

## Build A Better Email Footer

HIIT is all about quick, short burst activities that get you from where you are to where you want to be. In this HIIT session, we will go through:

### Warm-Up

A quick few minutes at the start of the session to get you in the zone! Here, you'll establish your goals and understand the impact of your training. We'll also cover the equipment checklist to make sure you have everything you need to get your email footer set up and looking its best.

### Main Session

Time to get to business. We'll guide you on how to create and implement your footer, but it's down to you to do the leg work during the session. Using the best practices and design inspiration that we provide, you'll build a professional, on-brand email footer that enhances credibility and encourages action.

Training Overview: "Build a Better Email Footer"

Duration: 20 minutes

Focus: Digital Marketing with a Cyber/IT link

Goal: To help you create or improve your professional email footer, enhancing trust, brand recognition, and legal compliance.

### Session Outline:

#### Warm-Up (3-5 mins):

- Purpose: This segment aims to engage you and set the stage for the session. It starts with a discussion about the volume of emails sent daily and the potential impact of a well-crafted email footer. The idea is to get you thinking about how every email can leave a lasting impression and build brand recognition effortlessly.
- Equipment Checklist: Ensure you have everything you need, including access to your email account, business contact details, and a high-quality version of your business logo.

#### Main Session (12 mins):

- Step 1: We'll start by explaining what makes a good email footer. You'll learn about the essential components, such as including your name, role, business name, logo, contact details, social media icons, and any necessary legal information. We'll discuss the importance of each element to ensure you understand how these components contribute to a professional and trustworthy email footer.
- Step 2: Now it's time to get hands-on. You'll create or update your email footer live. Using either Gmail or Outlook settings, we'll guide you through the process of uploading logos, adding clickable links, and ensuring that your footer is legally compliant. By the end of this step, you'll have a polished and professional email footer ready to use.

#### Cool Down (5 mins):

- Purpose: This segment is designed to reinforce the benefits of your new email footer. You'll be reminded of how your new footer builds trust, turns emails into marketing tools, and covers legal basics. Additionally, we'll highlight the cyber security benefits of a consistent email footer, such as reducing the risk of phishing by making it easier for recipients to identify legitimate emails.

#### Wrap-Up & Call to Action:

- Encouragement: We'll celebrate your accomplishments and encourage you to view your new email footer as a valuable business asset. The wrap-up will also include a call to action, inviting you to join further training sessions or access additional resources to continue improving your digital marketing skills.

#### Additional Learning:

- Mobile Compatibility: We'll address the importance of ensuring that email footers are correctly set up on mobile devices. You'll learn how to configure your footers on mobile email apps to maintain consistency across all platforms.
- Follow-Up: An optional add-on will guide you through setting up your new footers on mobile apps like Gmail and Outlook, ensuring that your professional appearance is maintained even when sending emails from your phone.

**This training session is designed to be interactive and practical, providing immediate benefits by enhancing the professionalism and effectiveness of your email communications.**