


# The State of Business Email Marketing



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# Introduction

Email marketing is no longer just about a chain of newsletters: in recent years a completely new branch of email signature marketing has evolved. Instead of trying to add a personal touch to promotional emails, professionals experiment with incorporating marketing elements to their day-to-day correspondence.

With dozens of digital letters sent daily by an employee of a small or medium-sized organization, companies start realizing the marketing power of highly personalized business emails. Including corporate colors, a logo, or an unobtrusive promotional message at the bottom of the email can raise brand awareness or convert a lead into a regular customer.

In this report, we've decided to focus on business emails and on how companies get the most out of their workplace communications. We surveyed marketers and business owners from the USA, UK, Australia, Canada, and 50 other countries to find out what strategies they are using, what problems are facing, and what plans they are making for this year.



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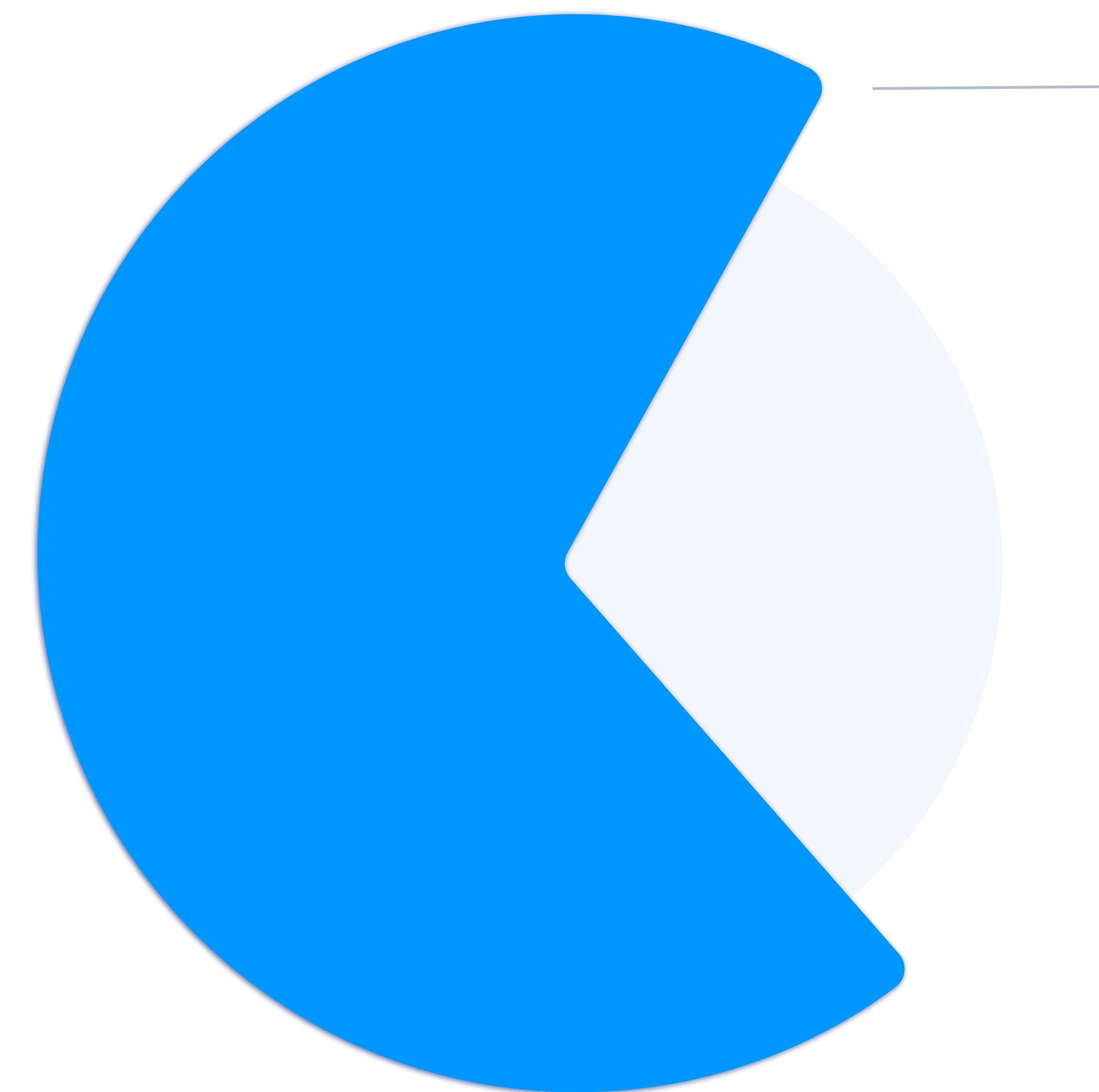


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# Interaction With Customers and Prospects

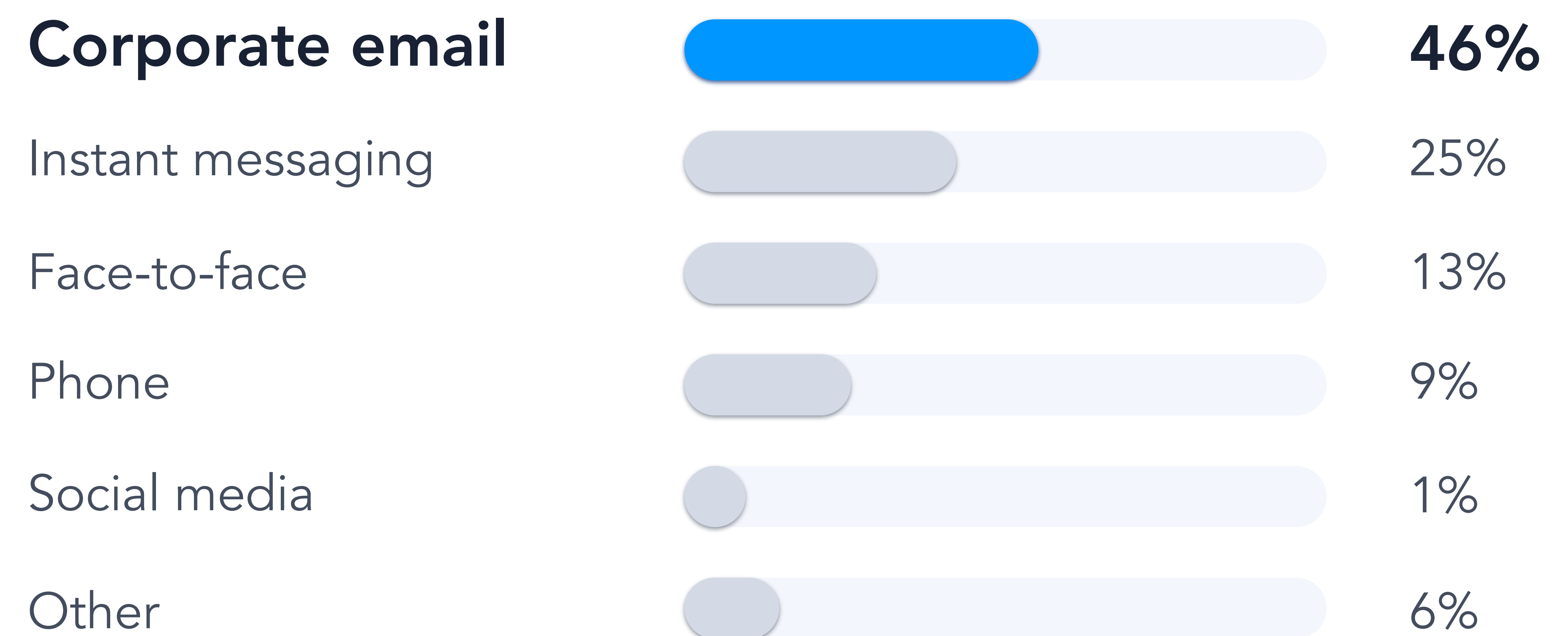
According to our findings, email is still considered the king of business communication. Almost 66% of respondents rely on it when interacting with customers and prospects. Social media, face-to-face, and phone are among the other most popular communication channels stated by professionals.



- 66% Corporate email
- 11% Social media
- 10% Phone
- 7% Face-to-face
- 2% Instant messaging
- 4% Other

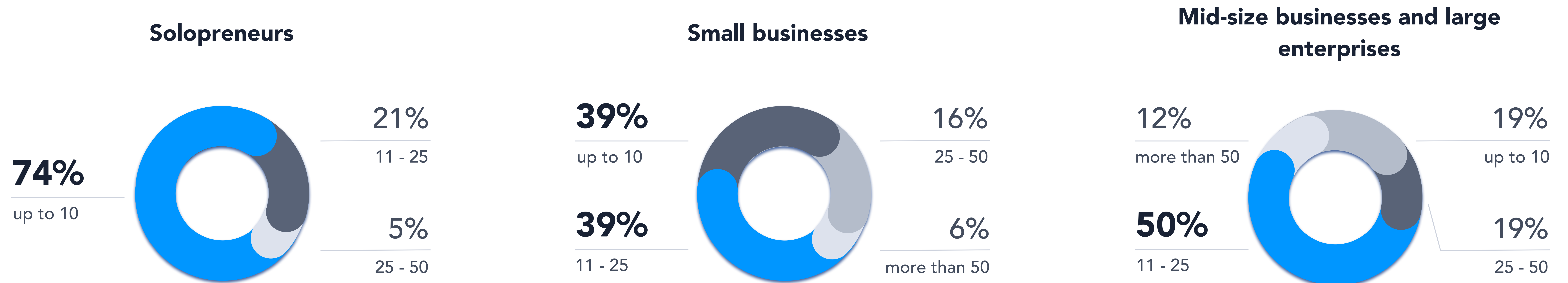
# Workplace Communication

Although email remains the most popular form of workplace communication, more than 25% of professionals surveyed cited instant messaging as their primary channel for interacting with coworkers, following by face-to-face meetings and phone.



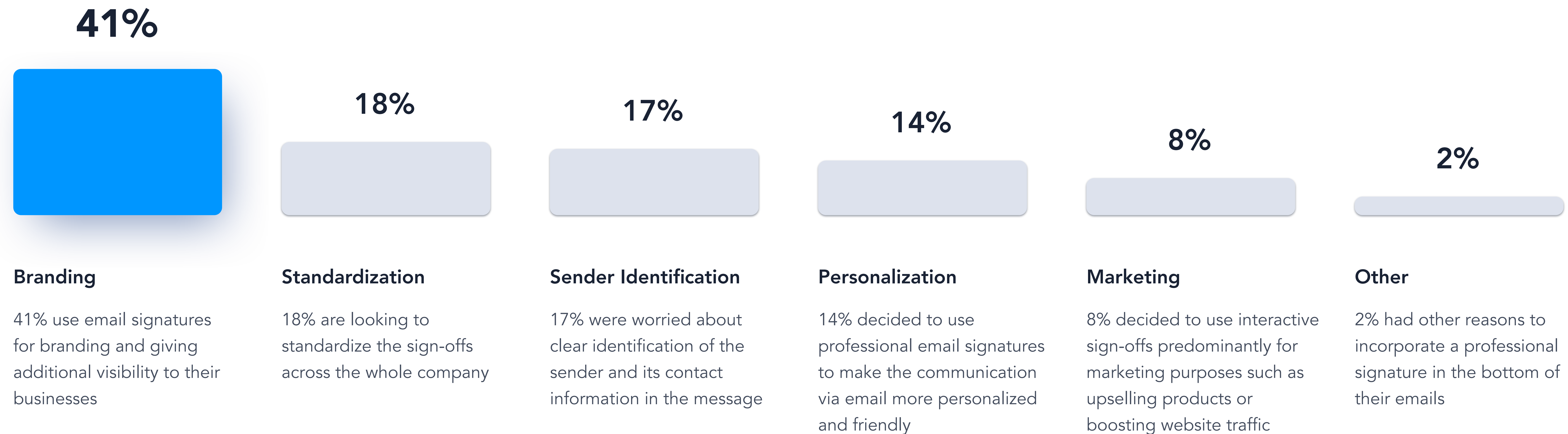
# Number of Business Emails Sent

An average employee of a marketing or sales department at small and mid-size companies sends from 11 to 25 emails daily (40%). The frequency is lower when it comes to solopreneurs, with up to 10 daily emails sent (73%).



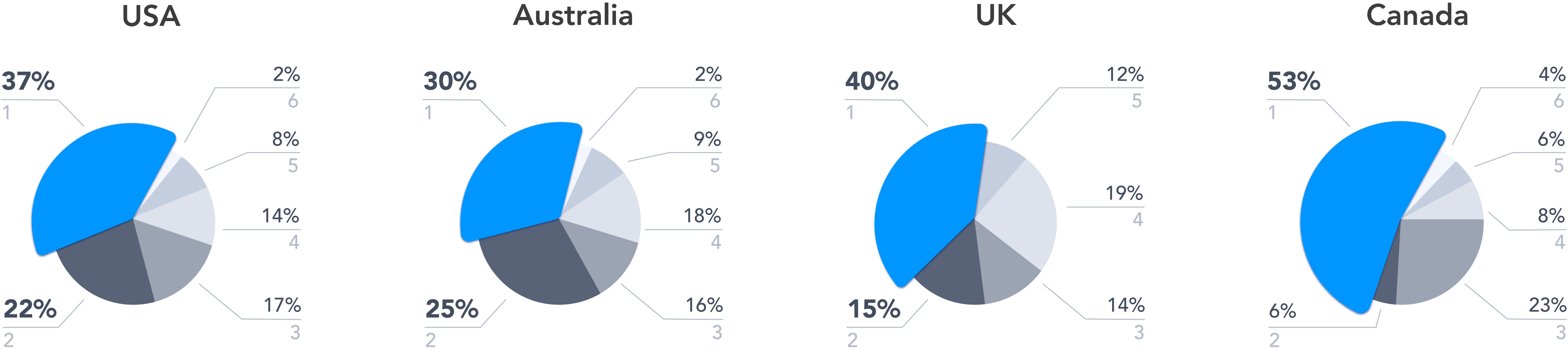
# Primary Goal When Using Email Signatures

41% of respondents stated that they use signatures for branding and adding additional visibility to their businesses. Signature standardization, clear identification of the sender, personalization, and marketing purposes are among the main objectives when including professional sign-offs.



# Goals by Countries

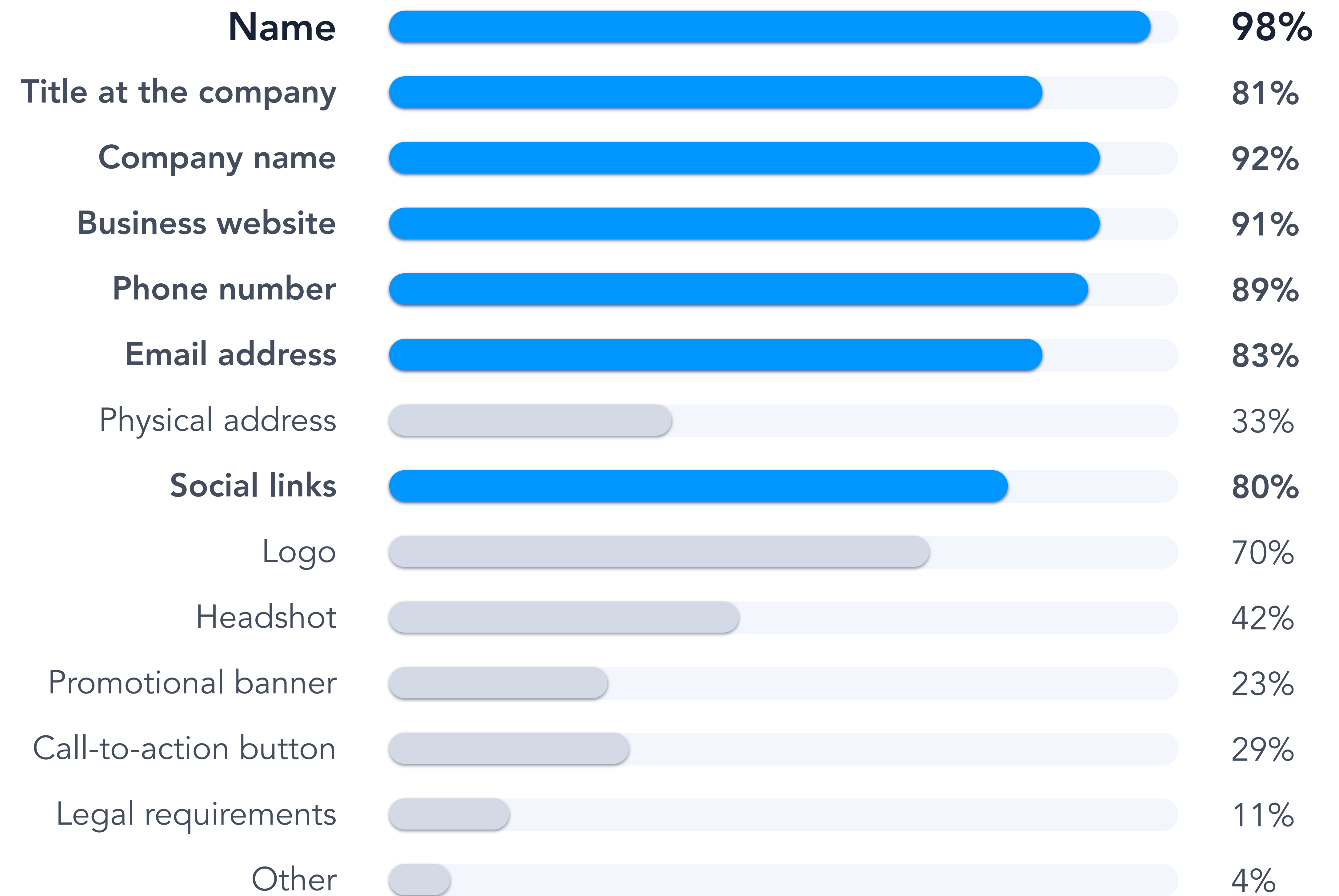
Analysis by countries showed that the primary goal when using email signatures is similar across the continents. Thus, the majority of businesses in Australia, USA, Canada, and UK use their sign-offs mostly for branding purposes.



- 1. ■ **Branding** and increasing awareness
- 2. ■ **Maintaining standardized email signatures** across the whole company
- 3. ■ **Clear identification of the sender** and its contact information in the message
- 4. ■ **Making the communication via email** more personalized and friendly
- 5. ■ **Marketing purposes** (upselling products, boosting website traffic, etc.)
- 6. ■ **Other**

# Information in an Email Signature

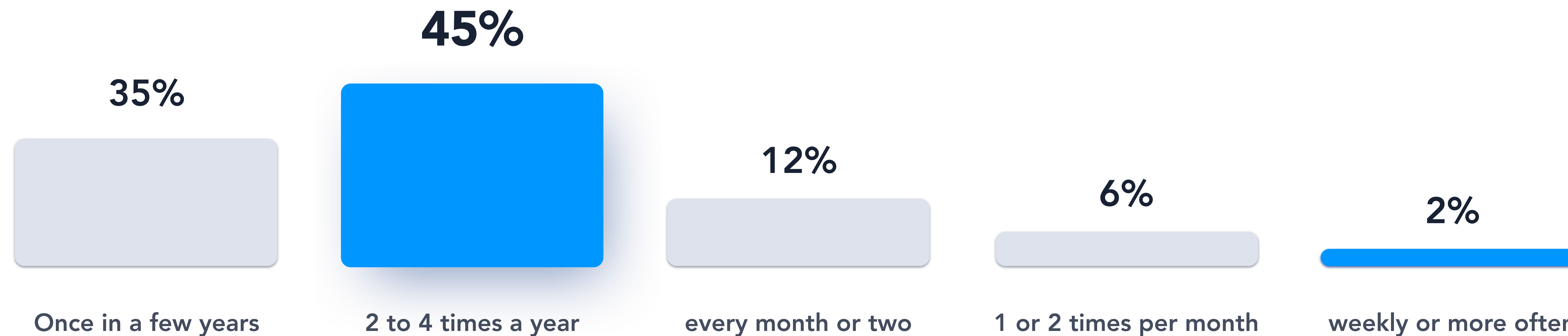
Almost 98% of the respondents include their name in the email sign-off. Other most common information in professional signatures is a company, business website, phone number, email address, and title at the company. Surprisingly, almost 80% of polled professionals include clickable links to their profiles in social networks. Only 42% of the respondents add a headshot.





# Email Signature Update Frequency

Interestingly enough, almost 35% of those surveyed never update their email signatures or do this once in a few years. 46% make changes to their email sign-offs two to four times a year and only 19% of the respondents update their signatures every month or two or more often.



# Email Signatures for Marketing

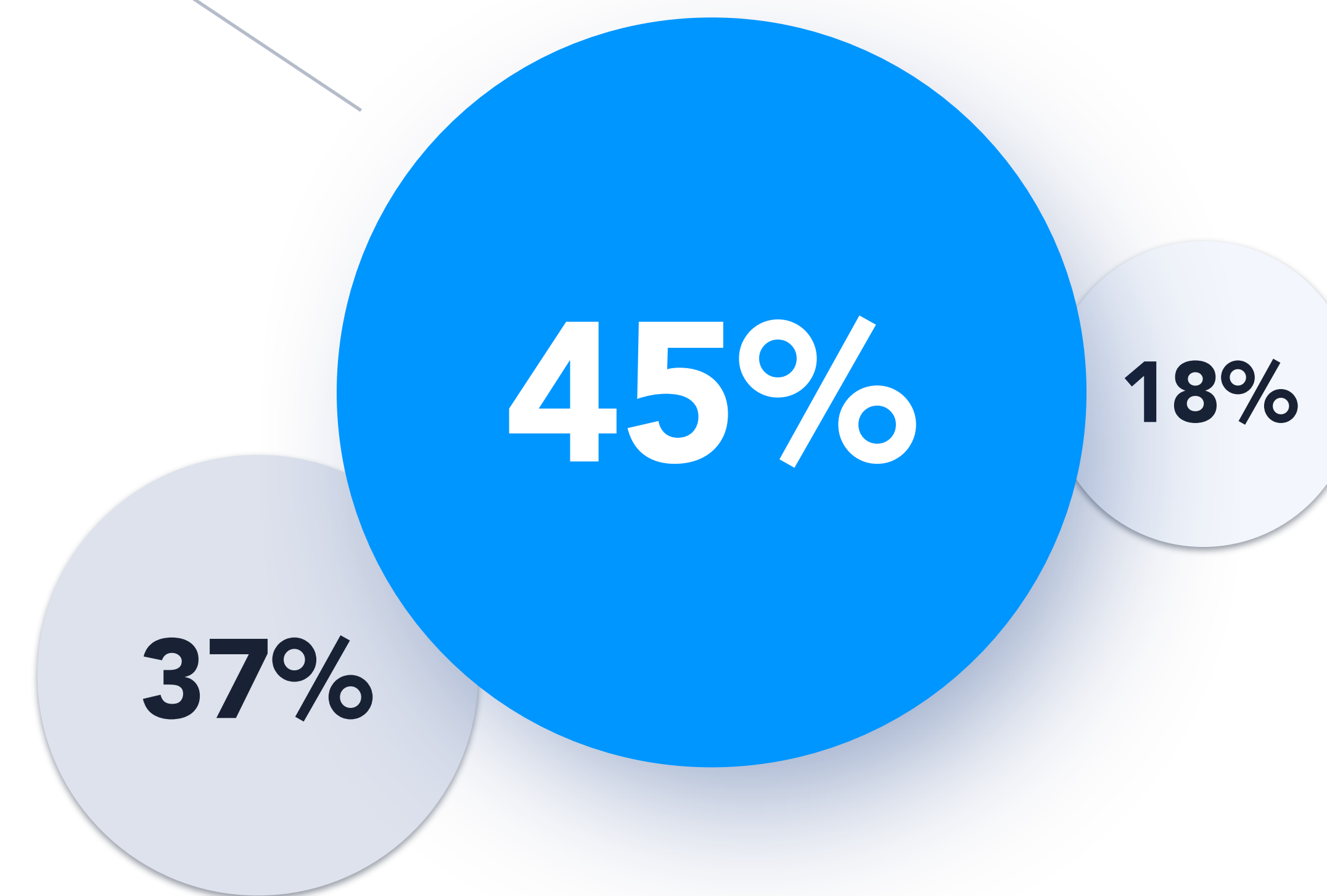
62% of respondents use their email signatures for marketing regularly or occasionally. The remaining 38% tend to include professional sign-offs for informative reasons: to add contact information or clearly identify the sender of the email.

## Regularly

45% use email signatures for branding or their sign-offs contain CTAs, promotional banners and links to special offers and discounts

## Never

37% include only information that helps identify the sender (name, company, contact information, etc.)

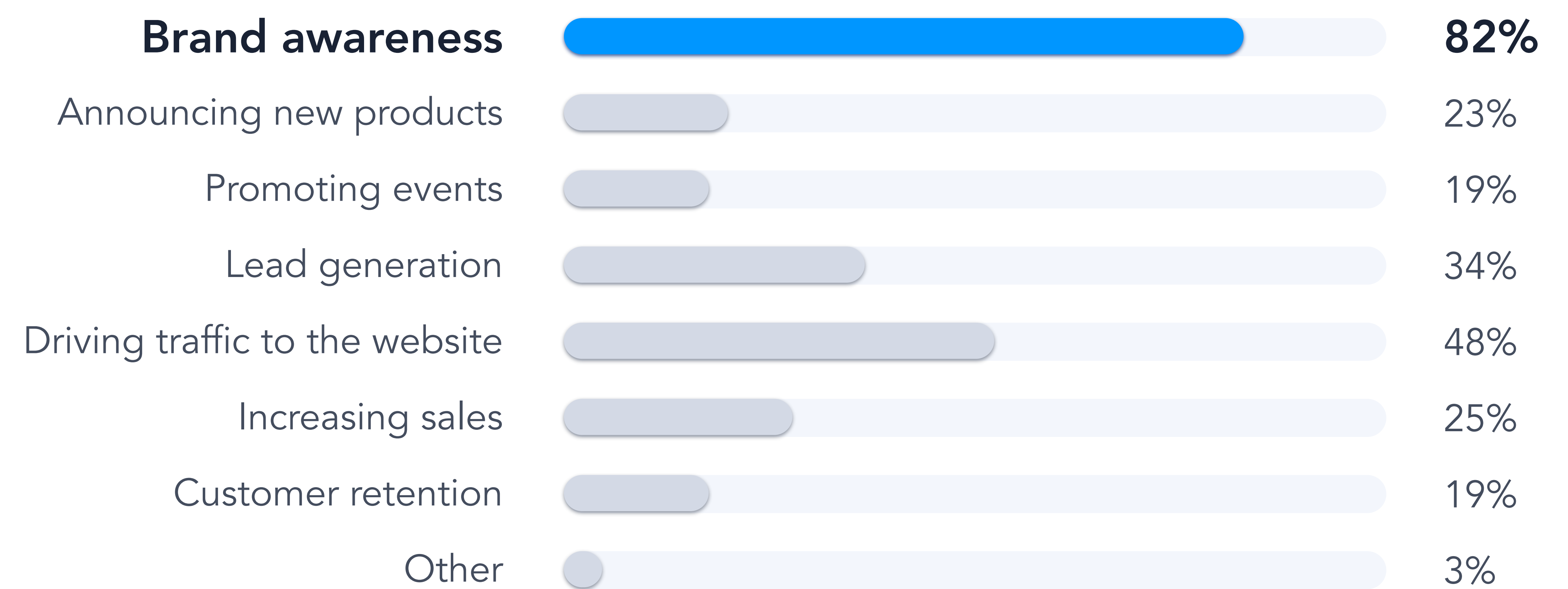


## Occasionally

18% don't tend to include marketing elements to their regular sign-offs but they do launch email signature marketing campaigns occasionally

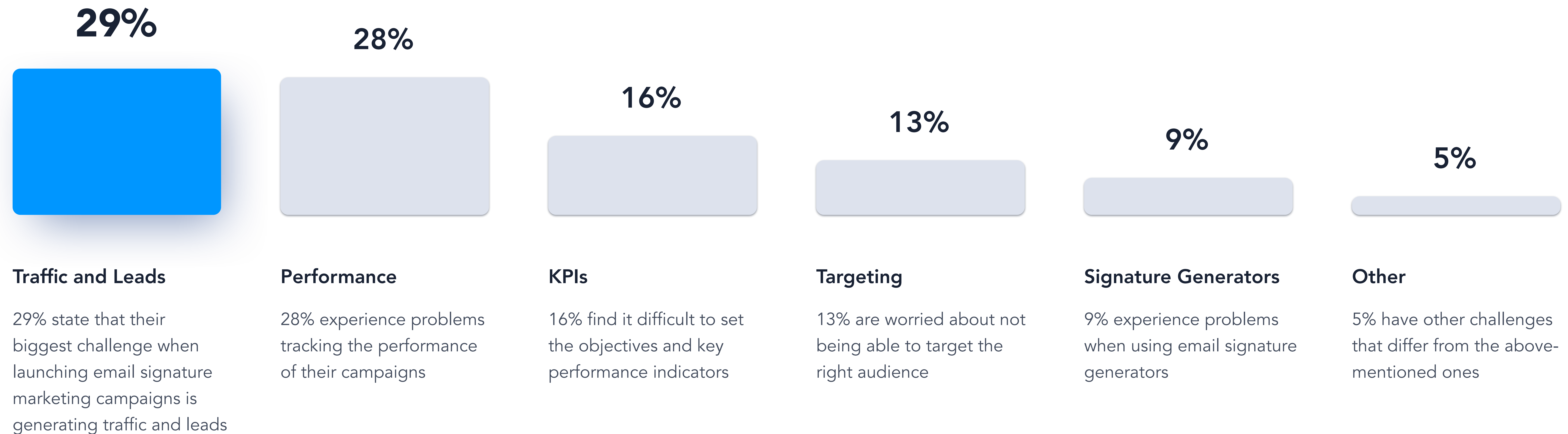
# Objectives When Using Email Signature Marketing

The main objective of those who do use the free space at the bottom of their emails for marketing purposes is to raise brand awareness (82%). Driving traffic to the website (48%), lead generation (34%), and increasing sales (25%) are also among the reasons for incorporating promotional elements such as links, CTA buttons, or promotional banners into the signature body.



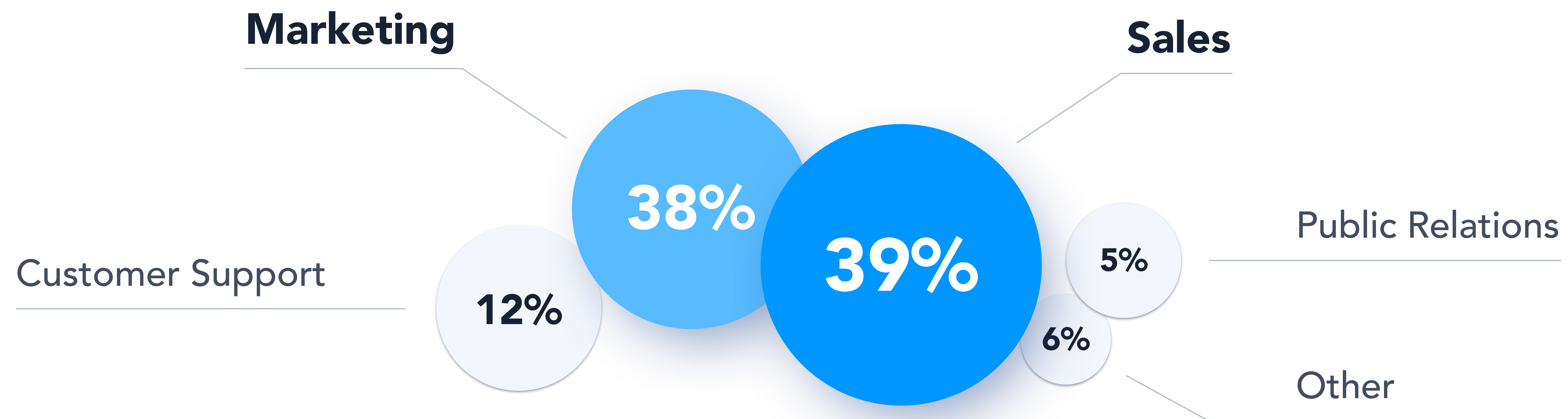
# Biggest Challenge When Launching an Email Signature Marketing Campaign

When launching email signature marketing (ESM) campaigns, the biggest challenges for marketing professionals are generating traffic and leads (29%), tracking the performance (28%), and setting KPIs for their marketing efforts (16%).



# Department That Benefits the Most

The majority of professionals stated that three departments benefit the most from adding promotional elements to email signatures: Sales (39%), Marketing (38%), and Customer Support (12%).



# Performance of Email Signature Marketing Campaigns

When polled, only 23% of our respondents said they evaluated the performance of email signature marketing campaigns. The main KPIs when measuring the results are the number of clicks, impressions, and emails sent. Less than 10% of respondents calculate the revenue generated from their email signature marketing efforts.

**YES**

(measure the performance of email signature marketing campaigns)

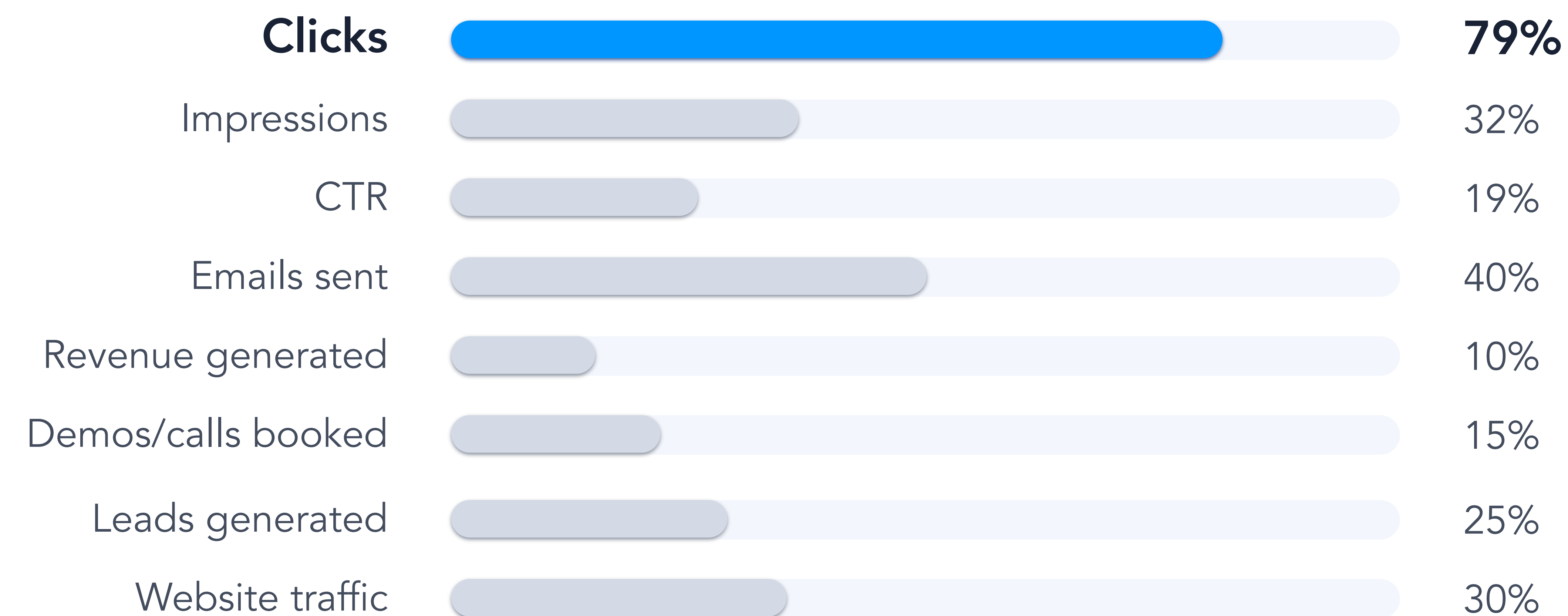
23%

77%

**NO**

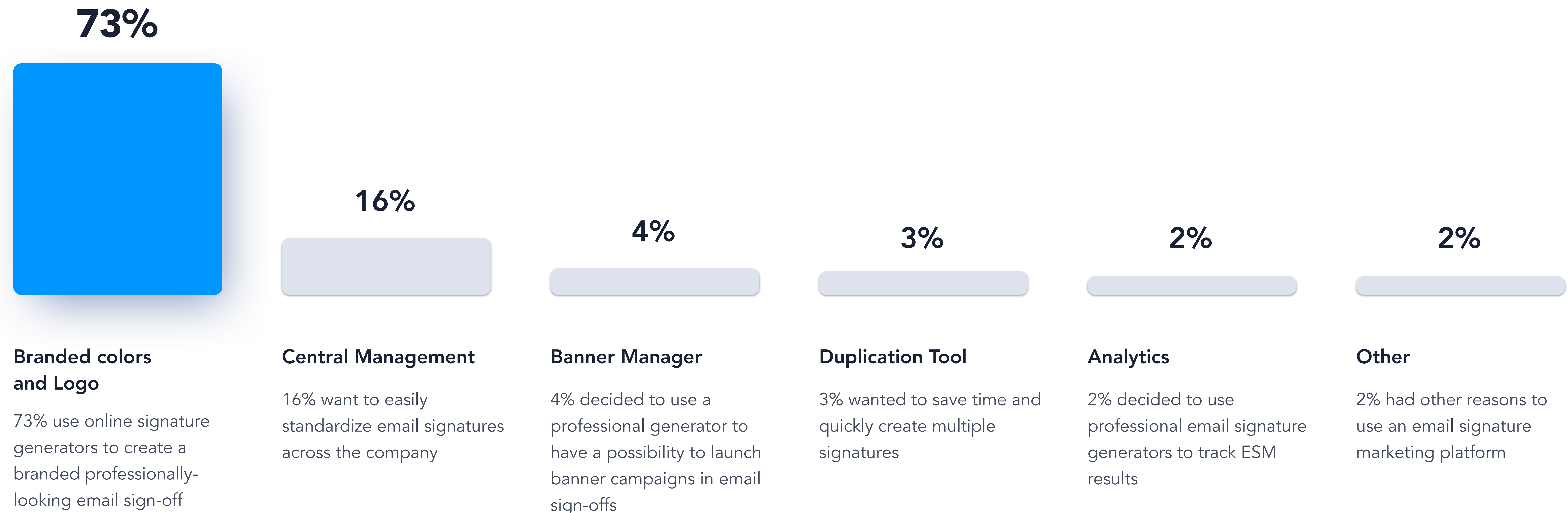
(do not evaluate the achieved results)

## Metrics and KPIs Tracked



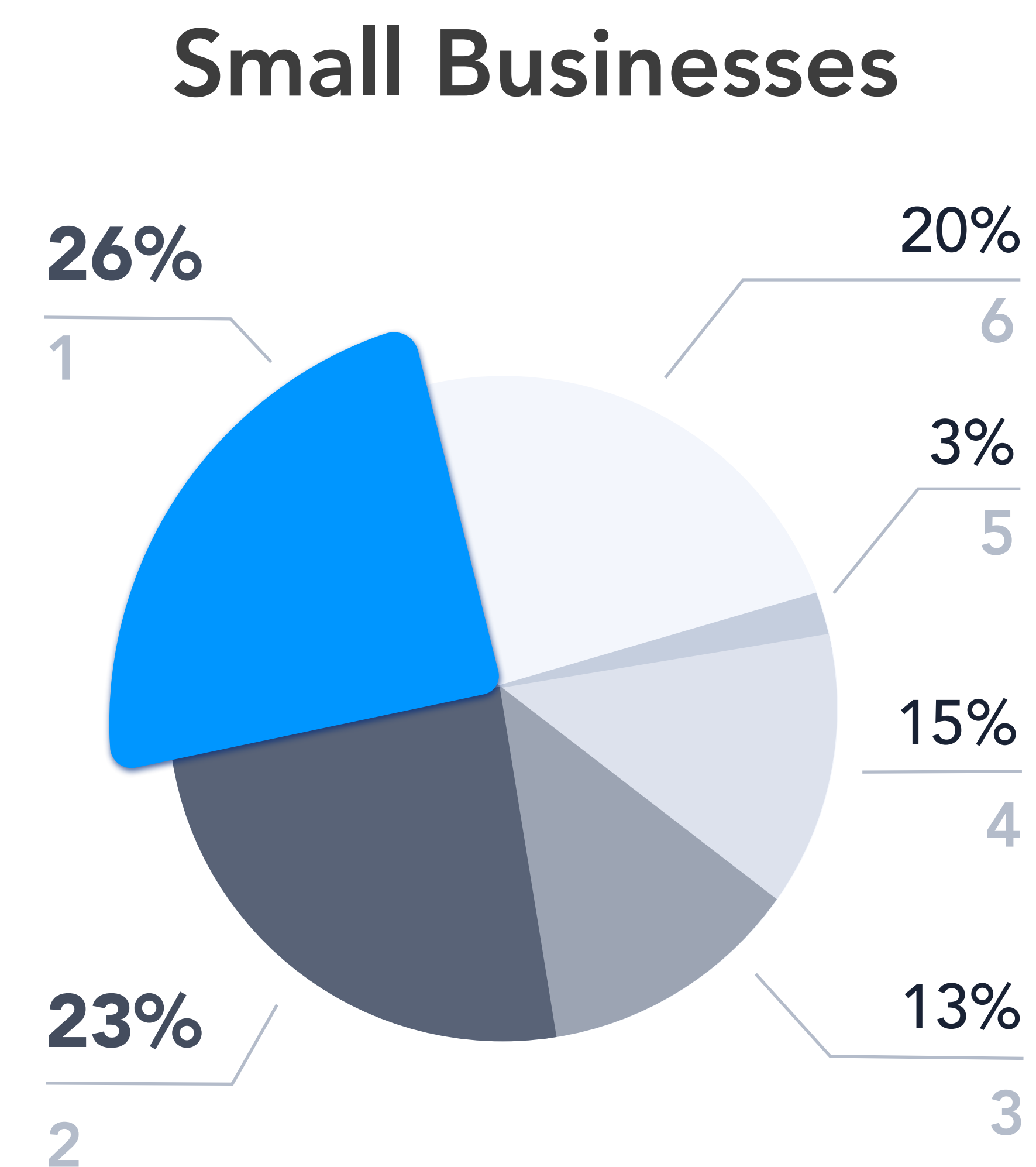
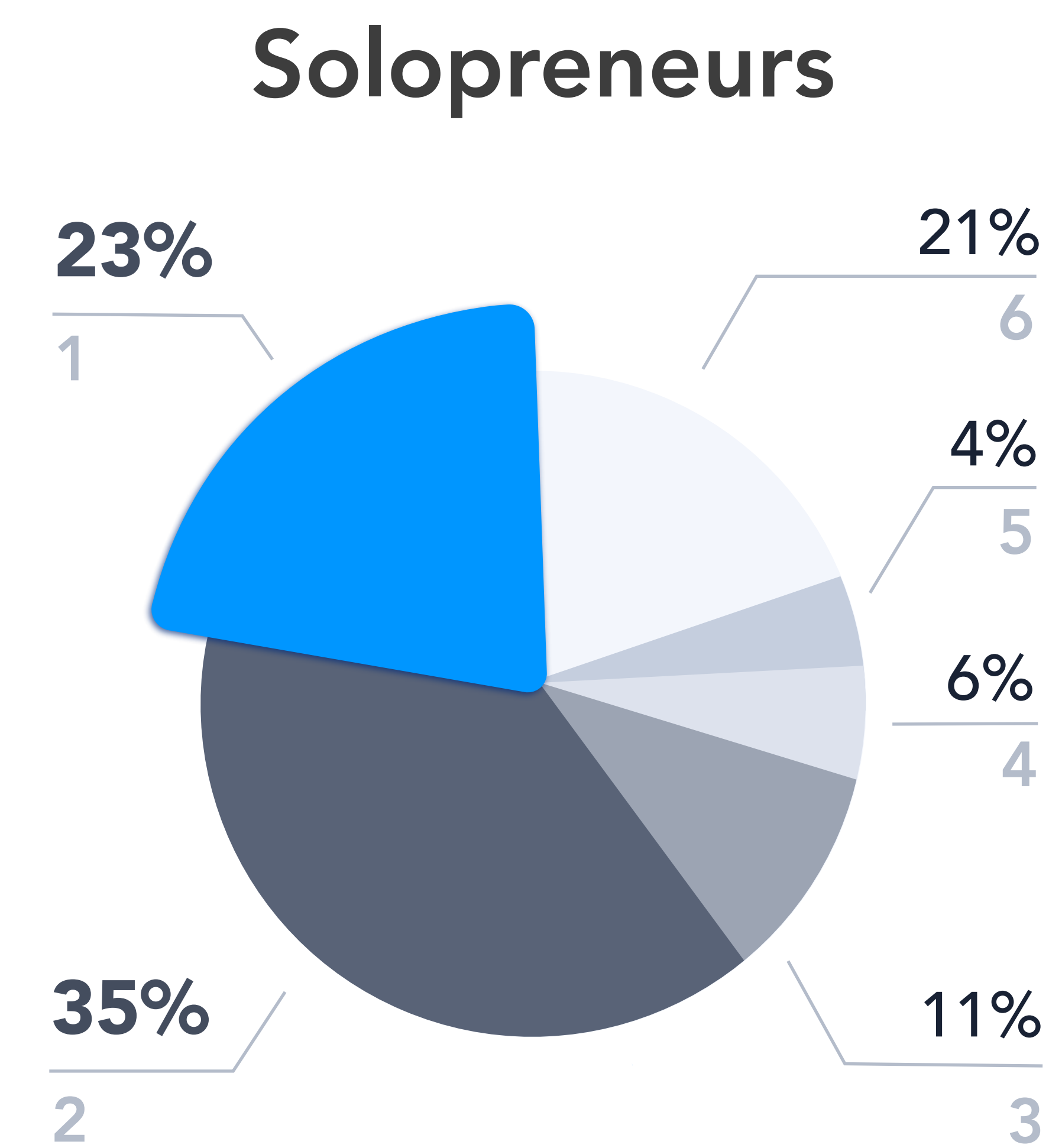
# Email Signature Generators

When it comes to using online email signature generators, 73% of respondents decided to use the service to create a branded professionally-looking email sign-off. 16% stated that they use professional generators mainly because of its central management feature that helps to standardize email signatures across the whole company.



# Reasons for Not Using Email Signatures as a Marketing Channel

Surprisingly, the main reasons for not using email signatures for marketing are the lack of knowledge of how to run ESM campaigns and the insufficiency of resources to manage them. The first being more relevant to solopreneurs, and the second one to small businesses. Low conversion rate and difficulties with measuring the effectiveness of email signature marketing campaigns are among the other decisive factors.



1. ■

Lack of resources to manage promotional campaigns

2. ■

I don't know how to use email sign-offs for marketing

3. ■

Difficulties with measuring the effectiveness of email signature marketing campaigns

4. ■

Low conversion rate

5. ■

Legal issues and country advertising policies

6. ■

Not interested in using email signatures for marketing or other reasons



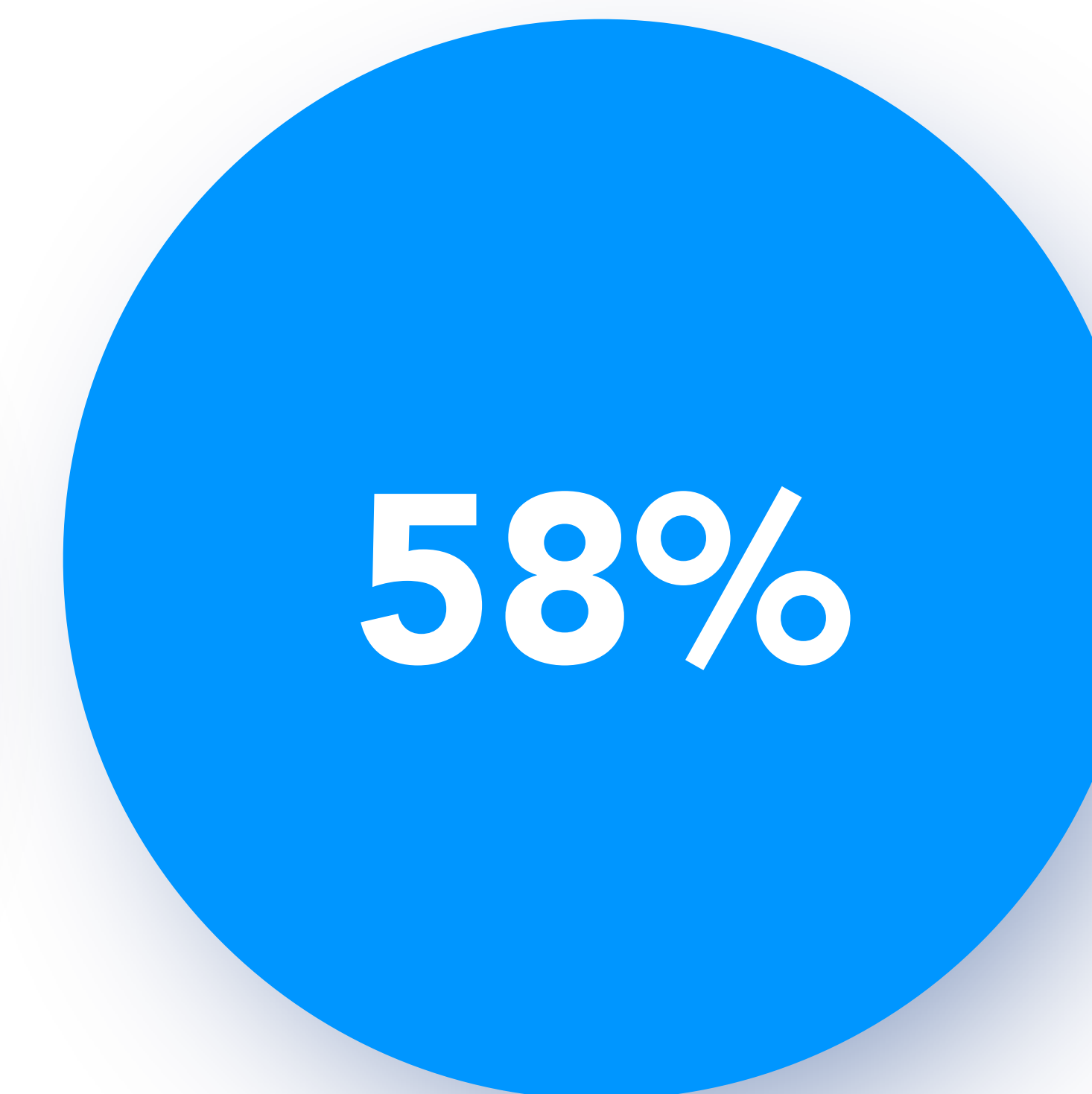
# Email Signature Marketing in 2020

Only 22% of those surveyed are certain about their decision to not use email signatures for marketing in 2020.



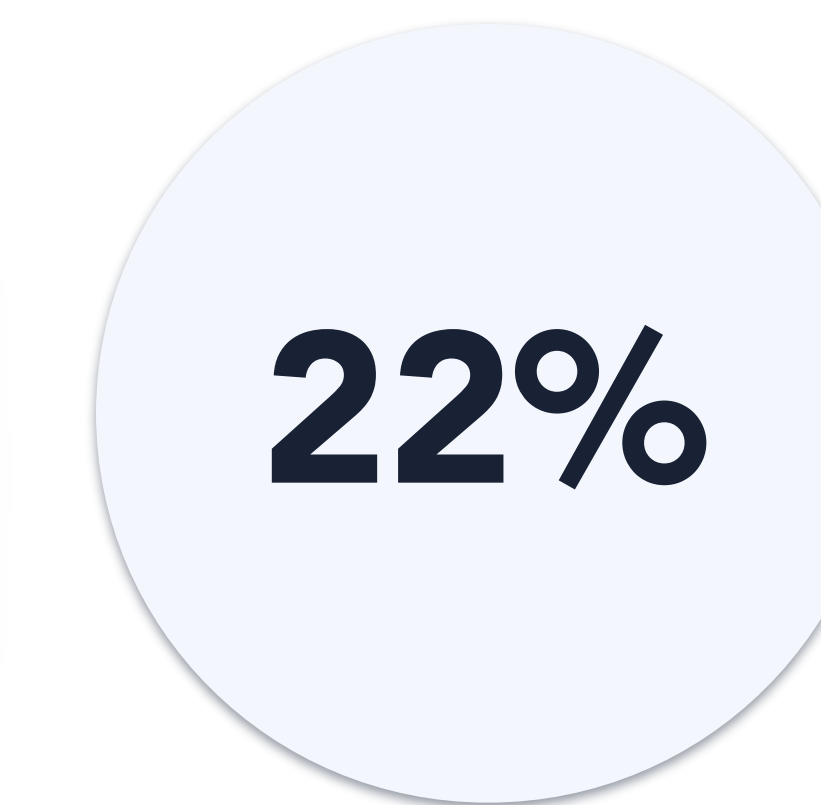
**YES**

19% will definitely use email signatures as an additional marketing channel



**MAYBE**

58% have not decided yet but it is possible that they will use email sign-offs for marketing



**NO**

22% will use email signatures only for sender identification purposes

# Key Insights

- Email is still the top digital communication channel. 66% of polled professionals use email as a primary channel for communication with customers and prospects and 46% rely on electronic mail when it comes to interaction with colleagues and management.
- An average employee of a marketing or sales department at small and mid-size companies sends from 11 to 25 business emails daily. The frequency is lower when it comes to solopreneurs, with up to 10 daily emails sent.
- Primarily, email signatures in business correspondence are used for branding. Signature standardization, clear identification of the sender, personalization, and marketing purposes are among the main objectives when creating professional sign-offs.
- 62% of businesses use their email signatures for marketing. The main objective for those who do use the free space at the bottom of their emails for promotional purposes is raising brand awareness. The main reasons of those who don't employ email signatures for marketing are the lack of knowledge on how to run ESM campaigns and the insufficiency of resources to manage them.
- When launching email signature marketing campaigns, the biggest challenges for marketing professionals are generating traffic and leads (29%), tracking the performance (28%), and setting KPIs for their marketing efforts (16%). Sales, Marketing, and Customer Support are the departments that benefit the most by adding promotional elements to email signatures.
- Only 23% of our respondents said they evaluated the performance of ESM campaigns. The main KPIs when measuring the results are the number of clicks, impressions, and emails sent.
- 35% of those surveyed never update their email signatures or do this once in a few years.

# Conclusion

Course on:

Education



Consistency



Performance



The lack of education and the insufficiency of resources to implement and measure email signature marketing campaigns were the main reasons for not using business correspondence as an additional marketing channel in 2019. Thus, the main objectives for email signature marketing platforms for this year should be to teach businesses the best practices and to explain how to efficiently manage their ESM campaigns using professional tools available in the market. The educational efforts should also target two other challenges faced by the professionals: tracking the performance and setting the KPIs.

Marketing professionals do not send an identical email newsletter twice. However, when it comes to business correspondence, including the same sign-off for a couple of years in a row seems a norm. Therefore, another problem that needs to be addressed in 2020 is the consistency and frequency of business email marketing communications. Modern online signature generators provide seamless tools for centralized management and flawless update of email sign-offs across the whole organization and, therefore, can be a solution.

However, in spite of the lack of knowledge and the challenges businesses face with central management and measuring the effectiveness of their corporate emails, entrepreneurs are ready to learn and incorporate email signatures into their marketing strategies. Thus, only the fifth part of businesses are certain about their decision to not use email sign-offs for marketing in 2020.

# Methodology

During November 2019 we surveyed more than 750 marketers and business owners to find out the state of business email marketing and to evaluate the situation with the usage of email signatures in corporate correspondence. The professionals from USA (48%), UK (10%), Canada (7%), Australia (7%) and other countries (28%) such as Germany, Netherlands, Spain, and Italy were polled to complete this study. The majority of the respondents are represented by small businesses (44%) and solopreneurs (51%). The remaining 5% are professionals from mid-size companies and large enterprises. To make the data easily understood, all the percentages were rounded to the nearest whole numbers.

# About Newoldstamp

This report is brought to you by Newoldstamp – an email signature marketing platform. At NEWOLDSTAMP we revamp business email communication by allowing marketers and business owners to insert professionally-looking interactive signatures into their emails. Clickable banners, branded social media icons, and eye-catching call-to-action buttons convert the emails sent by employees into a powerful highly targeted marketing channel.

To find out more, visit [newoldstamp.com](https://newoldstamp.com)