Letsignit

Cloud-based email signature manager.

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BATTLE CARD

Pain points.

Employees
- Create their own "preferred" signature
- Waste time managing it (30min/month)

Marketing team
- Lack of harmonization negatively impacts the brand
- Adding campaign banners to emails is complex and time-consuming
- Emails are a strong communication tool for running campaigns

IT
- Recurrent demand: I want to centralize email signature management
- No simple & light tool for email signature manager

Key words.

FREE | Simple | Easy to Deploy | Marketing boost | Brand Harmonization | Powerful Communication Channel

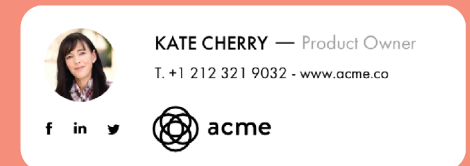Office 365   Exchange

Solution & Value.

ELEVATOR PITCH
Letsignit provides a cloud-based solution to **easily create, allocate and manage** signatures and banners in Office 365 & Google accounts **all from a centralized interface**. Letsignit turns emails into **a strong and cost-effective communication tool**.

2 EDITIONS
Letsignit Starter version is the FREE entry level with signatures management features for harmonization and centralization.

Letsignit Business is the full version with marketing value: email signature management, signature design, banner allocation, campaign scheduling, and statistics.

KATE CHERRY — Product Owner
T. +1 212 321 9032 - www.acme.co
f in y   acme

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Key customer take-aways.

- A **centralized** and **easy-to-use** administration platform
- **Brand empowerment** & **harmonization** of email signatures for all employees
- **Communication boost** with a **new & powerful** innovative channel

Main value by the customer's size.

- **Large companies:** centralization, harmonization, brand consistency
- **Small companies:** communication boost, turns emails into a strong and cost-effective communication tool

Letsignit

Value for your resellers.

- <u>Competitive:</u> Letsignit will add a great value to the O365 offer and incremental revenue for you
- <u>Build brand loyalty:</u> A client with O365 and LSI is 2x more loyal to its reseller
- <u>Service:</u> Increase opportunity for additional services and consultancy value

Why spend time on this?

- Signature management is a pain point and a demand for all
- The Free Starter Version is the best tool to make your client test and approve the solution
- Additional value and loyalty creation for O365 customers
- Super easy to understand with demos provided
- Drive O365 and loyalty
- Access to new people in Marketing

Target.

Marketing, IT, Communication, Digital Marketing, Sales, Internal Communication

Reseller objection.

- This is too expensive/unnecessary added cost to O365.
- I don't have time to learn new software.
- This doesn't represent a revenue opportunity for me.

Special offer for resellers.

<u>50 FREE Licenses:</u> Resellers have access to the Full Business Edition for free to get acquainted with Letsignit and use it for their own benefit - available on the Market Place.
Letsignit Starter is free up to 500 users: ability to deploy the signatures to all emails.
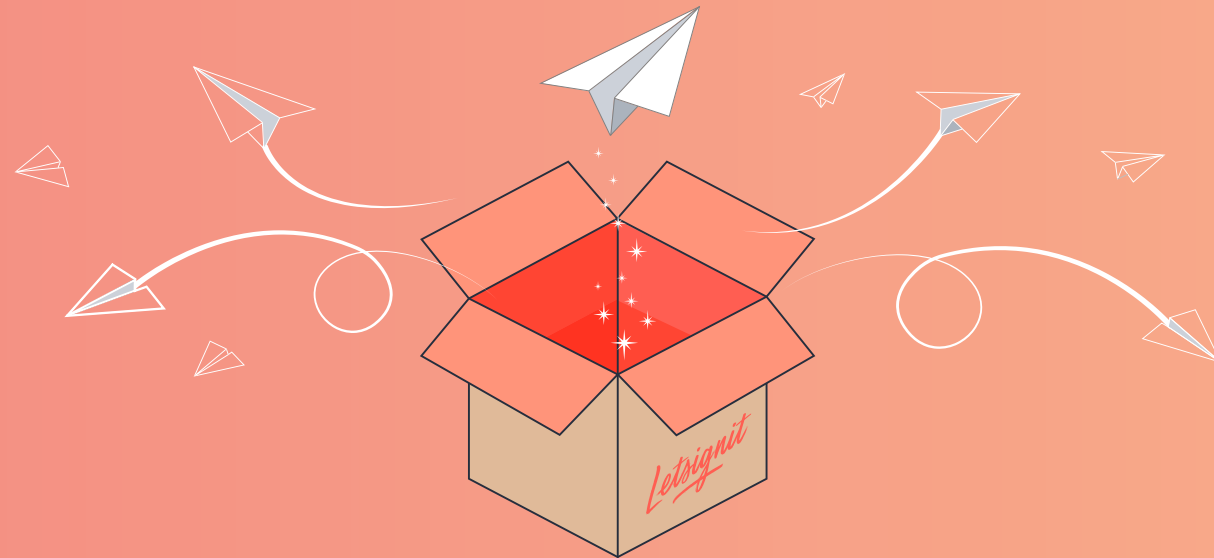
Conversation Starters.

Are you migrating to O365 in the cloud?
How will you manage your email signatures?
Does a percentage of your budget go to adding banners?
Why don't you use your own assets such as emails to do so?
Do you know how much time your employees spend on email signature management?
How do you handle management change in your company?
Why don't you use email signatures to handle it?

Answers.

- Compared to the price of O365, it is nothing. Employees spend their time and resources on their email signatures which in the end costs the company.
- LSI is a very simple tool. There is no need for a strong ramp-up.
- Revenue is recurring. You can attach the service!

Letsignit

All the resources at your hand.

Letsignit useful links/resources:

Letsignit FAQs

Demo Video

Partner Portal