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## EMAIL SIGNATURE TIPS FOR AFTER

# MICROSOFT IGNITE

### OUT WITH THE OLD

Remove outdated Ignite ad banners and deals from your organization email signatures. If you're using **Crossware Mail Signature**, you can mass remove these for every colleague at once by changing your signature rules.

### IN WITH THE NEW

Time to get creative! Pick something you want to advertise / announce; **your next event, latest product features, discounts** or **company announcements** are great choices.

### CHOOSE YOUR FORMAT

Do you want **graphic ad banners, images, text, custom HTML sections?** Keep these **small** (aim for under 10kb), **clear, eye-catching** and include a **Call to Action (CTA)** if possible, e.g. click here to register.

### APPLY AND UPDATE

Add these to your signature. With Crossware, these are best added as **Signature Blocks** (allows individual rules for each). Make sure to consider which recipients should see each block and apply rules accordingly.

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