In 10 STEPS *to professional*

SIGNATURE-BANNERS

Maximize **impressions** and **clicks** with a few simple tips

✔ **Read now** and achieve better results

10 design tips for signature banners that bring you clicks and impressions

Content

mailtastic

Who's writing here?

We, Emilian Buza (Online Marketing Manager, Mailtastic) and Peer Wierz-bitzki (Managing Director and Product Manager, Mailtastic) have written this e-book to help you get started with email signature marketing.

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Especially when you create a signature banner for the first time, many questions arise. What should the banner look like so that it is perceived by the recipients as far as possible? How do you arouse the interest of the recipients with a banner so that they click on your banner? And which design elements should you consider so that your banner makes a positive impression?

We will answer these and many other questions for you in this guide. And if you want to integrate your signature banners quickly and easily into the email signatures of your employees, we recommend our Mailtastic solution. With Mailtastic you not only create professional signatures, but you can also effectively evaluate your banner performance.

We have developed Mailtastic so that you can benefit from any email sent by your employees or colleagues. Just try it out for free and without obligation to professionalize your email signature marketing! And now - have fun reading!
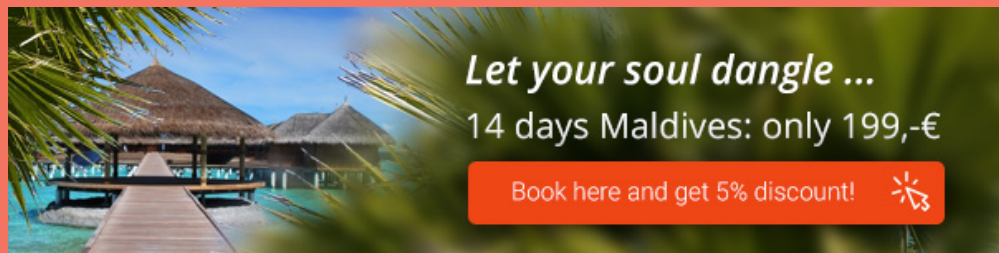
Summary:
The 10 most important tips at a glance

1.	**Plan your campaign correctly**	*Decide which information and why you want to advertise to which target group through which department's signature.*
2.	**Think of your target group**	*Your banner should reflect the expectations of your target group. A B2B banner is usually more discreet than a B2C banner.*
3.	**Offer a benefit**	*To persuade the recipients to take an action, you should give them a reason - the best thing to do is to promise them a benefit by clicking on it.*
5.	**Choose the right format**	*The banner should be big enough to stand out in the email - but not too big so that it doesn't reload for too long. You can easily create banners in JPG or PNG format. An animated GIF is also possible.*
6.	**Convince with your design**	*Make sure that the banner only contains as much text as necessary, that the text is easy to read and that the image underlines your message. The banner serves only one purpose: to win the recipient for your message. All other elements are superfluous and only distract.*
7.	**Choose the right colours**	*Colours have different effects on the human psyche. Make sure that the colours underline your message and correspond to your corporate design.*
8.	**Link to the right offer**	*Lead your recipients with your link to the page where they immediately receive the announced benefit and do not have to search for it first.*
9.	**Measure the results of your banner**	*Only if you measure your results in clicks and impressions will you know whether your campaign meets your expectations. With Mailtastic, you always have the results in view on a central dashboard and know whether your campaign is successful or not.*
10.	**Update your banners - targeted**	*Most signature banner campaigns do not receive unlimited attention or lose timeliness. You should therefore adjust or change the campaign at certain intervals.*

1. Plan your banner campaign correctly

A much tried and yet very correct wisdom says: Who does not know where he wants to go, shouldn't be surprised if he never gets there. So before you start your signature banner, it's very important to think carefully about the campaign. This includes asking yourself the following questions:


Example

Which product/service/contribution/event etc. would you like to advertise?	*e.g. 14 days Maldives*
What is the special added value of the product?	*e.g. let your soul dangle for only 199, -*
What should the people who have clicked ideally do after they have clicked? (e.g. registration for the newsletter, event, purchase of your advertised product etc.)	*e.g. book product*
Which goals are supposed to be achieved? Only if you set realistic goals you can also measure whether the results have fulfilled your expectations or remained below them.	*e.g. place product with target group X and increase bookings by X%.*
How long should the banner be on?	*e.g. 4 weeks or until booking target X is reached.*
Which department should the banner be assigned to? Certain departments are more likely to generate clicks because they are in direct contact with the target audience of the campaign banner.	*e.g. Customer Service North, Auto-Mails*

2. Think about the your target group when designing the banner

In email signature marketing, it is of the highest importance to know your target group as well as possible. This also applies to the design of email signature banners.
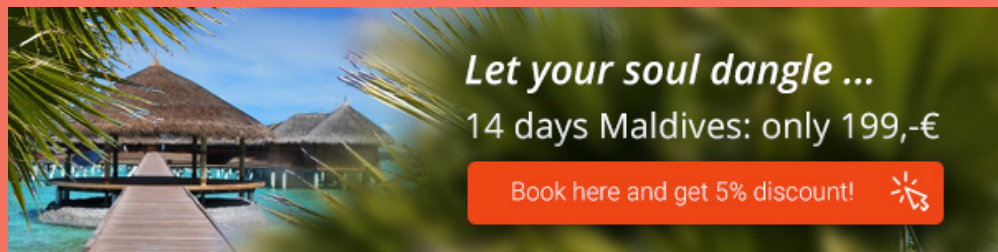

Beispielbanner

1. Who is your target group?	***Students who enjoy exclusive holidays during their semester break.***
2. Which of your products solves which problem of the target group?	*Students are stressed after the semester and just want to relax for a little money: 14 days Maldives for 199,-€ are an ideal solution for the "problem".*
3. What should the way of speech be?	***Emotional, direct, ...***

The answers to such questions influence every aspect of your banner and therefore its success. Sure: A signature banner, which is supposed to draw the attention of an IT professional to new hardware, for example, must look different than a banner which is supposed to sell shoes to end customers.

By the way, this is also one of the most valuable possibilities that Mailtastic offers you - you can easily assign different and suitable signature banners to different company departments.

3. Offer a benefit with your banner

The better the reason you give your recipients, the more people will click on your banner. And what better reason could you offer than a real benefit made accessible to the recipient through his click? What exactly a "benefit" is depends on the needs of your recipients. Basically everything is a benefit, which offers a value to your recipients, because it satisfies an individual need. If, for example, you advertise a whitepaper that addresses a problem of your recipients and offers a concrete solution, the benefit is obvious!
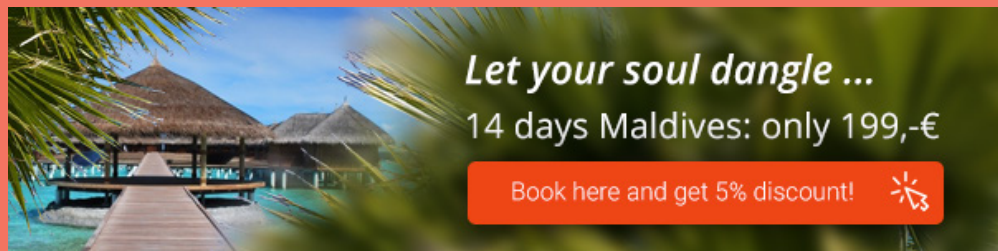
Example

|	
1. What is the problem with your target group?	*e.g. much stress + wanderlust + little money*
2. What could be the solution to the problem? (Benefit):	*Just let your soul dangle...*
3. Which of your products solves the problem?	*14 days Maldives for only 199,-€*
4. How can this offer be used? (CTA)	*Book here...*

However, this requires REAL information. A page that is limited to product pictures, a list of some features and a call to purchase is unlikely to bring the desired benefit.

Instead, turn your product description into a page that highlights your pro-

duct and its unique aspects in detail - but above all the benefits that your potential customer can have by buying your product.

This not only increases the likelihood of clicking on your banner, but also the likelihood of purchasing the product. Therefore, the benefit is also the most important element on the banner and should occupy the largest space.

4. Invite the recipient to take action
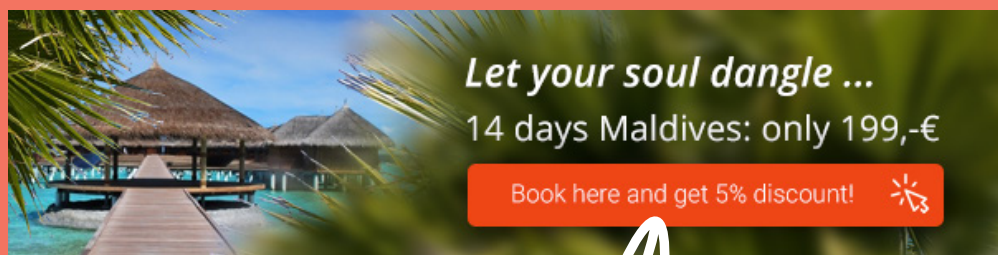
Example

Tell your recipient what he's doing and what he gets out of it!

Maybe you're wondering why you should call for action. After all, it's clear that your recipient should click on your banner, isn't it? That's right - and yet you should never give up a Call-To-Action (CTA). In most cases there is even a better solution than just "Click Now" or "Watch Now".

To create a good call to action, simply try answering the following questions:

1. What should the recipient do? (click, call, etc.)

2. Why should the recipient do this? (Discount, information etc.)

Examples of these are:

• Click here to receive the free white paper about ....

• Click here to find out more about the new product ...

**• Click here and order today to save X percent**

Further examples for different CTA
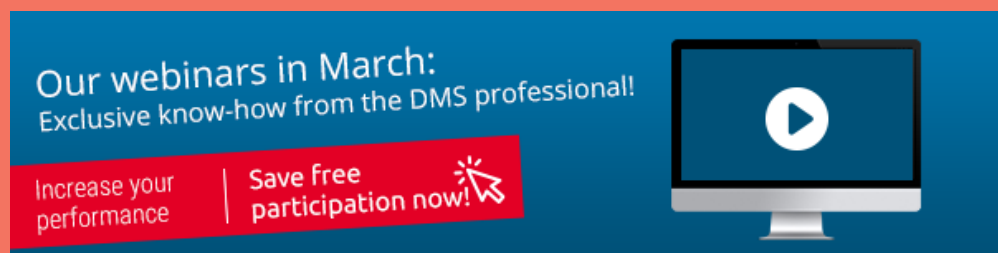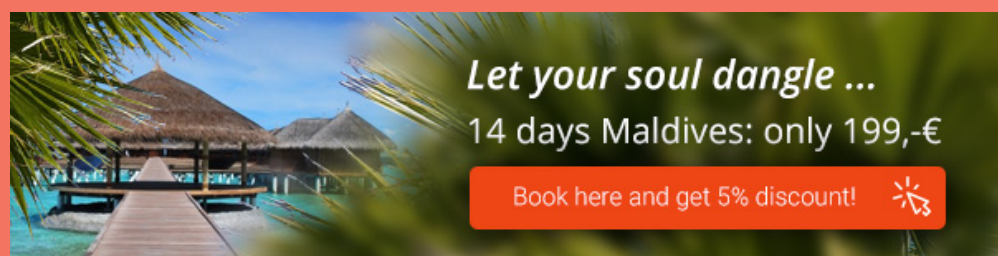
Of course, you must take into account that the space on the banner is limited - but you should also use this space for your CTA! After all, the "Call to Action" is the second most important element of the banner after the benefit promise and has definitely earned its place.

5. Choose the correct format

The banner should not be too small - after all, it should also stand out in the email. Usually a banner is horizontal, but of course it doesn't have to be - unusual formats that you haven't seen before attract additional attention.

If you use Mailtastic to embed your banner, you are not limited to one fixed format - you can test different formats by assigning different banner formats to different employees and departments and see which one is clicked most often.

✕ *too small*

✓ *right size*
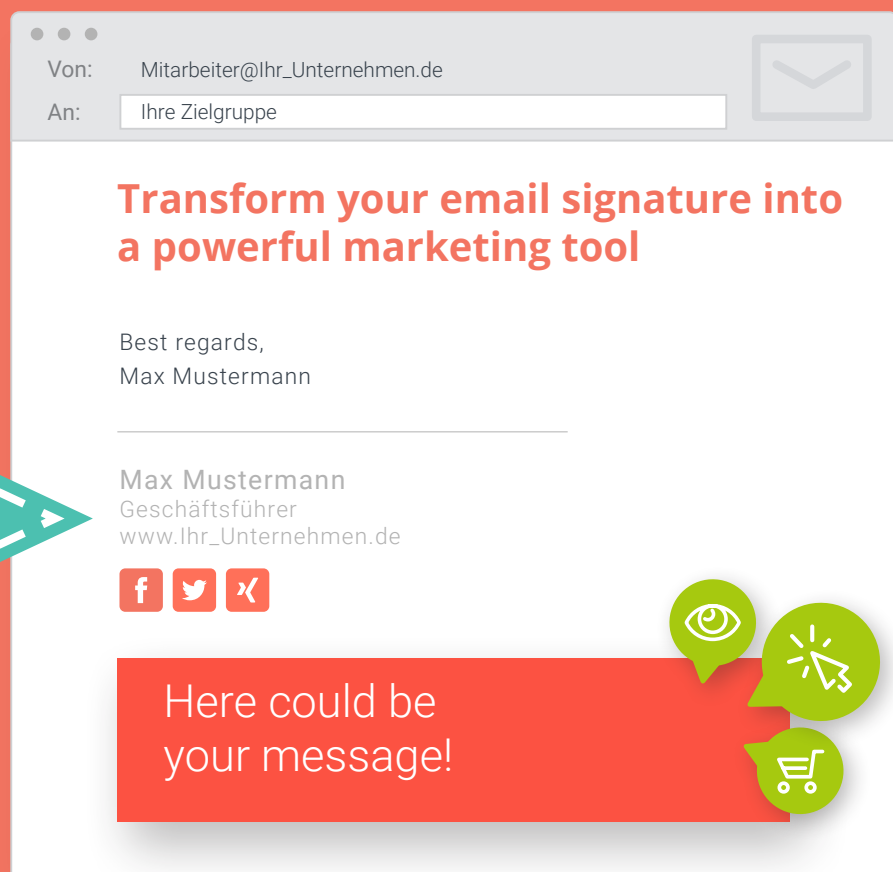
✕ *too big*
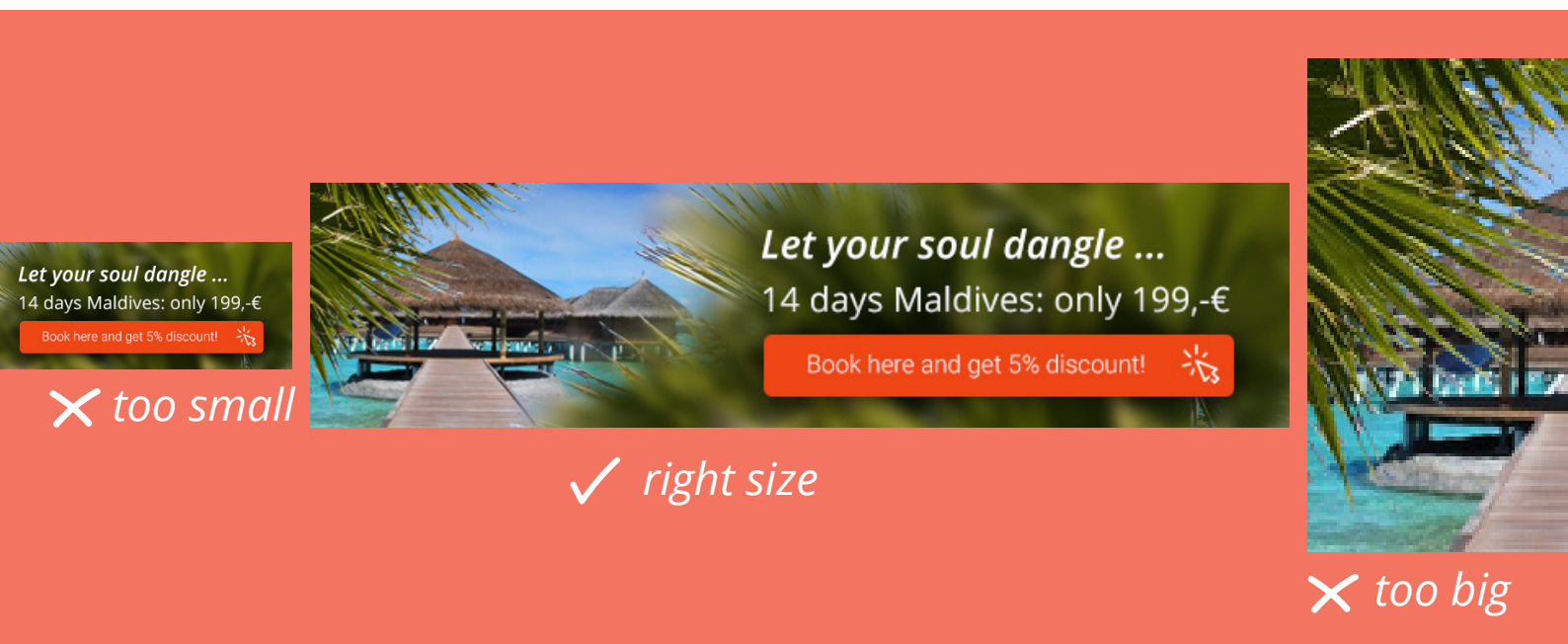
You should create a banner in JPEG, JPG or PNG file format. Animated banners must be created in GIF format. The smaller the file, the faster it can be opened in the recipient's mail client. In case of doubt, you should make some compromises in image quality to make your banner a bit smaller - the recipient often doesn't even notice this trick if the result is still consistent.

6. Convince with your design

You have already got to know the two most important elements of your banner: the benefit promise and the action prompts. Both are not only content elements, but also design elements. But there are also a lot of design adjustments that can significantly increase the probability of a click.

Did you know:

With Mailtastic you can not only manage your banners very easily, but also design and manage consistent and professional signatures for your entire organization.

Von: Mitarbeiter@Ihr_Unternehmen.de

An: Ihre Zielgruppe

Transform your email signature into a powerful marketing tool

Best regards,
Max Mustermann

Max Mustermann
Geschäftsführer
www.Ihr_Unternehmen.de

Here could be your message!

A well thought-out design will enhance your banners with the necessary attention!

A banner has above all the function of attracting attention.

The rule of thumb is: As much text as necessary, but not more!

✕ *How you shouldn't do it*

The recipient is overwhelmed and does not know where to look. Too many different text fields, fonts and little contrast to the background create a confusing layout. The CTA is red but not clearly visible. The actual offer is completely lost in the key points. Everything seems unprofessional. Would you click?

✓ *How you could do it*
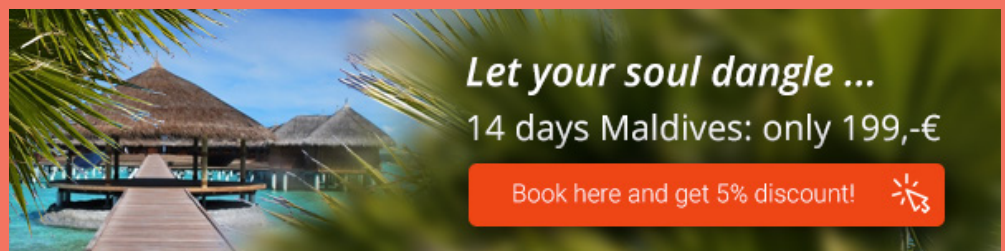
The three most important elements (benefit, offer, CTA) are defined by the choice of the contrast and the background. The text is reduced to a minimum - the recipient receives further information on the landing page.

It is ideal if your banner contains a headline (which is slightly larger) and a benefit promise as well as a justification for the benefit promise (maximum three lines in smaller font than the heading). Text is also required for the CTA in the button. If you have a lot to say, you can do so on the appropriate landing page. You should also avoid unreadable fonts and fonts smaller than 10 - all this makes the text difficult to read and can lead to the text not being read by the recipient in the first place.

Pictures and graphics: They do not have aesthetic aims in the banner, but should underline the message of the banner. The key word at this point is therefore relevance. Or as Ogilvy said: "If you want to sell a fire extinguisher, you should show a fire". Any abstract motifs whose meaning is not immediately apparent in context should not have any space on your banner - they just take up space unnecessarily which you can also use for more important things - e.g. for customer benefit!
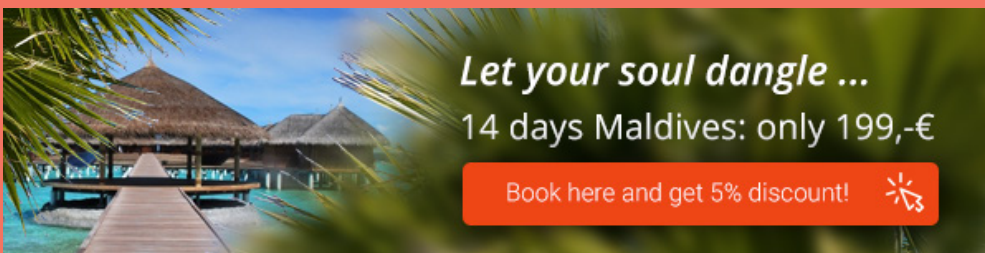
Show your customers what they have to expect.

It doesn't always have to be be a photo. Play with the

Quite unobtrusively in the background: A few pictograms. In the focus: The font.

In addition to the motif, tonality, i.e. the mood conveyed by the images, plays a decisive role. What feelings should a picture evoke? What kind of image do you use? Photos, pictograms, illustrations? What color scheme? Is a corporate image language already defined by your corporate design?

Animations: Of course, an animated banner in the form of a GIF is an eye-catcher (which you can easily integrate into your signature with Mailtastic). However, you should make sure that it doesn't blink too much and that too many images don't follow each other too fast. This could irritate your recipients and quickly be perceived as annoying. Of course, you should also have a reason for choosing an animation. It is also counterproductive to simply select different images at random just to show as many different products as possible with one animation. If your banner consists of a sequence of images, make sure that at best each image contains your request for action. In contrast to TV commercials, for example, the attention span of your recipients is much smaller. And only very few of your recipients have the time to wait for the "resolution" of an animated banner. Animated banners have to be saved in GIF format.

A few ideas on how to display your banner with a little animation:

Important: Less is often more. I.e. you should decide for a few animations and not necessarily animate everything that works.

Convey movement by allowing the foreground and background to move against each other

Make the font appear letter by letter.
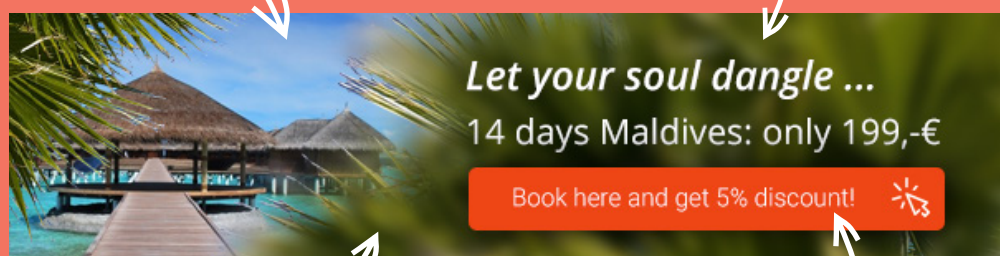
Let the palm tree blow lightly in the wind

Let the CTA button move slightly, flash, ...

Landing Page: It can be said that it is basically advantageous if the banner comes as close as possible to the design of the landing page. This is more in line with the recipient's expectations and ensures a seamless transition.

7. Choose the right colours

There are many great colour combinations - you are sure to find one for your banner!

The fact that colours evoke emotions in people has been sufficiently investigated and proven. It is also advisable to use colours strategically when designing a banner. If your choice of colour is not already largely determined by your corporate design, we have the following tips: Red, for example, is generally activating, but also points out dangers. Blue, on the other hand, is the colour most frequently used in business life, has a communicative effect and is at the same time factual - companies that want to symbolise reliability and seriousness (banks, insurance companies and lawyers) use this colour particularly frequently. Orange, on the other hand, is associated with a favourable price-performance ratio and is often found in online shops such as Amazon. Green, on the other hand, symbolises naturalness and liveliness. This colour is ideal for companies in the healthcare sector, but also for others who focus on nature.

8. Link to the right offer
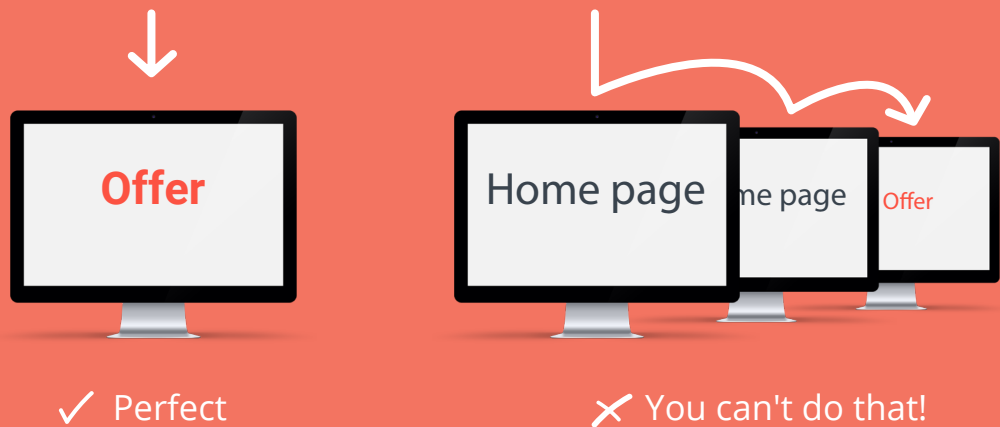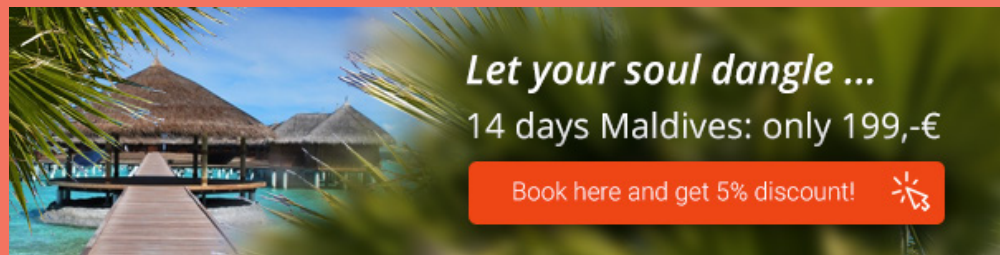
A small but very important point is that your recipient reaches the click destination as quickly as possible. That's why you shouldn't link to a page where your recipient has to search for the information you have promised him with your banner.

This may sound very obvious, but link targets are still often set to pages that irritate users.

In other words, the more precisely you link and the faster your customer finds the offer, the better.

9. Measure the results of your signature banner

If you advertise something with a banner, you have a certain reason - you want attention for what you advertise. And to judge the success of your campaign, you need to measure the results. It is precisely this measurability of your results that makes email signature marketing stand out and a performance marketing method similar to Google AdWords or SEO: In contrast to previous marketing methods (from before the Internet), performance marketing makes it possible to reach people who are more likely to be interested in your offer and then clearly measure their commitment to your advertising.

The Mailtastic Dashboard
Don't let your investment in signature banners fizzle out and use a professional tool to measure performance.

In email signature marketing, Mailtastic makes this quite straightforward. When you create a campaign, you can then use the central dashboard to precisely track and analyze the clicks and impressions.

You should always keep an eye on your current figures in order to control the success of your campaign. Of course, the clicks are not always decisive (for example, if you want to use your banner to draw attention to a new award for your company). If this is the case, however, you should analyze daily in order to react to the performance results. The banner may need to be replaced to improve the click-through rate.

Of course, you should remain realistic. For example, if you look at the CTR for banners on websites, it averages 0.17 percent for all banner formats. Certain banner formats such as the Leaderboard banner even have a click probability of only 0.03 percent.

On websites placed banners will always clicked less often.

VS.

Banners that you can use in emails tend to have significantly higher click rates!

However, these statistics apply to display ads, i.e. advertising banners that are displayed on websites. For banners in email signatures, you can expect a significantly higher CTR because they appear in a personal context - depending of course on what message your banner contains and how well it was designed. Nevertheless, you should have realistic expectations and not end a campaign too early because it does not produce the desired results.

10. Update your banners - targeted

If you create a new campaign, you will reach many new people with your message just at the beginning. Of course, when you see something for the first time, you get curious - especially if the subject of the advertisement matches the interest of the recipients and offers them added value.

Update your banners to improve their performance.

But as is the case with advertising, you reach more people with increasing time and your signature banner loses the appeal of the new. Then it's time for a new campaign to give your recipients fresh incentives to click on their banners.

There are even more reasons to change the campaign. One of the most important is in email signature marketing that you can thereby gain additional attention for everything that is important to you.

An example: This week your new offer is important and you want to advertise it in your signature. But maybe you wrote a new corporate blog post two weeks later and want to attract new readers? Then it is worthwhile to create a new signature campaign with which you can advertise this blog post.

Or you urgently have a vacancy to fill. Then why not simply replace the signature banner, which is already a few weeks old, with a new one in which you point it out? This will increase your chances of finding an applicant for your job.

No matter what reason you have: It's usually worth changing campaigns at regular intervals. So you always have what is important to you at the moment.

Conclusion

If you really want to be successful with email signature marketing, you need to consider a number of things. But you can count on it: If you take all the tips contained here to heart, you will increase the chances of success for your campaign many times over.

The easiest and fastest way to realize your email signature campaign is with Mailtastic. We have developed this solution especially for this purpose, so that companies can benefit as much as possible from email signature marketing. It's best to try all the features of Mailtastic for free! And if you have any questions about our solution or email signature marketing, we are of course always at your disposal.

Your Mailtastic team!

Do you have any questions, Feedback or suggestions on this topic?
Please contact us, we are looking forward to the contact with you: www.mailtastic.com

You can find further information about email signature marketing in our blog:

www.mailtastic.com/blog

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