(38%)**, and personalization **(38%).**



Email trust elements



Emotional impact of professionally branded email signatures



Looking at sentiment triggers more closely, consumers indicated that emails with professionally branded signatures make them feel more confident **(47%)**, think more positively about the organization **(43%)**, and more inclined to respond to the emails **(37%)**.

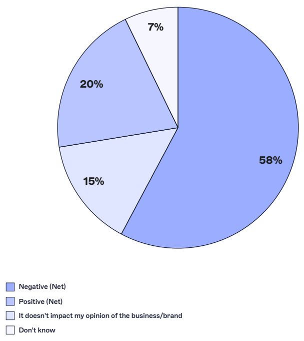
82%
Largely believe it's important for a company to have consistent, professionally branded signatures across all their emails.

80%
Said a branded email signature is an important aspect of a company's brand identity.

76%
Said that a branded email signature increased their trust in the sender of the mail.

In fact, over half **(57%)** of consumers indicated they feel negatively towards an organization when they receive emails without professionally branded signatures.

Emotional impact on emails without a professional, branded signature



92%

Marketers acknowledge that consistently branded email signatures enhance brand recognition.

While also recognizing that they have a positive impact on email engagement rates too.

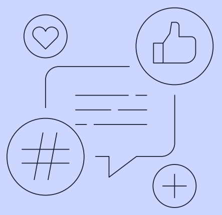
94%

All the above shows that professional email signatures are key to creating a cohesive brand experience and making consumers feel that they are in good hands. A trustworthy brand image can be a valuable asset in helping marketers drive long-term demand in today's challenging landscape.

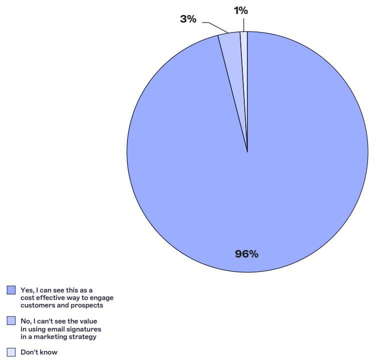
03

The opportunity for email signatures

Given the undeniable value that consumers place on consistent and professional branding in their emails, it is reassuring to see that **96% of marketers see the potential of using email signatures as a cost-effective way to engage with customers and prospects.**

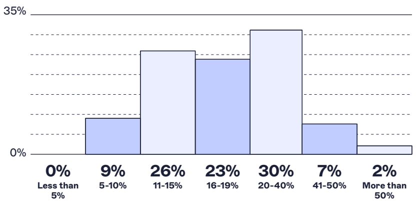


Potential of using email signatures as a marketing channel



Additionally, over half **(59%)** of marketers are hoping to generate up to **(19%)** of their revenue through email signatures and **(40%)** hoping to generate **(20%)** or more.

Potential revenue generated through email signatures

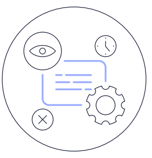


91%

This is underpinned by the fact that the majority of **respondents expect them to help generate leads.**

89%
Of marketers can see the value of email signatures as a marketing tool.

76%
Are already actively using them.



23%
Are still looking to implement them, thereby delaying the benefits email signatures can offer.

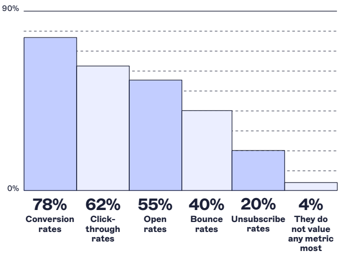
04

Measurement that counts

With budgets being more heavily scrutinized, it's important to look for tools that offer proper measurement capabilities.

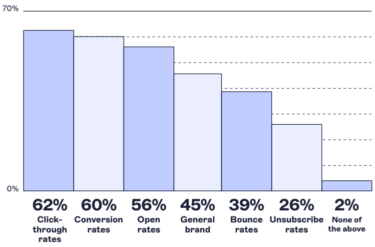
Senior leaders are more likely to focus on conversion rates **(78%)**, while on a more micro level, marketers are looking at click through rates when it comes to email engagement.

ROI metrics most valued by seniors

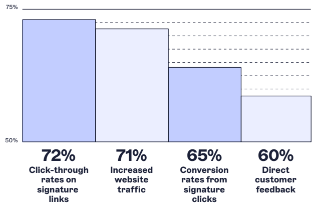


Of those marketers already actively using emails signatures as a marketing tool, the top two effectiveness metrics include click through rates on signatures links **(72%)** and increased website traffic **(71%)**.

Metrics valued most to measure email engagement



Methods for measuring effectiveness



As with all other digital channels, marketers need to be able to clearly calculate the ROI of any email signature marketing campaign. In addition to tracking metrics, using calculations like the Equivalent Advertising Value of the email signature channel, they can easily analyze the effectiveness of their campaigns.

05

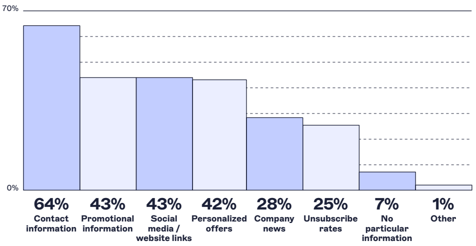
The right anatomy

The opportunity that professional and consistently branded email signatures can offer is clear, with consumers seeing them as a marker of trust. The best email signatures are:

- Simple
- Professional
- Contain relevant information

They provide an easy way to connect and instant access to relevant information. Consumers most want to see contact information **(64%)** in an email signature and are also keen to see promotional information, social media links **(43%)**, and personalized offers **(42%)**.

Preferred information in email signatures



70%

Almost three quarters admit to being frustrated when a business or brand doesn't include them.

At the same time, spelling mistakes are the number one reason consumers would stop engaging with an email, followed closely by poor formatting and a lack of professionally branded signatures.

The digital age makes it difficult to control brand image, but email allows for a more intimate connection with an organization. So, by getting the balance of information right and crafting content with care, marketers can build a lasting relationship with their audience.

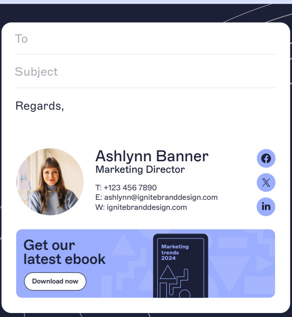
06

Conclusion

At a time when budgets are shrinking, email remains a cost-effective marketing channel. Our research shed light on its many benefits for marketers:

- Consumers prefer to engage with organizations through email, over and above other channels, paving the way for consistent growth.
- Email signatures offer added opportunities such as boosting brand recognition, trust, and engagement.
- Email signature effectiveness can be easily measured, enabling marketers to clearly calculate ROI.

With over 60,000 customers in over 160 countries, Exclaimer helps companies create flawlessly branded email signatures that deliver the right message at the right time. Take our interactive product tour today to see how we can turn your email signatures into revenue.



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