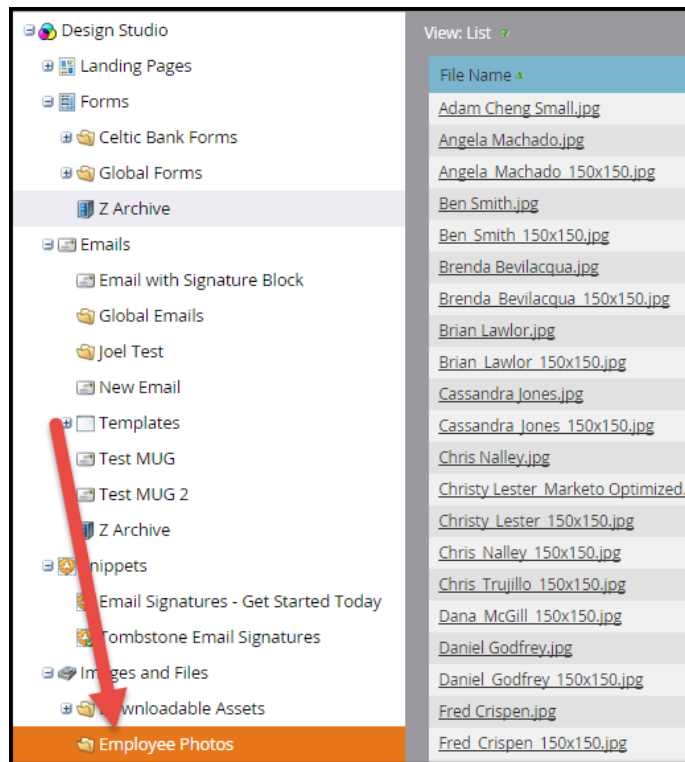
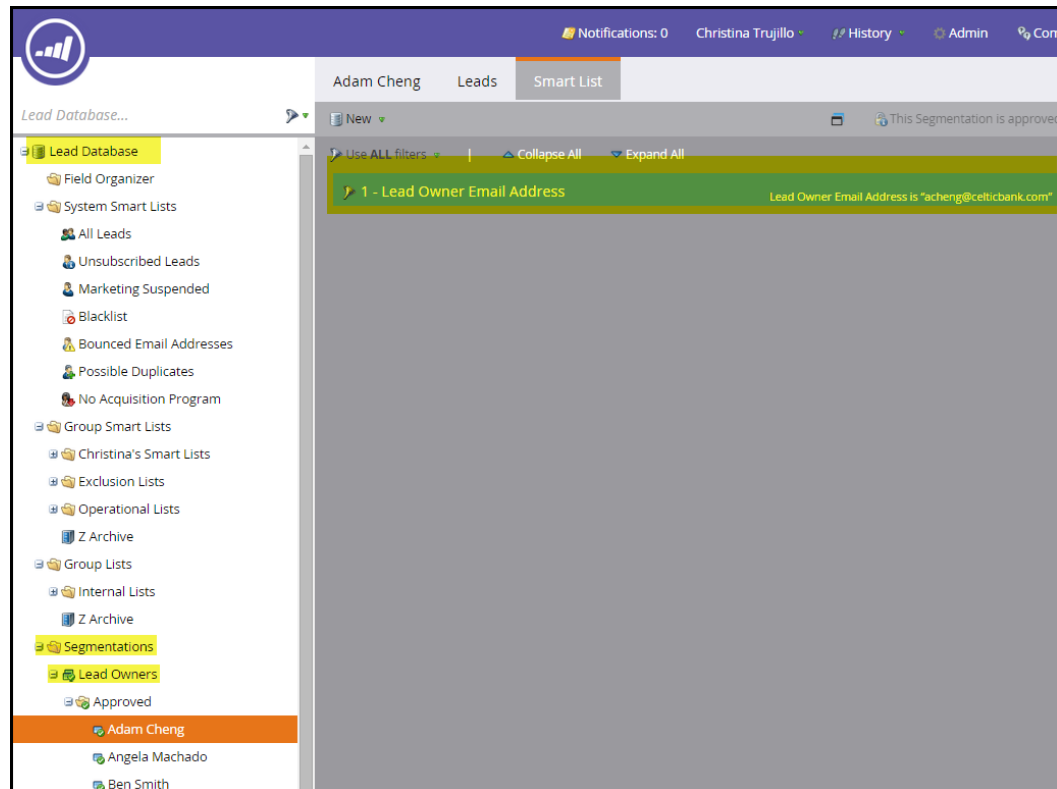


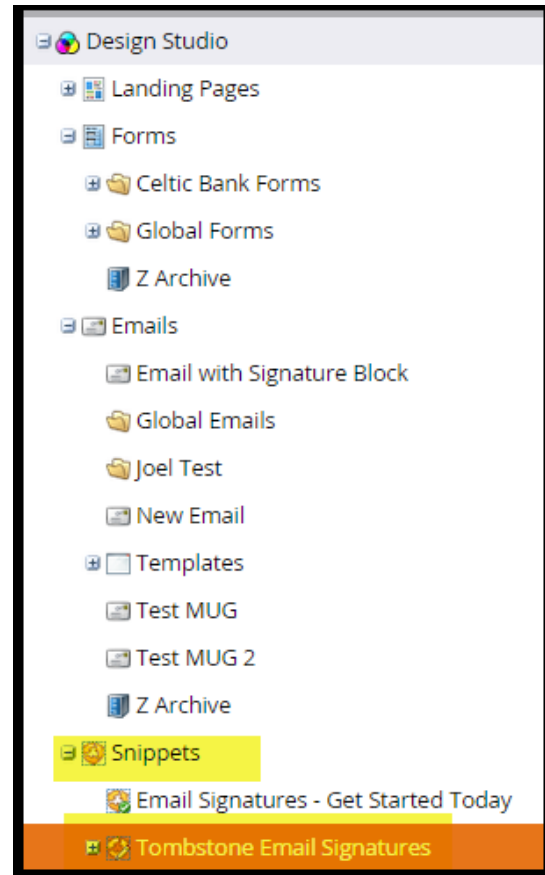
1. First, I uploaded photos for each of my lead owners into Design Studio.



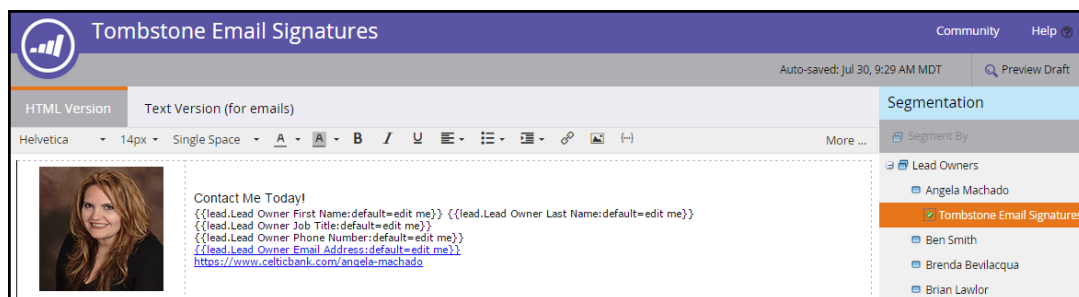
2. Within Lead Database, I created a new Segmentation titled "Lead Owners" using the "Lead Owner Email Address" field for my smart list filter.



- In Design Studio, I created a snippet titled “Tombstone Email Signatures” (Tombstone is a term used in the financial services industry).



- After I created my snippet, I clicked “Edit Draft”. On the right hand side under “Segmentation”, I clicked on “Segment By”. I then chose “Lead Owners” from the segmentation drop down list.
- I then clicked on each Lead Owner’s name under Segment By and inserted their photo and contact information. I did this for each of my Lead Owners.



- When finished updating each of your lead owner segments, remember to approve the snippet.

- To add the dynamic email signature snippet to my email campaigns, I open the email, go to my signature block section, click on the little gear button, then select “Replace with Snippet” and select the Tombstone Email Signature snippet I created earlier, then click Save.

SBA 7(a) - Washington
Loan Amount: \$3,903,300
Use of Proceeds: Refinance and construction of a new car wash tunnel
Industry: Gas Station

Contact Me Today!
 {{lead.Lead Owner First Name:default=edit me}} {{lead.Lead Owner Last Name:default=edit me}}
 {{lead.Lead Owner Job Title:default=edit me}}
 {{lead.Lead Owner Phone Number:default=edit me}}
 {{lead.Lead Owner Email Address:default=edit me}}
<https://www.celticbank.com>

Menu options: Edit, Comment By, **Replace with Snippet**

Replace with Snippet [X]

Snippet: *

- Email Signatures - Get St...
- Tombstone Email Signat...**

CANCEL SAVE

- When I execute my email campaign, the emails will be sent to the lead owner’s contacts with the lead owner’s photo and contact information dynamically populated at the bottom of the email. You won’t be able to see the dynamic signature by previewing the email, but you can see if you send yourself a sample email.

SBA 7(a) - Pennsylvania
Loan Amount: \$550,000
Use of Proceeds: Debt refinancing / improvements / working capital
Industry: Information Technology

SBA 7(a) Construction - California
Loan Amount: \$3,550,000
Use of Proceeds: Ground-up construction (express tunnel)
Industry: Car Wash

SBA 7(a) - Washington
Loan Amount: \$3,903,300
Use of Proceeds: Refinance and construction of a new car wash tunnel
Industry: Gas Station

Contact Me Today!
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