

Corporate Signature

A powerful branding tool to amplify the reach of your company content to a broader audience. The right place to include your marketing campaigns, promote your social media accounts and implement your soft marketing initiatives. The best instrument to lower your acquisition costs.

When designing a good email signature, it is crucial to be aligned and consistent with the company branding. Considering the thousands of emails sent every day, we see it as the perfect vehicle to lower your acquisition costs. Therefore, it needs to be creative, professional, communicative and compellingly clickable. You can also keep your company signatures legally compliant and under the governance rules of your organization.

Following is an example of a proposed corporate signature which includes:

- Corporate image colors
- References to Social Media Accounts
- Geocator feature
- Soft Marketing and Associations Memberships Banners

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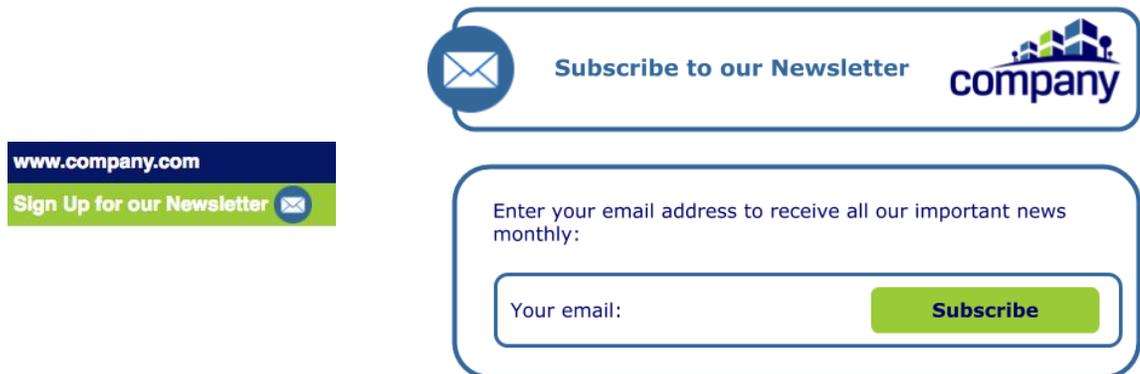
COMPANY NAME
13345 Avensong Ives Way_📍
Alpharetta, GA, 30004



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When your customers click on your logo, it takes them to your company webpage. There are also clear calls-to-action that help the company get closer to their prospects and customers, making it easier to properly access important information. The direct responses to these pages can be trackable to measure the effectiveness of every banner included. Important awards received or membership to prestigious associations are included to promote the company positioning on the market. Finally, including geolocators can be very useful when having distributed operations. Moreover, if your employees rotate to different locations during the year, this feature will help to efficiently communicate where everyone is currently working.

- ❖ Get in touch constantly with your customers!



- ❖ Get instant benefits from your clickable call-to-actions!



Taking Advantage of your Signature Solution

Using a Signature Management tool will benefit your company in many different ways:

- Having centrally control on all **G Suite** signatures through a user friendly interface
- Using embedded images in your signatures, so they will always display perfectly to the recipients
- Assigning different email signatures to different departments, ensuring consistency among all of them.
- Making your company-wide signatures a high-value tool to communicate specific promotion banners with clickable calls to action.
- Including your business slogan to communicate the business practices adopted to create value to your customers.