

5 Huge Email Mistakes Businesses Make

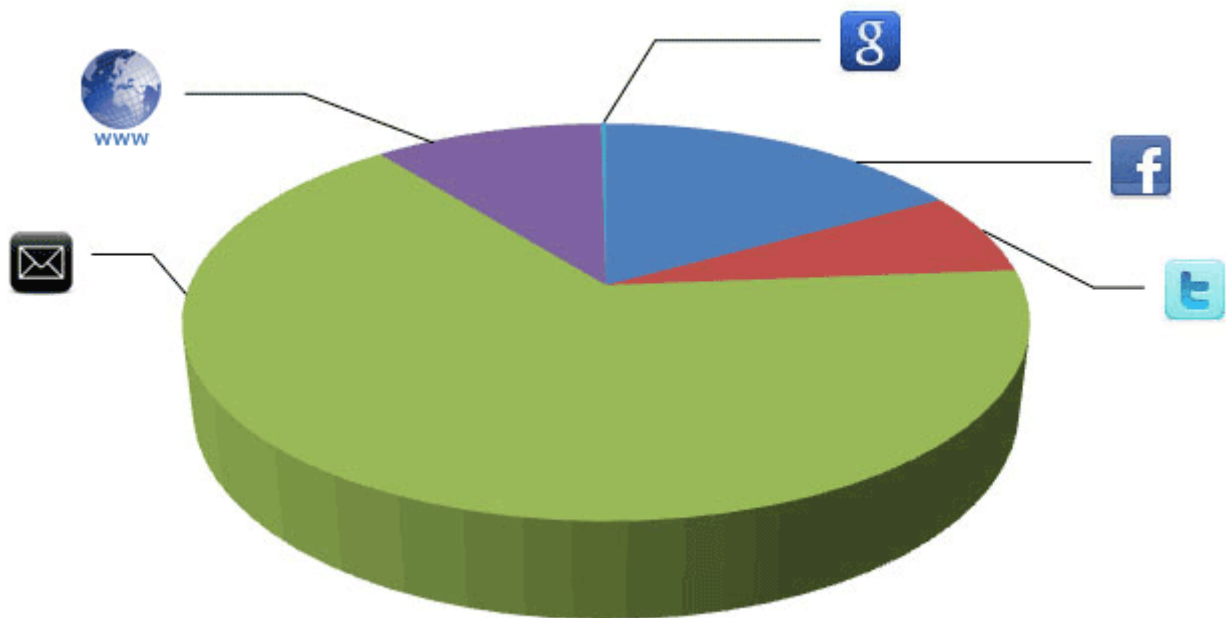


And How to Go About Fixing Them

Email is the most common form of electronic communication worldwide.



Nearly four times as many emails are sent each day as the total number of Facebook/Twitter updates, Google/Yahoo!/Bing searches and Internet pageviews **combined!** (SmarterTools Inc., 2011)



Daily Internet Activity

188 billion emails (excluding spam) are sent daily, the majority of them from businesses. Don't let these emails interfere with your revenue. Read on to learn about the five huge email mistakes businesses make, and how to go about fixing them!

1. Branding

Mistake #1: The basic email destroying your brand image

A company's brand image is globally recognised these days as its "be all and end all". Companies spend hundreds of thousands of dollars on designing and maintaining their brand image, using logos, signage, business cards and even elevator music to draw attention to their brand. Yet when it comes to the everyday email, the most common touch point with customers and prospects, the all-important brand is so often left to the whims of the email sender.



The average business user sends and receives **over 100 emails every day**, each representing their company. Just like a company's business cards, every email should feature correct logos and contact details for specific departments and individuals. Consistency is an integral part of branding, so rather than putting all that money to waste, ensure your company has professional email branding – with consistent fonts, graphics and disclaimers!



Don't destroy your own company's brand via inconsistent email signature design

2. Compliance

Mistake #2: Ignoring the latest email regulations

Does your company adhere to the email disclaimer regulations specific to the countries you do business with? If not, your company could be facing **finances of up to €750 per email.**

These days it's vital to be 100% confident that every email being sent from your organisation is compliant with the laws and regulations of the recipient's country, or else be prepared to cop a hefty penalty!

Different countries maintain different policies regarding email disclaimers. As a guideline, the European Union states that every email must include the company's name, its registration number, its place of registration and its registered office address.

Policies are becoming more common as Internet security tightens, **unfortunately it takes just one stray email** to render a company susceptible to being fined. Therefore it is of utmost importance that every single email leaving your company is compliant.



Protect yourself from unnecessary fines – append legal disclaimers to all emails leaving your office



3. Advertising

Mistake #3: Missing out on huge opportunities

When most people hear the term “Email Marketing”, they instantly think of email newsletters and spam. While companies see email marketing as time and cost effective, it is often untrusted by the general public. Companies are finally beginning to realise the power of the everyday email as an effective advertising medium for both potential and existing customers.

With email being the most common form of business communication in the world, why limit your advertising to specific email campaigns?

Every single email you send could promote your latest product or company news. What’s more exciting is that with email you can target personalised promotions to specific prospects!



Your website offers graphics and banners to promote your latest sales and offerings, yet gains **less visits per day** than the number of emails your company sends.

Make the most of this touch point by converting every email into a marketing opportunity.

Turn the simple, everyday email into a hugely effective advertising tool

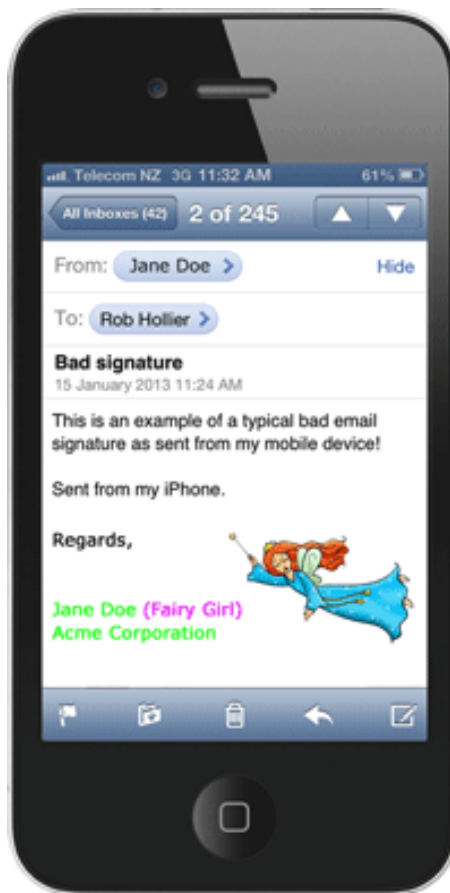
4. Mobile

Mistake #4: Letting smartphones recreate your problems

The advances in mobile technology have forced companies to become “BYOD” (bring your own device)-friendly. Rather than handing out the typical Blackberry work phone to employees, it is now widely accepted that employees can bring their own smartphone or tablet into the office and get their work email set up on it – leading to a few serious problems.



Look at Jane Doe’s horrific signature. Remember the all-important brand image you try to maintain? Remember the lack of control most managers have when it comes to email signatures? All these issues will come back to haunt as soon as companies become BYOD-friendly.



The majority of company emails from mobile devices will soon be ending with the unprofessional “sent from my...”. Once again, you will have the problem of end-users creating their own email signature – and who knows what they’ll add!

Don’t let smartphones make your company emails appear dumb

5. Management

Mistake #5: Losing control of your email signatures

Companies implement signatures in one of three ways.

- 1) They don't enforce one; anybody can sign-off however they want.
- 2) They provide guidelines for a desired email signature and leave it up to the employee to follow them (or not!).
- 3) They tell IT Support to set up an email signature on every single workstation, only to have it tampered with afterwards by the user.

Each of these methods results in your company losing control of its email signature block, which often leads to the CEO's disapproval. In order to maintain a consistent look and feel across all company emails, rather than neon fonts and fairies, it's vital to take back control!



If your boss asked you to print ten random email signatures from a group of employees, would you be game? Or would you cringe at the thought of what might be revealed?

Email signatures are best not left to the 'average Joe'. With specific email signature and disclaimer software, you can centrally manage these details – meaning no more dealing with individual desktops!

Don't leave your email signatures to the whims of your end-users.

If your business has succumbed to any of these mistakes in the past, don't worry...

"Mistakes are the portals to discovery."

- James Joyce

... there is a solution that can solve all of your email mistakes right away!



Crossware Mail Signature is a server-based application that automatically adds your correctly branded, legally compliant, personalised and attractive email signatures to all outbound emails.

Our software can be used in unique ways to ensure branding and compliance consistency, as well as increasing advertising opportunities and decreasing IT administrator workload.

To find out more about Crossware Mail Signature, please visit www.crossware.co.nz

To download your complimentary trial, please visit www.crossware.co.nz/trial



Available for Microsoft Exchange, IBM Domino and Office 365

Make your email signature as professional as you are



www.crossware.co.nz