



CHAPTER 10

Email Signature CRO

Your email signature gives you a prime opportunity to optimize for lead conversion.

Simply adding a link with a strong call-to-action that takes email recipients to a landing page can help bring in additional leads and loans.

Keep in mind: “Apply Now” with a link to a 1003 application is not a good call-to-action or lead generation strategy.

Your emails are getting viewed by thousands of people per year, and often times forwarded between Realtors®, borrowers and their family members, appraisers, title reps, escrow agents, and other professionals involved in the transaction.

Use your email signature as a tool to grow your leads and referrals, not just a listing for your phone number and business address.

Another idea is to include something like:

“Realtors®: learn how I can help YOU generate more qualified leads and sell more homes—[Click Here!](#)”

That would take any interested agent to a landing page that you have set up that talks about your marketing and lead generation programs, inviting them to apply if they qualify.

Optimizing your email signature is a simple, one-time fix. It only takes a few minutes to setup, it's free, and it can help you pull in some extra loans.

And remember: it's all about branding YOU.



Figure 10-1: an example of a branded email signature optimized with a CTA button that points to a “free rate quote” lead generation landing page.