

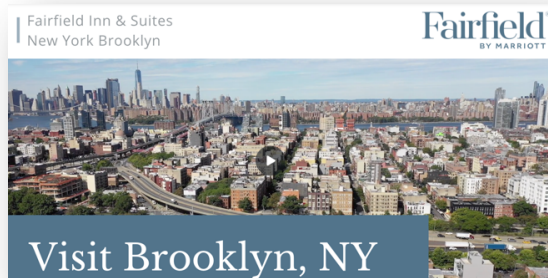
ECOMM TIPS

Creating an email Video Signature in Outlook

STEP 1

CREATE A VIDEO THUMBNAIL

- Depending on where you host your video, you may need to create a thumbnail to link to your video. This way, your email recipient will be enticed to click the thumbnail and watch your video.
- To create a video thumbnail (pictured below), take a screenshot of a frame in your video and resize it to thumbnail size save as a jpeg. If your video is hosted on a platform that doesn't show a play button, we recommend that you place one on it.
- Bonus: to track the video clicks use [Bitly.com](https://bit.ly) to create a custom URL with analytics. Example: https://bit.ly/fisbrooklyn_visitus



Video Signature
DIGITAL MARKETING

STEP 2

IN OUTLOOK, GO TO FILE > OPTIONS > UNDER THE MAIL TAB > SIGNATURES

- Select a signature to edit, or create a new signature, and then in the Edit field add the text you want to appear.
- Click the Insert Image icon to add your video thumbnail.
- Highlight the image in the Edit field and then click the link icon to paste in your video URL from your host site.
- Click OK to save your settings. Send an email to us to show us your handiwork: kirstenm@nhghotels.com!

