



Email Signature Strategies for Targeted ABM Campaigns

Elevating a channel you already own: employee email

The image shows a screenshot of an email client interface. On the left, a sidebar lists 'Mailboxes' with categories: Compose, Inbox (5), Sent, Important, Draft, Spam, and Trash. The main content area displays two email signatures. The top signature is for Abigail Rivera, Chief Information Officer, located in New York, NY, with phone number 385-396-0183 and website opensense.com. Below her signature is a promotional banner for Opensense with the headline 'Deja de quemar dinero en exhibición anuncios.' and a 'Learn how' button. The bottom signature is for Robert Garcia, Account Manager, located in San Francisco, CA, with phone number 857-381-3953 and website opensense.com. Below his signature is a promotional banner for Opensense with the headline 'Know who to talk to, what to say, and when to follow up.' and a 'Learn about Email Analytics' button. An arrow labeled 'By Language' points from the top signature to the bottom one, and another arrow labeled 'By Lifecycle Stage' points from the bottom signature to the right.

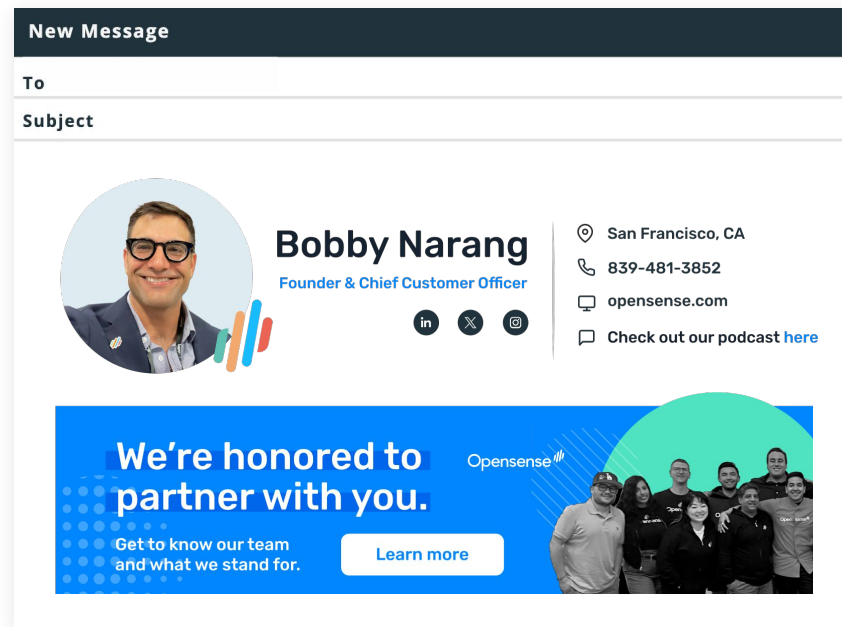
Maximizing ABM Campaign Reach

Employee email ad campaigns feature ad banners within emails sent by your team, offering direct visibility in your target audience's inbox on a daily basis. Leveraging this owned channel is a powerful strategy for ABM, allowing precise targeting by:

- ✓ Specific Accounts or Contacts
- ✓ Industry or Vertical
- ✓ Customer Segment
- ✓ Sales Stage

Harnessing employee email for ABM drives engagement and success across marketing, sales, customer success, and executive teams, turning every email into an opportunity to advance prospects through the buyer's journey.

On the following slides, get creative with targeted email ad ideas to leverage employee email as part of your ABM strategy.



An email ad banner targeting new partnerships. 

Brand Awareness

Driving engagement with your target accounts ultimately leads to more pipeline and revenue, but it all starts with brand awareness. So why not use every email sent by your sales team (and all employees) to achieve a strong first impression? Not only that, email ad banners can also usher your top accounts to the next stage of the buyer's journey. Use each email interaction to introduce your brand, product, or service. Promote educational content like an ebook or trends report to get the conversation started. Or promote your upcoming conference or virtual event so they can attend and interact with other customers or prospects.

Target event banners by location



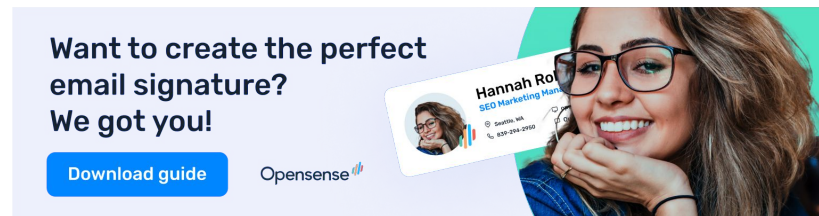
You're invited to the Revenue Summit San Francisco!

[Register now](#) Openseense 


Registration ends Friday, July 12!

The banner features a blue background with a city skyline of San Francisco, including the Transamerica Pyramid. There are stylized lightning bolts in orange and green. A blue button with white text says 'Register now'. The Openseense logo is in the bottom right. A circular orange badge on the right says 'Registration ends Friday, July 12!'.

Promote educational content

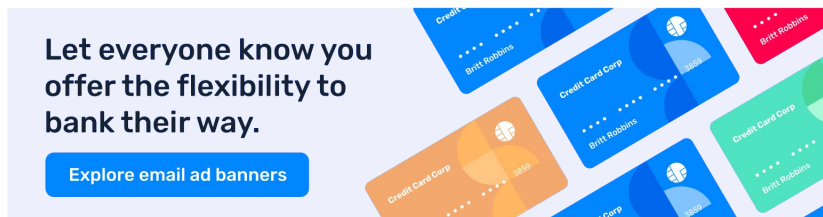


Want to create the perfect email signature? We got you!

[Download guide](#) Openseense 

The banner features a light purple background. On the right, there is a photo of a smiling woman with glasses, Hannah Ro, who is on a phone call. A white card with a photo of her and text is overlaid on the photo. The text on the card says 'Hannah Ro', 'SEO Marketing Manager', 'Seattle, WA', and '425-294-2958'. A blue button with white text says 'Download guide'. The Openseense logo is in the bottom right.

Target specific industries

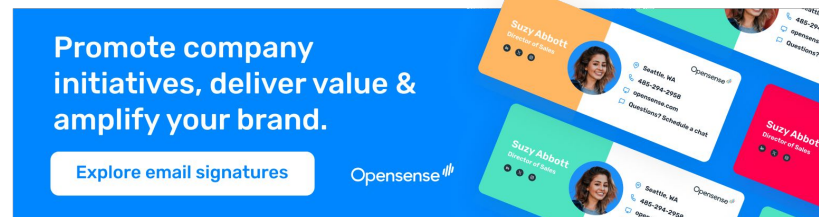


Let everyone know you offer the flexibility to bank their way.


[Explore email ad banners](#)

The banner features a light blue background with several overlapping credit cards from 'Credit Card Corp'. Each card has a different color (blue, orange, green, red) and the name 'Britt Robbins'. A blue button with white text says 'Explore email ad banners'.

Introduce products or services



Promote company initiatives, deliver value & amplify your brand.

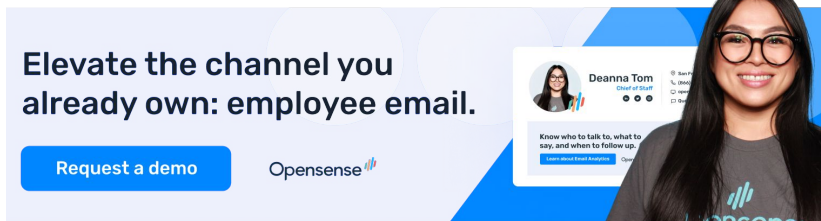
[Explore email signatures](#) Openseense 

The banner features a blue background with several overlapping email signature cards. Each card has a different color (orange, green, red) and the name 'Suzy Abbott'. A blue button with white text says 'Explore email signatures'. The Openseense logo is in the bottom right.


Build Pipeline

When your best-fit accounts are familiar with your brand, use this valuable digital real estate to “wow” the buying committee with personalization and credibility. Employee email is the perfect channel to keep the momentum going as the deal progresses. Promote a recent company award or recognition, promote a webinar that focuses on a specific and relevant topic, or showcase your best customer stories.

Encourage demos




Elevate the channel you already own: employee email.

[Request a demo](#) Opensense 

Deanna Tom
Head of Sales

Know who to talk to, what to say, and when to follow up.

[Learn about Best Accounts](#)

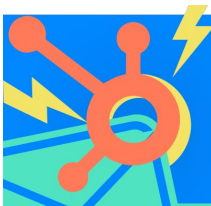


Promote upcoming webinars



Upcoming Webinar: Drive Revenue With Hubspot + Employee Email

[Register for webinar](#) Opensense 



Establish credibility



Named High Performer & Best Support!

[Learn why](#) Opensense 

High Performer
WINTER 2024

Best Support
WINTER 2024



Highlight case studies



See how Snowflake scaled its complex ABM program with Opensense

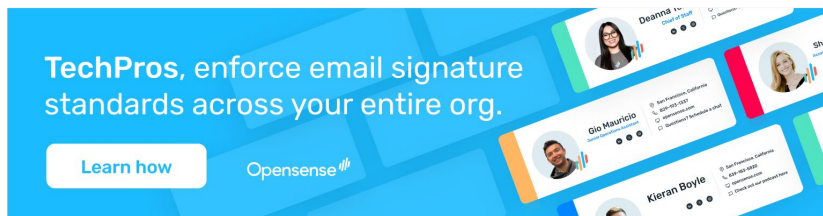
[Read more >>](#)




Accelerate Pipeline

Ready to close deals more efficiently while offering a personalized buying process? Employee email can help. Use email ad banners to influence deal velocity or get prospects un-stuck in the stickier parts of the buying journey. Guide them to your pricing page, help them build a business case for your product or service, or delight them with account-specific messaging.

Personalize through ABM

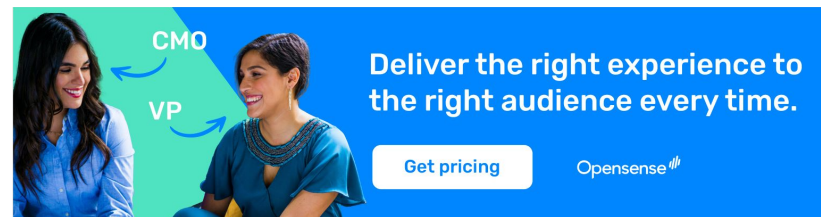


TechPros, enforce email signature standards across your entire org.


Learn how 

The banner features a blue background with a grid pattern. On the right, there are three overlapping email signature cards for Deanna, Gio Mauricio, and Kieran Boyle, each with a profile picture and contact information.

Deliver pricing

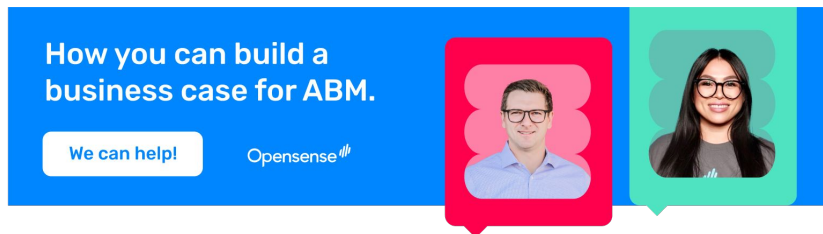


Deliver the right experience to the right audience every time.


Get pricing 

The banner features a blue background with a green triangle on the left. Two women are shown in conversation. Blue arrows point from the text 'CMO' and 'VP' to the women. A 'Get pricing' button is located on the right.

Help buyers build a business case

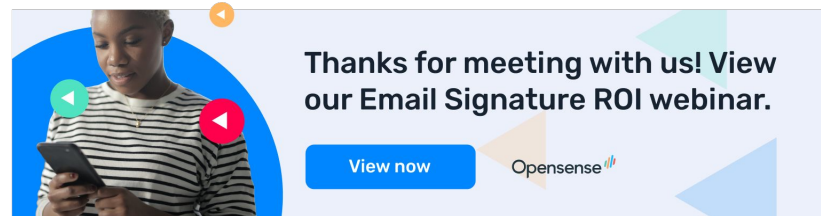


How you can build a business case for ABM.


We can help! 

The banner features a blue background. On the right, there are two circular profile pictures of a man and a woman, each inside a colorful speech bubble (pink and green respectively).

Target by sales stage (post-demo)



Thanks for meeting with us! View our Email Signature ROI webinar.

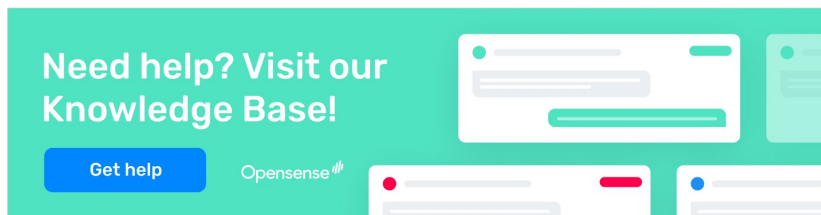
View now 

The banner features a light blue background. On the left, a woman is shown looking at her smartphone. There are play button icons (green and red) and a back arrow icon (orange) overlaid on the image.

Customer Retention


Your customers are busy, so it's important you use every interaction to get the right message in front of them. Since most of your communication will be through 1:1 email, use this channel to your advantage. Get ahead of renewal conversations with targeted, proactive messaging. Segment customers by product package, renewal date, or at-risk status. Share customer training opportunities, promote customer events, or encourage them to get involved with your user community. Strong customer retention provides more opportunities for expansion.

Customer training



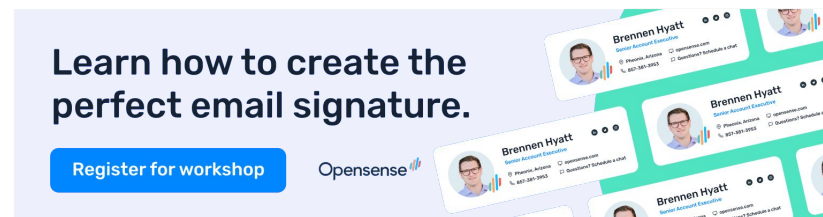
Need help? Visit our Knowledge Base!

Get help

Opensense 


This banner features a teal background with white text and a blue button. It includes an illustration of a chat interface on the right side.

Promote customer events



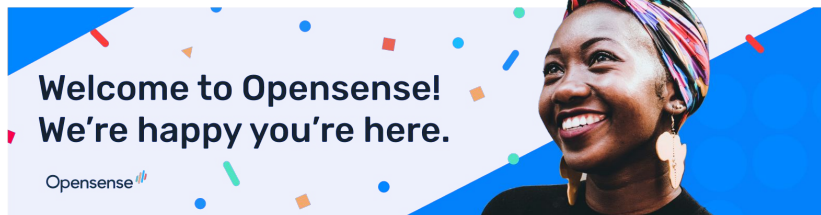
Learn how to create the perfect email signature.

Register for workshop


Opensense 

This banner has a light blue background and features several overlapping email signature cards for 'Brennen Hyatt'. A blue button is positioned on the left.

Target by stage (onboarding)

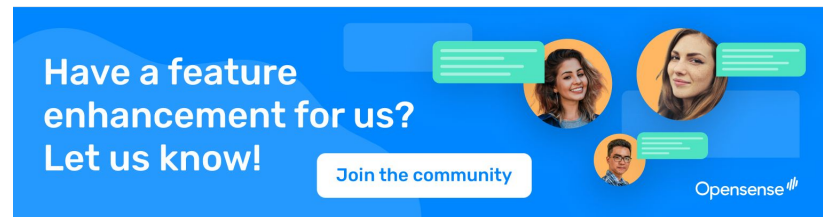


Welcome to Opensense!
We're happy you're here.

Opensense 


This banner features a blue background with a smiling woman wearing a colorful headwrap. The text is white and black, and there are colorful confetti-like shapes scattered around.

Build a community



Have a feature enhancement for us?
Let us know!

Join the community

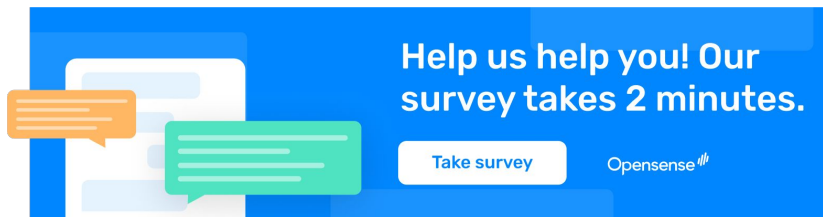
Opensense 

This banner has a blue background and features three circular profile pictures of women. A white button is located at the bottom center.


Customer Expansion

With a tailored customer marketing strategy, you can promote resources and offerings that match up with your customer's needs. Start by first identifying their goals, challenges, how they use your product or service, and if they're happy or not. Use every email sent by your CS team to promote opportunities for feedback through reviews or surveys. Then keep using this channel to follow up with the right message. Ensure they're aware of your full product lineup, target them with an expansion campaign, and drive upsell opportunities with happy customers.

Customer training

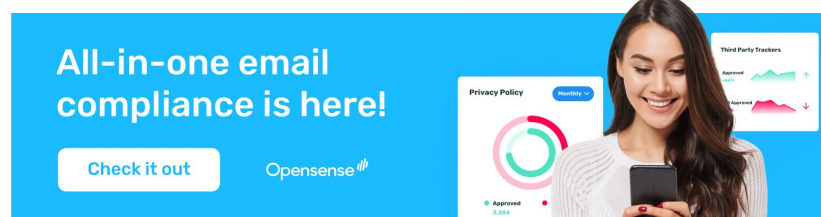


Help us help you! Our survey takes 2 minutes.


[Take survey](#) Openseense 

This banner features a blue background with white and green chat bubbles on the left. The text is in white, and there is a white button with blue text.

Promote customer events

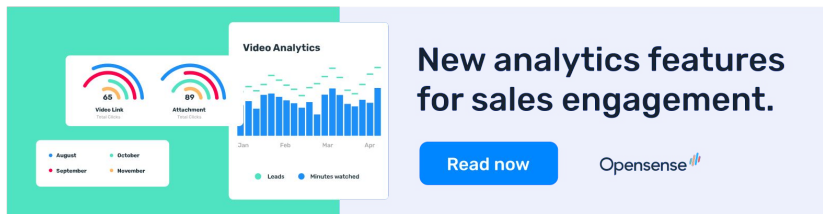


All-in-one email compliance is here!


[Check it out](#) Openseense 

This banner features a blue background. On the right, a woman is smiling and looking at her smartphone. In the background, there are several data visualization elements: a 'Privacy Policy' document, a 'Monthly' dropdown menu, a circular progress indicator, and a 'Third Party Trackers' chart showing 'Approved' and 'Rejected' counts.

Target by stage (onboarding)

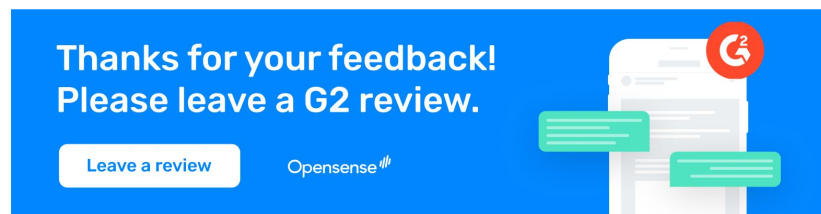


New analytics features for sales engagement.


[Read now](#) Openseense 

This banner features a light blue background. On the left, there are two circular progress indicators labeled 'Video Link' (65%) and 'Attachment' (89%). Below them is a legend for months: August, October, September, November. To the right is a 'Video Analytics' bar chart showing 'Leads' (green) and 'Minutes watched' (blue) from Jan to Apr.

Build a community



Thanks for your feedback! Please leave a G2 review.

[Leave a review](#) Openseense 

This banner features a blue background. On the right, there is a white smartphone mockup with a red G2 review badge in the top right corner. Green chat bubbles are positioned around the phone.

Additional Resources

Blog: 8 Irresistible ABM Campaign Plays that Win Hearts and Seal Deals - Need new ideas for your ABM playbook? See why teams today love to use employee email as a channel for account based marketing success.

→ [Read here](#)

Webinar: Scrappy ABM Plays That Win Top Accounts - Spark account based marketing strategies that will help you charm your accounts and find your perfect match.

→ [Listen here](#)

Podcast: Illuminating the Path to ABM Mastery - Founder of Scrappy ABM, Mason Cosby, shares his steps for building an ABM program from scratch without enormous budget and how businesses can implement efficient and tangible ABM strategies.

→ [Listen here](#)

Podcast: Build Brand Loyalty Through ABM - This Growth Marketing Camp podcast episode examines how teams today can build brand loyalty through ABM, customer marketing, and evangelism.

→ [Listen here](#)

Guide: Ultimate guide to ABM - From the history of account based marketing to ABM campaign ideas and best practices, this resource has what you need to get started with ABM.

→ [Read here](#)

Ready to apply ABM to employee email? [Reach out to us here.](#)