



Marketing and branding your business with your email signature is easy peasy! Use this 9-step checklist to make sure that your branded email signature is not missing critical info...

1

ADD YOUR CONTACT INFORMATION

This should include your first and last name, office phone number, cell phone number, email address, and website address.

2

ADD A PROFESSIONAL PHOTO OF YOURSELF

You are your brand and therefore should add a professional picture of yourself to your email signature. This will give your signature a more **personable** touch.

3

USE YOUR BRANDS COLOR SCHEMES IN YOUR SIGNATURE

To keep your company's brand and look consistent, use color schemes that tie in with your business logo and marketing materials.

4

INCLUDE LINKS TO YOUR SOCIAL MEDIA PROFILES

You want to make it easy for people get in touch with you. Adding social media icons to your email signature is a clever marketing strategy that you can use to send folks over to your social media pages.

5

ADD A CALL TO ACTION

This can include an offer to join your email newsletter, a link to a freebie, or a link to your latest blog post.



RECOMMENDED EMAIL SIGNATURE BRANDING TOOL

[Wisestamp](#) makes it easy to create a branded email signature with just a few clicks. Use this resource to create a professional looking signature for your email communications.