



How Martinus Group Automates Email Signatures for a **Growing Global Workforce**

Martinus Group, a global rail construction company, replaced a manual, copy-and-paste signature process with automated, brand-locked email signatures, turning a onetime standardization project into an always-on channel for regional public holiday notices, mental health awareness, and multi-brand promotions across a workforce that scales from 500 to over 1,000 people at a time.

The Challenge

Martinus Group started 20 years ago as a one-person operation run out of its CEO's garage. Two decades later, it is a globally trusted principal contractor on major rail and infrastructure projects, with teams spread across Australia, New Zealand, Chile, and the U.S. Because it's a project-based construction business, its workforce can nearly double in a matter of months as new projects ramp up.

That growth exposed a problem Shelley Van Hoos, Global Head of Digital & Technology Strategy at Martinus, had been managing manually for years: with every new employee, signature change, banner update or promotion that was requested, the manual process ran through the Technology team directly to manage.



Martinus digital business card, email signature, and signature banner from the HiHello Enterprise platform

THE OLD MANUAL SIGNATURE ROLLOUT

“Our marketing team would design it and email it to the Technology team who would then send a global email explaining [how to update their signatures in Outlook](#).”

Shelley Van Hoos,
Global Head of Digital & Technology Strategy at Martinus

Employees were expected to copy and paste new templates into Outlook themselves, with predictably inconsistent results.

The bigger risk was brand control. Without a locked, centrally managed signature, many employees built their own, resulting in mismatched and off brand fonts, skewed logos and even job titles occasionally being rewritten! With hundreds of people rotating on and off projects at a time, manually onboarding and offboarding every signature was consuming real hours every week.

Why HiHello

For Shelley, evaluating any vendor starts with the question, “What problem are we trying to solve, will this solution address it, and can this vendor provide close to one-on-one support and guidance?”

SUPPORT FROM DAY ONE

“The HiHello team have continuously proven this to be true and have jumped in to solve any issues quickly. [This is true from the first email exchange through to today almost 4 years on.](#)”

Shelley Van Hoos,
Global Head of Digital & Technology Strategy at Martinus



The Martinus email signature auto-populates in every new message

Martinus initially came to HiHello to standardize signatures instead of relying on Outlook. Digital business cards came along as a bonus. The early rollout was manual: Shelley's team had to copy templates from the platform and email them out to employees one wave at a time. What's changed since then is what made the platform stick.

AUTOMATING ONBOARDING THROUGH ENTRA ID

"We've definitely been on the journey with the HiHello team from the start, and **have seen many of our original feature requests come to fruition** as well as great automations. These have been huge for us from on/offboarding perspective and **has literally saved 100s hours per year.**"

Shelley Van Hoos,
Global Head of Digital & Technology Strategy at Martinus

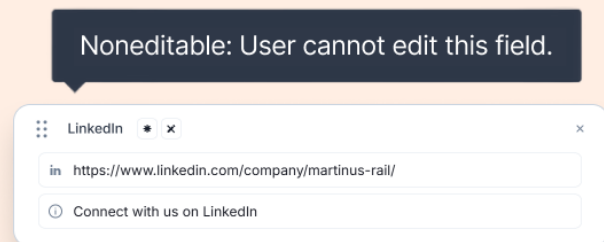
The Solution: A Signature That Enforces the Brand and Updates Effortlessly

Signatures at Martinus are no longer optional or self-styled. If an employee's signature falls out of sync or someone builds their own version, Shelley simply turns the managed template back on.

ENFORCING ONE BRAND-APPROVED SIGNATURE

"Every so often I come across a random off brand signature and think 'how did that slip through the cracks?' So we just go in and turn on the auto signature sync which overwrites any other signatures, **and that's it!**"

Shelley Van Hoos,
Global Head of Digital & Technology Strategy at Martinus



A Martinus card template with a locked LinkedIn field employees can't edit

ONBOARDING AND OFFBOARDING AT CONSTRUCTION-INDUSTRY SCALE

Because Martinus does a lot of self-delivery work, its headcount doesn't move gradually. It can jump from a static 500 employees in Australia to 1,000 as a project ramps up, then back down again over the life of a 12-month build. The Entra ID integration means a new signature is provisioned automatically the moment someone is set up, with no manual step from Shelley's team:

HIRING AT CONSTRUCTION-PROJECT SCALE

"It's not one or two people starting every month. I'm talking about hundreds of people at times. So the onboarding and offboarding automation via Entra is significant for us."

Shelley Van Hoos,
Global Head of Digital & Technology Strategy at Martinus

The same Entra connection has become a data-quality checkpoint: because a new hire's title and phone number flow straight into their signature, Shelley's onboarding team now treats getting that data right on day one as non-negotiable.

"From day one, the new employee's signature including all details are accurate."

Shelley Van Hoos,
Global Head of Digital & Technology Strategy at Martinus

Promotions and banners as a real communications channel

Once the core signature was automated, Martinus' team started using scheduled signature promotions for far more than branding. With project teams spread across Australian states and cities that each observe different public holidays, Shelley now schedules region-specific banners in the two weeks ahead of a local public holiday, letting clients and contractors know a project team won't be available.

SCHEDULING REGIONAL PUBLIC HOLIDAY NOTICES

"We had a public holiday for people who live in our capital city of Brisbane. So we created a [scheduled promotion for the project teams](#), just for the two weeks leading up to it, notifying that no one would be available. That's been handy for a lot of our client and contractor-facing communications. [Once the promotion expires there's no need for us to go and remove or turn off the localised banners.](#)"

Shelley Van Hoos,
Global Head of Digital & Technology Strategy at Martinus

📅 Live | 7/11/26 - 8/11/26

🔗 143



📅 Upcoming | 12/1/26 - 12/31/26

🔗 126



Best regards,
Shelley Van Hoos



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Live and upcoming signature banners, scheduled in advance

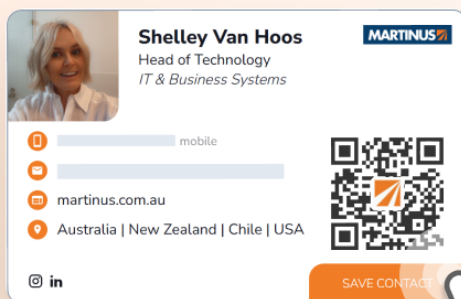
The same tool carries R U OK? Day, Australia's national mental health awareness campaign, across Australian templates, and rotates in seasonal promotions like Christmas messaging. Because segmentation runs by template and team, Martinus also runs a second brand entirely through the platform: Salix Products, a sister company under the same group that attends its own conventions and needs its own promotional calendar, alongside a separate U.S. team template.

SEGMENTING PROMOTIONS BY REGION, TEAM, AND BRAND

"The ability to be able to turn things off and on depending on the geolocations or the different types of teams or events coming up, that **has been a game changer over the last couple of months.**"

Shelley Van Hoos,

Global Head of Digital & Technology Strategy at Martinus



CLICKS

IMPRESSIONS

Clicks and impressions tracked on a Martinus email signature and banner

The Results

171,000+

views generated on Martinus email signatures alone over the past year. Every one is a click-through to a live digital business card.

500 → 1,000+

employees Martinus can scale to and from on active projects, all onboarded and offboarded automatically through the Entra ID integration.

Hours

given back to the People & Culture team every week, with signature rollout, activation, and photo/background updates now fully self-service.

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brands run from one platform: Martinus and sister company Salix Products each run their own templates, regions, and promotions.

Martinus can see the signature program working directly in its own traffic data: the majority of all views on employees' digital cards come through the email signature itself, not through separate card shares. That volume is on top of the time savings Shelley's team has gained from no longer manually pushing templates, chasing down rogue signatures, or hand-processing onboarding and offboarding for every new hire.

HiHello is also rolling out dedicated email signature analytics, click- and view-level reporting on individual banners and promotions, which Shelley will be able to use to see exactly which regional campaigns and promotions are landing, rather than relying on overall card traffic as a proxy.

What's Next

As Martinus's footprint continues to expand beyond Australia, Shelley is planning to split out dedicated templates for the Chile and New Zealand teams, which currently share an Australian template and can't cleanly carry region-specific public holiday or promotional content. She's also looking to bring the small internal marketing team more directly into the promotions calendar, giving them a standing process to flag upcoming campaigns and events. This way, Shelley's team can schedule the signature promotions around them, rather than the two working ad hoc.

About Martinus

Martinus Group is an Australian-owned, now global rail construction company that started 20 years ago in its CEO's garage as a one-man band. Most of the growth has come in the last six to eight years, taking the company from one person to roughly 2,000 people globally, along with major new projects around the world. It is now one of the most trusted principal contractors in Australia, including to government clients.

Martinus is deliberately built to move quickly, without red tape or slow decisions. Anyone in the business is empowered to do what they think is best for the business. As Shelley puts it: if you think something can be done better, cooler, or faster, just do it. There are no silos; it operates as a team of teams. HiHello is another example of using new tools to put the company out there and stay a little bit cutting edge.



Ready to See what **HiHello** can do for Your Team?

Book a demo to see how HiHello can lock down your brand across every signature, region, and project, automatically.

[Book a demo →](#)