SIGNESTO

Deployment kit

Checklists, templates and communication models to make your project a success.

Before you start

- Appoint a project manager and a technical lead (Google Workspace or Microsoft 365 administrator).
- List the email clients in use: Google Workspace, Microsoft 365, Apple Mail, mobile devices.
- Inventory the departments, subsidiaries and shared mailboxes.
- Gather your brand assets: high-resolution logo, colors, typography, social networks.
- Have your legal team validate the mandatory notices.

Deployment checklist

1. Create your SIGNESTO workspace and invite the administrators.
2. Connect your directory or import your employees (CSV or XLSX).
3. Check the essential fields: name, job title, department, phone, email.
4. Create the main template, then its department variants if needed.
5. Assign a default template to each department.
6. Deploy to a pilot group of about ten people.
7. Check the rendering in Gmail, Outlook (Windows, Mac, web) and on mobile.
8. Fix the template, then deploy department by department.
9. Send the installation link to Apple Mail users.
10. Track adoption in the dashboard until it reaches 100%.

Typical schedule

- **Week 1**: scoping, gathering brand assets, validating notices.
- **Week 2**: importing employees, creating templates, internal testing.
- **Week 3**: pilot group and corrections.
- **Week 4**: company-wide rollout and adoption tracking.

Internal communication template

Subject: your new email signature is coming

Hello everyone,

From [date], your email signature will be updated automatically with our new brand guidelines. You don't need to do anything: your details (name, job title, phone) are taken from the company directory.

If any information is incorrect, please report it to [contact] so it can be corrected in the directory: your signature will update itself.

Apple Mail users will receive a personal installation link by email.

Thank you all!

After deployment

- Schedule your first banner campaigns.
- Assign template updates to the right people using roles.
- Let directory synchronization handle arrivals and departures.

> Tip: schedule a quarterly review of your templates to keep signatures up to date.