



coaction
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E-mail Marketing

Sign your Email and Promote your Products

Email signature is an effective and inexpensive way to promote your products to everyone who views your email. Most newsgroups and mailing lists that frown upon advertisements allow email signatures. So adding a signature to all your emails can greatly increase your visibility.

Use your email signature as an advertisement by following some basic guidelines for framing your email signature. It is a common online standard for the signatures to be within 4 to 6 lines. Each line should be about 60 characters long. Include a click-able email address and website URL in your signature. Always add your unique selling point or a sales discount that you are offering in the signature.

You can also use different signatures for different audience. Take advantage of this simple marketing technique and increase the visibility of your business.