

The Importance of Signatures
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We have all seen them – that ‘tag line’ at the end of emails. They promote sales, membership drives, contests, you name it! Signatures, or Sigs, have been increasing in popularity for a while now. Everyone, whether business or personal, has a sig. They can be great marketing tools, but only if you are familiar with the know-how’s and netiquette of using sigs.

Almost all email programs now offer the options of including a sig in your emails. Some even allow you to assign specific sigs to certain email accounts. You can either include text as a sig, or attach a graphic. The possibilities are countless! In most email programs, such as Outlook and Outlook Express, you can access this feature through Tool, Options, Signatures. In Yahoo, it’s under Mail Options, Signatures; while in HotMail it’s found on Options, Signatures. It’s quite easy to set up once you find where the option is located.

There are different segments that are typically included in a basic sig. Your name, of course, would be the first part and possibly the name of your company. Other information would be ways to contact you: email address, phone number, etc. Your web site address is another important part to include. The creativity comes into play with the ‘advertising’ portion. Some like to promote their newsletters in hopes of increasing enrollment. Others will advertise sales to encourage visits to their websites.

The important thing to remember is that sigs should be no more than 4 to 6 lines long. Most newsgroups discourage or will out right delete messages with sigs that are longer than this. Individuals may not appreciate the attempt to capture their attentions with very long sigs. Keep your sig short and simple!

So be creative, promote effectively and keep it brief! Sigs can really get the word out there for you!

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