# A Quick Guide To Email Signatures

If you're looking to create a lasting impression that engraves your brand into a customer's mind, you need to pay special attention to the most overlooked element of your emails – your email signature.



### HERE IT GOES...



#### Minimalism

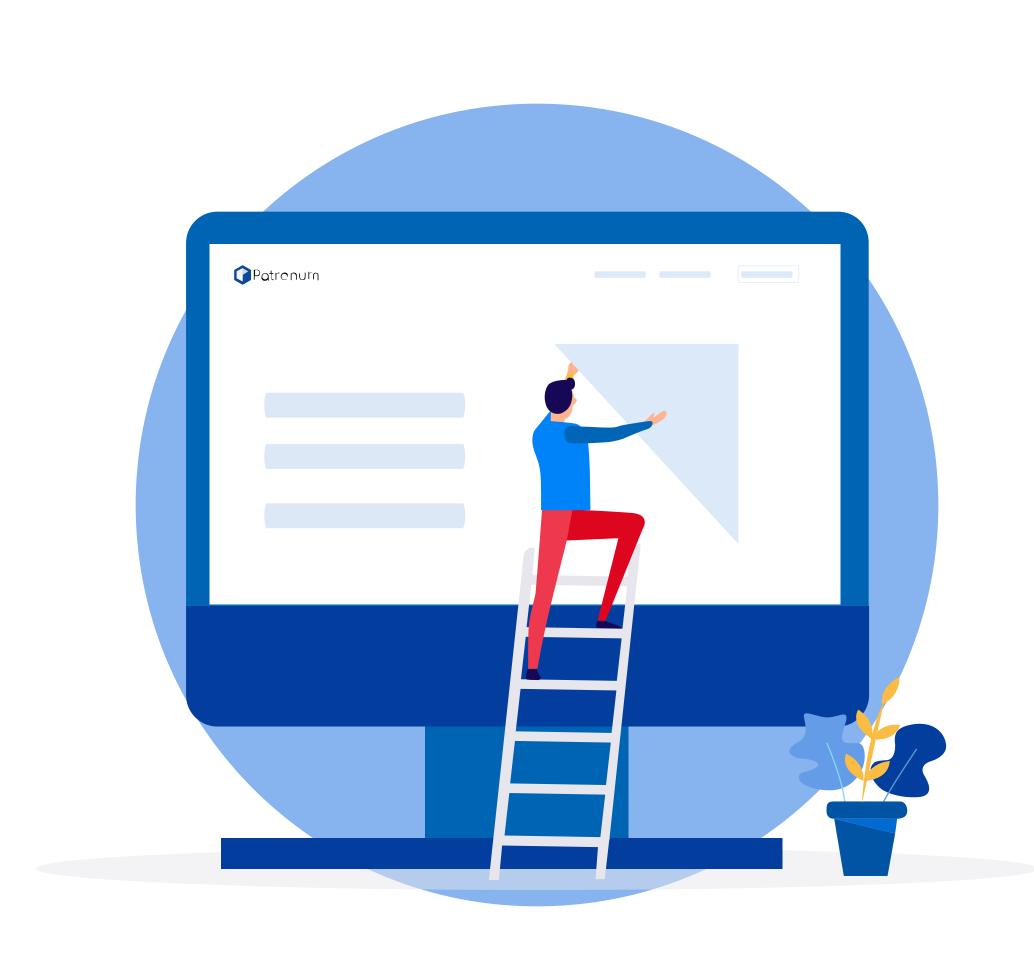
While creating an email signature always remember one mantra: less is more.

1. Use only two shades in your email signature as more colour might distract the reader.

2. Include a single font.

### High-Quality Images or Graphic Elements

- 1. Images should be used on neutral backgrounds.
- 2. Select the headshot instead of the full picture
  - 3. Correct graphic resolution

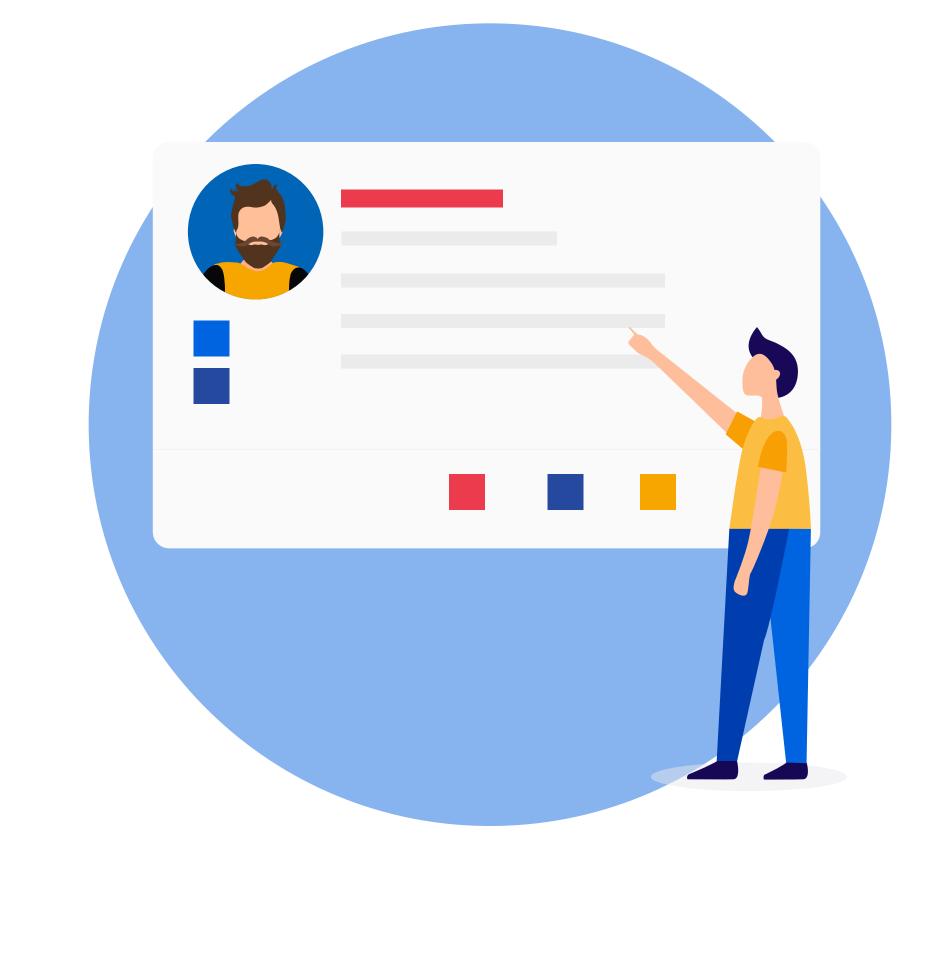


#### Relevant Social Icons

- 1. The links should be correct and land on the official social media page
  - 2. Mention the social media icons that are active
    - 3. Always use icons and not hi-resolution images.



as a marketing tool. When you add email signatures just make a bit extra effort to include CTA (Call to action) to subscribe, add review or maximize the website visitors with marketing tricks.





### Practices 1. Attach awards and certificates.

Add Marketing

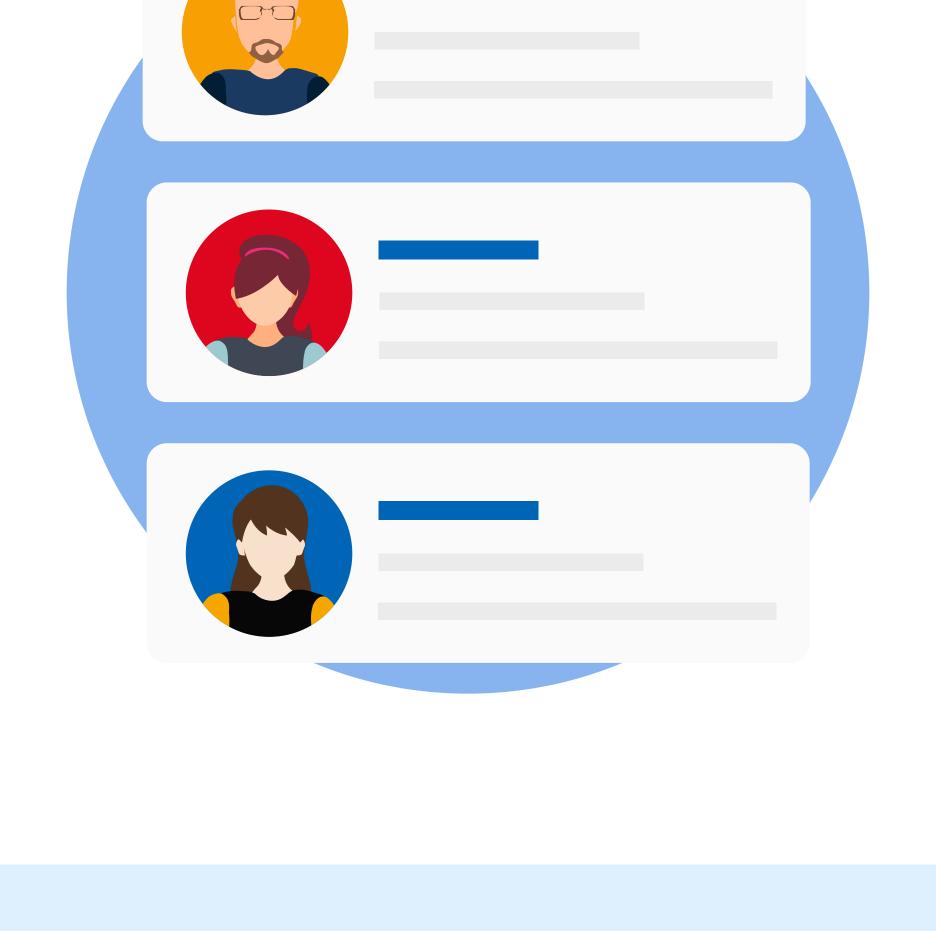
- 2. Customer reviews
  - 3. Announcements

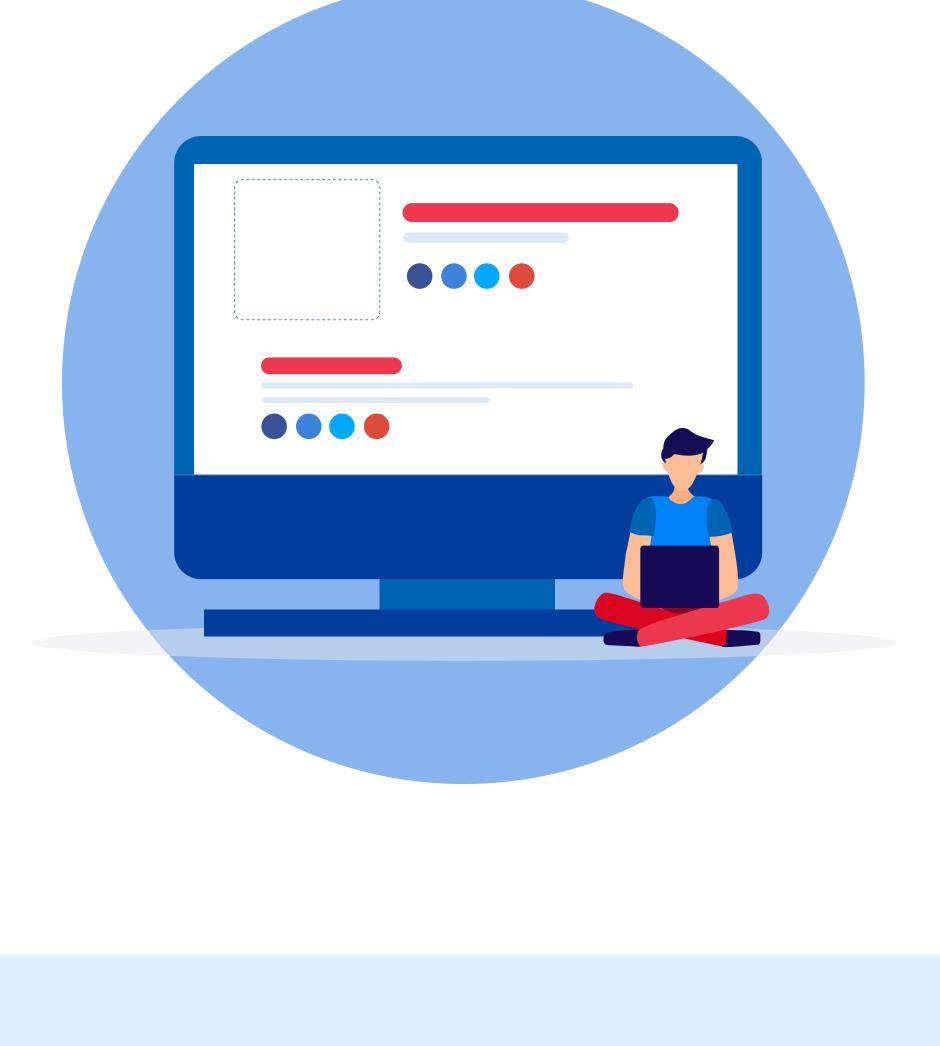
## Email Signature What's the point if your employees

are sharing different email signatures

Standardized

with the clients. No one will be able to remember your brand. And so, this is the sole reason you should have a standardized email signature





## different departments All departments have different jobs

and thus their pitching actions are

Different CTA's for

also different from each other. Hence, why not include the CTA's in email signatures accordingly.

### Mobile-friendly Designs

The designs created should be mobile-friendly. Why? This is because more than half of the people open their emails on their mobile.



