Portfolio Showcase

@ Exclaimer

Snapshot of work

GTM Process and Relationships

Marketing Advisory Group/VoC Program

Sales Enablement

Process, Management, Organization

Strategic Narrative

●●●

GTM Strategy + Process

Pioneered the establishment of a standardized launch process, reducing launch-related errors and ensuring timely release. Prior to joining, there was not a GTM function or process and documentation and relationship with Product and other teams was limited and not functional.

Product Release Flowchart and Outputs

PMM Activities

Outputs

PM fills out intake form for an upcoming product release or feature update (regardless of sizing)

As soon as roadmap item is committed, before Pre-Release Testing/Beta start

Added to roadmaps, calendars, and GTM PMM process docs
→ Roadmap
Calendars
Positioning
Narrative
Messaging Playbooks
GTM Strategy Doc

Content scoping and requests submitted; collab with internal teams
→ Content Brief;
Press Release
Blog Post
Feature Releases Updates
Newsletters
Website Updates
Social
Support collab

Enablement content creation and channel matrix evaluated/content created per release sizing
→ Enablement Site GTM Package
Sales Training Content Package
Demo Day

Feature Released

Additional Internal Enablement + Comms Channels Activated
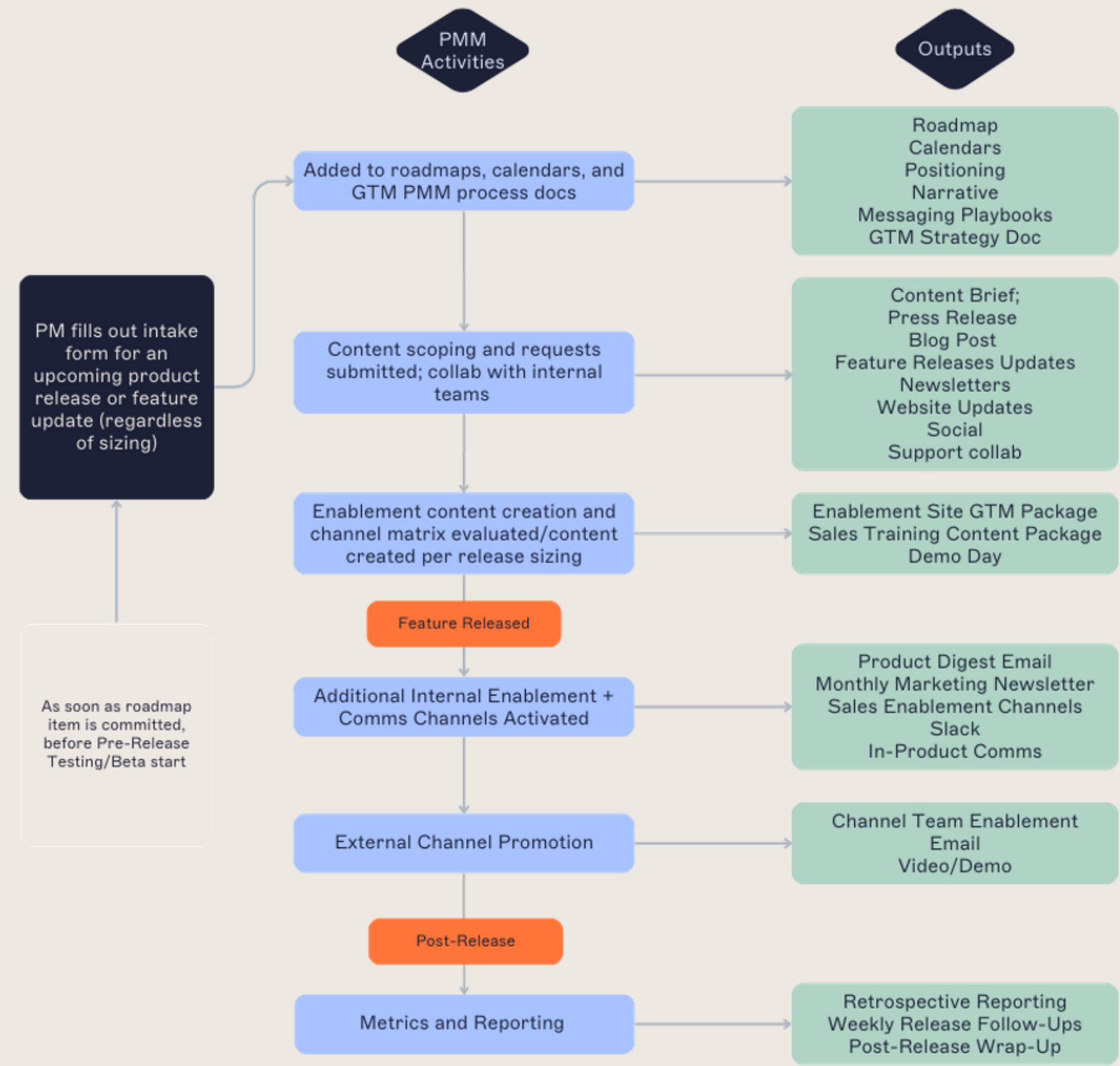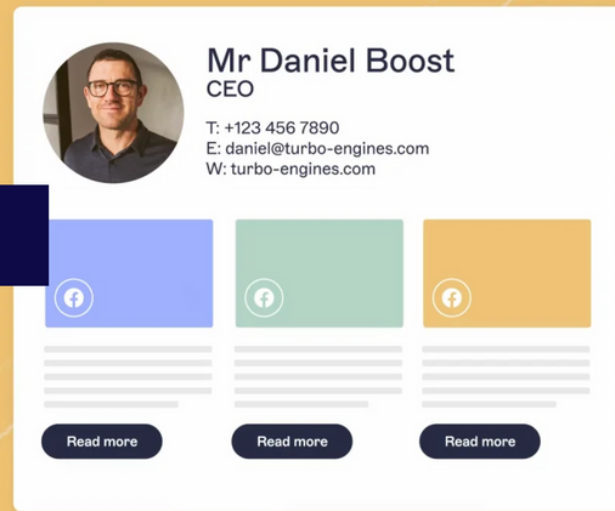→ Product Digest Email
Monthly Marketing Newsletter
Sales Enablement Channels
Slack
In-Product Comms

External Channel Promotion
→ Channel Team Enablement
Email
Video/Demo

Post-Release

Metrics and Reporting
→ Retrospective Reporting
Weekly Release Follow-Ups
Post-Release Wrap-Up

Inform

Channels we use to *inform*.

	Description	Audience
Product Release Calendar	A calendar that informs staff of when product/feature updates are occurring, as well as a brief description of said updates and a directive to available resources.	Customer Success Team Support Marketing Product Anyone who wants to know
'What's New'	A communication archive; each post informs customers and staff of a recent product/feature update with direct links to resources.	All staff and Customers
Monthly Product Digest Email	A monthly email that informs teams of the current and upcoming month's product releases.	Customer Success Team Support Marketing Product Anyone who wants to know
Monthly Marketing Newsletter Email	A monthly departmental bulletin sent to staff – content is all the latest happenings in Marketing (product releases would hold a space).	All internal staff

Exclaimer

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QR+vCard GTM Checklist ✓ Complete

Overview List Board Timeline Calendar Workflow Dashboard Messages Files +

Add task | Filter | Sort: 1 ✕ | Hide

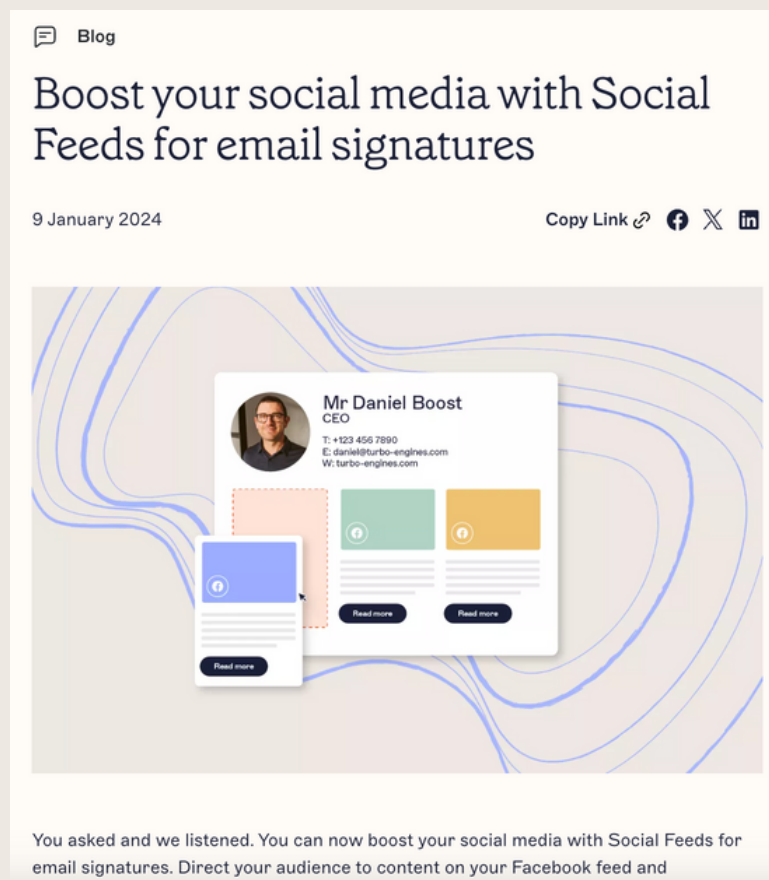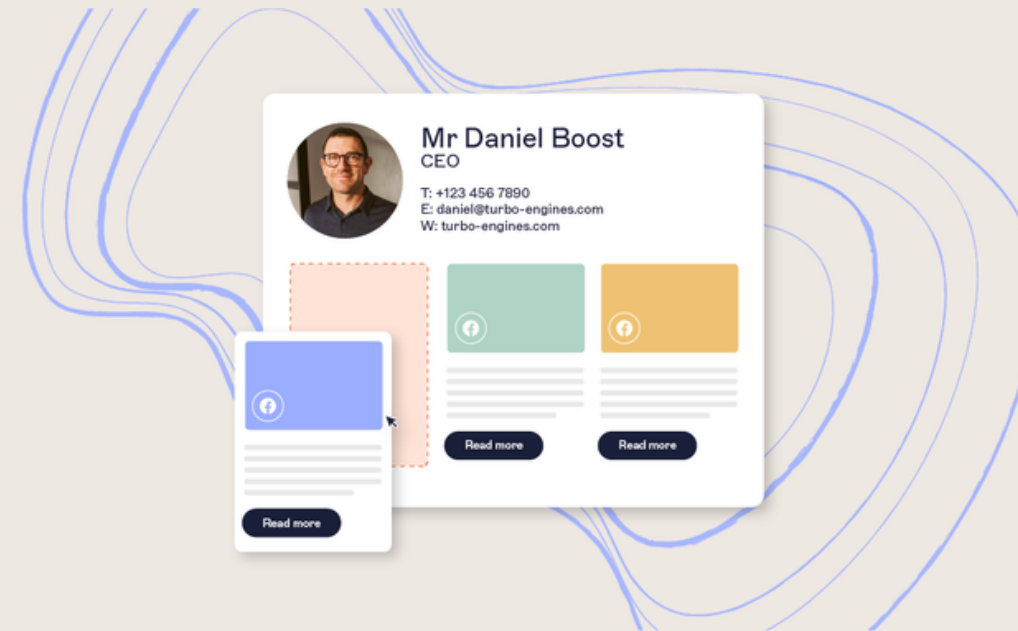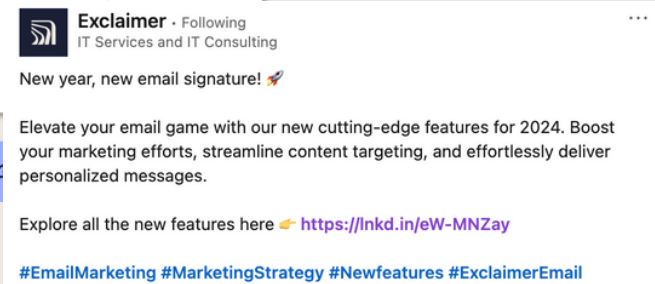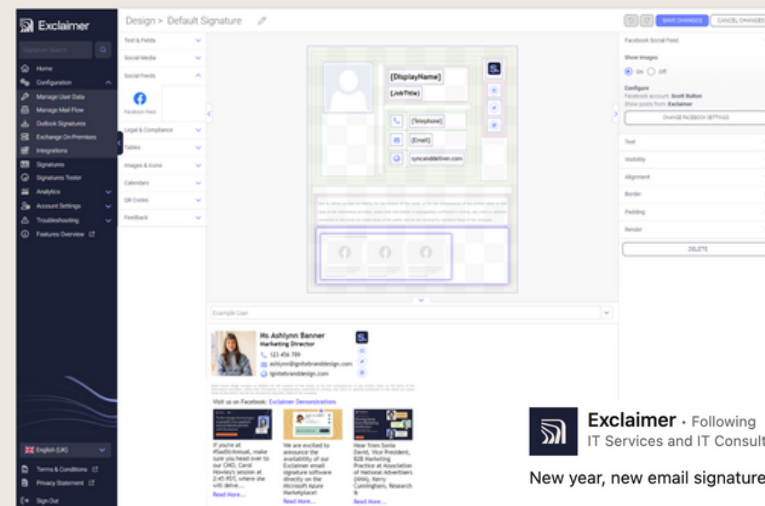| Task name	Assignee/s	Due date	Progress	Complet
✓ GTM Strategy Plan Finalized				
✓ Content Brief Assets Created + Finalized 1💬			Complet...	
✓ GA Confirmed and Launched		Sep 28	Complet...	
Add task...				
▼ Planning, Strategy, and Process Related				
✓ Intake form submitted?		Sep 12	Complet...	

Introduced product release intake form, process, and brought in design process to create assets for uniformed look for channel activation.

Marketing Advisory Group /VoC Program

Established and led a dynamic Marketing Advisory Group to drive cross-functional collaboration, harnessing diverse perspectives for innovative product positioning and go-to-market strategies. Leveraging qualitative and quantitative insights to inform product development, enhance customer experience, and drive revenue growth.

Be part of Exclaimer's marketing advisory group

At Exclaimer, we're all about making meaningful connections and are dedicated to building a product that works for *you*.

Welcome to the heart of change and innovation. Our new advisory group made up entirely of marketing professionals will be a driving force behind our company's evolution and how we serve our marketing customers.

Joining our advisory group isn't just an opportunity; it's your gateway to becoming a catalyst for transformation, a visionary for what's next, and a valued influencer in our exciting journey ahead.

Your feedback matters

Participate in regular customer surveys covering UX, product, marketing, branding, and more.

Engage in a dedicated community forum to discuss experiences, share suggestions, and connect with fellow customers.

Join focus groups and interviews to provide in-depth insights.

Amplify customer voices

Your insights directly impact customer experience improvements and product development.

Be a driving force behind positive changes that benefit all Exclaimer users.

Advanced access to features

Collaborate with our Product and Product Marketing teams, participating in Early Access Programs.

Provide feedback to help shape features and improvements.

Your insights in action

See your quotes and insights in our marketing materials and campaigns.

Receive updates on how your insights have driven real improvements in our products and services.

Help us build the future of Exclaimer

Marketing Advisory Group sign-up

Empowering marketers to achieve more is a top priority for us. That's why we need your expertise. Join our marketing advisory group to share your insights and help supercharge what Exclaimer can do for you.

First Name *   Last Name *

Business Email *

Job Title *   Company *

City *

Country *

Yes, I agree to receive relevant information from Exclaimer.

Submit registration

By signing up to receive the latest news from Exclaimer, you consent to receive targeted emails from Exclaimer. You can opt out of receiving emails from us at any time. You can read more about how we handle your personal data, your

Benefits of joining our marketing advisory group

Shape the future of Exclaimer
Participate in monthly surveys and join quarterly focus groups or interviews.

Get early access to new features
Trial the latest features and collaborate with us to enhance them.

Grow and connect
Join quarterly virtual and in-person events plus engage in a dedicated community forum.

See your insights in action and get exclusive swag
Watch your insights come alive in our product and receive cool swag when you join.

A taste of what we'll need your expertise for

We have some exciting product improvements in the works. You'll get to shape these, as well as future innovations, through testing and feedback.

Here are some examples:

Amplifying social content and adding new analytics to measure and optimize performance.

Delivering hyper-targeted messages and content to your audiences.

Simplifying campaign workflows.

Developing an improved, more user-friendly product interface.

Sales Enablement Site and Collateral

Designed and launched an enablement site, transforming the management of sales collateral. This eliminated content creation time for sales reps and streamlined resource searches, resulting in consistent site usage; 278% increase in usage within the first week of launch. Successfully navigated a rebrand, overseeing the overhaul of content across various teams to align with the new branding.

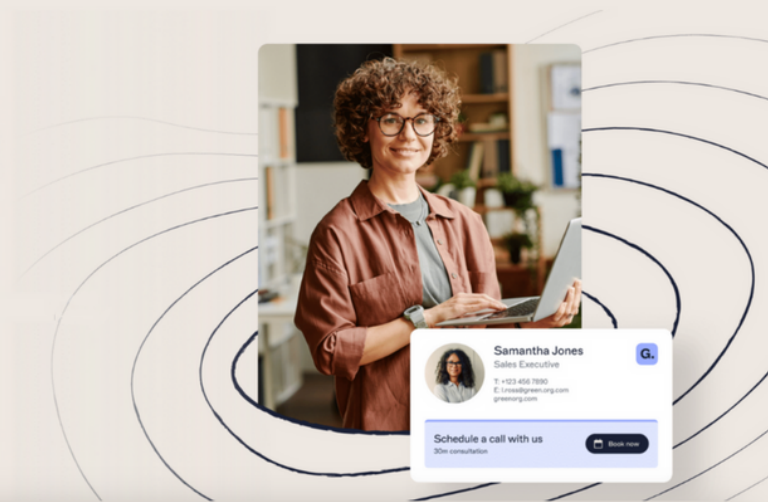# FY23 Sales Enablement & Product Showcase

Support greater lead conversion with self-serve product walkthrough and new sales enablement assets
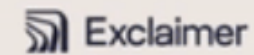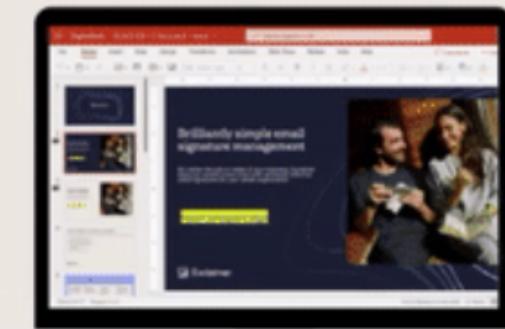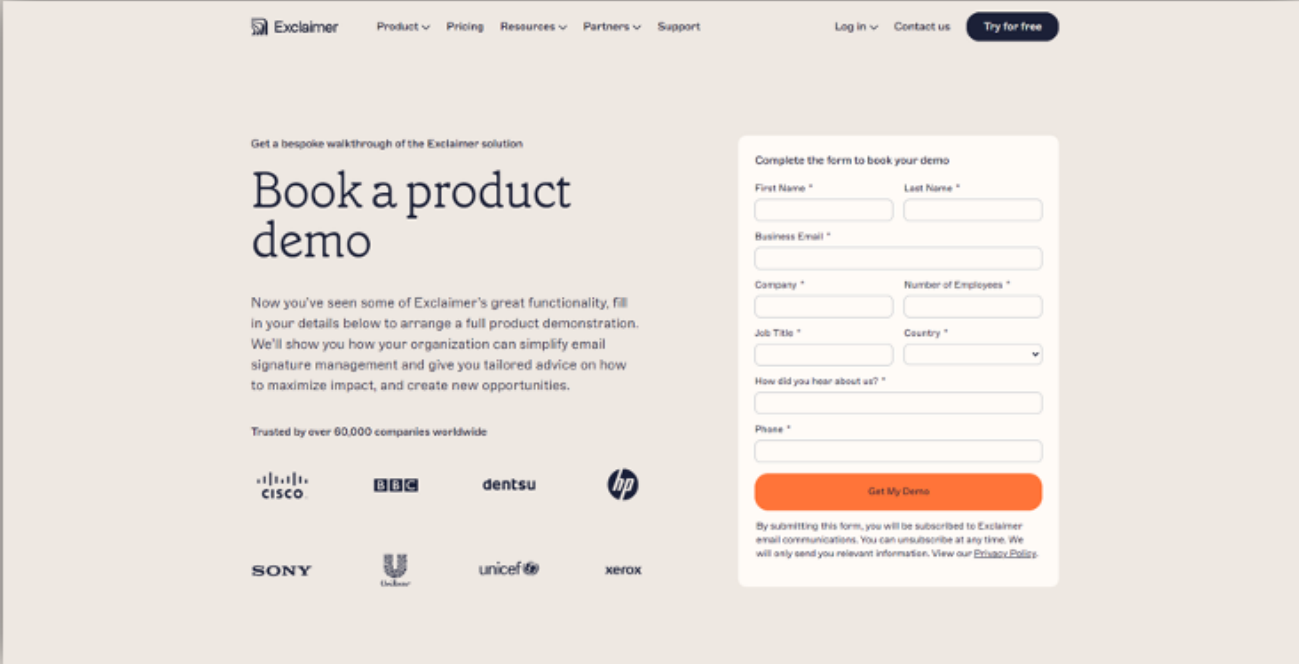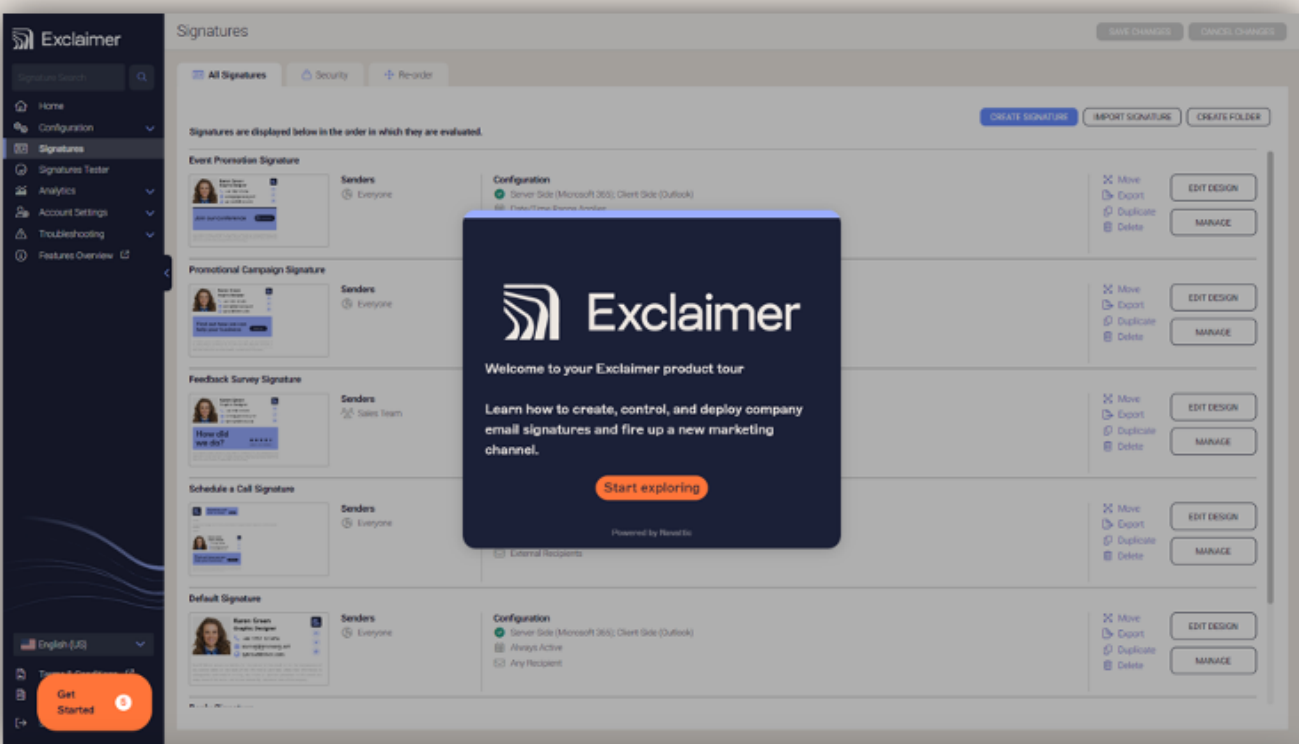

Achieved by:

- Launched a sales enablement hub with new sales assets to drive greater impact and consistency through the sales team

- Enablement content includes pitch decks, demo talk tracks and product collateral

- The product tour provides a self-serve, interactive walkthrough of the product (pre demo readiness)

1.8k	**6.2k**	**1.6k**	**34%**
Visits	Page Views	File Downloads	WAU/MAU User Stickiness

Interactive Product Tour

Creative & Results

Exclaimer Tour – Launched April 2023

25.5k	2,760	1,213	376	31%
Influenced Revenue	Unique Visitors	Engaged Visitors	CTA Clicks	CTR

Exclaimer Tour for Partners – Launched July 2023

221	157
Unique Visitors	Engaged Visitors

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What's Coming Next

NOTE: Features and timelines are subject t

Quarterly Platform Update

1:1 communication is the future

Upcoming features that impact all, especially marketing professionals

We're excited to unveil powerful new features that will give businesses a competitive edge. In today's fast-paced business world, staying ahead means adapting to the changing landscape of communication channels and customer expectations.

Build lasting relationships, one interaction at a time.

Our upcoming features will enable customers to create **authentic, personalized 1:1 connections** with their audience, resulting in unparalleled engagement.

In a world where digital communication has become cluttered and impersonal, it's time to rediscover meaningful interactions.

Connect to CRMs to target specific lists and contacts

Easily manage campaigns

Drive social media engagement and visibility by connecting feeds

Cut through the noise, connect genuinely, and thrive in the digital era.

Process, Management, Organization

Created a comprehensive PMM strategy, implemented essential operational procedures, and established measurable OKRs, leading to a substantial boost in cross functional synergy, streamlined inter-departmental communication, and a reduction in project delivery timelines.

Key Outputs (High Level Overview)

High-level overview – Each of these outputs have several outputs associated with it

Output	Description
Product Marketing Management Document	What does PMM do for Exclaimer; what are our team tenets and how do we operate? What are our main focus areas and what are key activities within those?
Strategy Documents	A strategy doc will be a **requirement for each project/overall initiative**.. We set the standard for process and visibility! **START HERE** • Other docs can stem from here to support strategy/overview project • Doc can be used as reference in Content Briefs • Example here for project-based work Project based template GTM Strategy template
GTM Standup	Asana workspace (PMM Portfolio), team syncs, intake forms, 'journey of a product release' roadshow, several requests from Product partnership to make this thrive
Brand + Sales Enablement	New brand roadshow; continuously arm sales with the messaging and positioning they need – overly communicate and drive home demo days, roadshows, workshops, etc by establishing a quarterly check-in/event outside of enablement pod work. Messaging framework for team; Messaging framework trimmed down to share Brand TOV Workshop Enablement website Strategic Narrative
Business Growth Narrative WIP	Establishing PMM as the 'positioner' of Exclaimer. Growth narrative and planning – partnership with Demand Gen (DG).
Execution and Performance Tracking	'process' /flow for how we report on activity – retrospective dashboards built into asana for product and feature releases, report on sales activity (how enablement materials are working), migration activity and more. Bi-weekly or monthly. Define KPIs and tracking mechanisms to measure the effectiveness of the messaging and positioning.
Content Requests	Developed a system/process for how we streamline working with stakeholders on getting sales enablement content. Additionally, we need to foster a more streamlined 'storefront' type of content templates from Content to use for quick updates. most need to go through design, a lot can be generated from PMM team / partner with DG team to deliver; we need autonomy to move faster and be agile, especially for internal enablement.

PMM Portfolio

Set status

Share | Custom

List | Timeline | Dashboard | Progress | Workload | Messages

+ Add work | Filter | Sort

Progress type: Task | Send feedback

Name	Status	Task progress	Date	Owner	+
Audit Log GTM Checklist	No recent updates	32%	Jan 29	Jen Brinkley	
Salesforce Integration GTM Checklist	On track 28 days ago	45%	Wednesday	Jen Brinkley	
Campaign Management GTM Checklist	On track 28 days ago	47%		Jen Brinkley	
Social Feeds GTM Checklist	On track 29 days ago	79%		Jen Brinkley	
LinkedIn Pilot Program - Social Feeds Checklist	No recent updates	17%		Jen Brinkley	
PM(M) In-Product Requests	No recent updates				
PMM In-Product Projects	No recent updates				

Name	Time period	Progress	Owner
▼ Product & Customer +			
▶ Drive customer engagement and advocacy 4 △ • Objective • Product & Customer	FY24	0% No status	
▶ Reinforce and improve market position 5 △ • Objective • Product & Customer	FY24	17% No status	
▶ Empower sales with precise persona knowledge and tools 3 △ • Objective • Product & Customer	FY24	0% No status	
▶ Drive PLG by audience-centric alignment 4 △ • Objective • Product & Customer	FY24	0% No status	

sales_and_marketing_colab ⌄

93 | Try canvas

Jen Brinkley 13:18

Today ⌄

🚀 [New Feature Announcement] Social Feeds is Live! 🚀

Great for Marketers

KEY FEATURES:
- Automatically insert your last three Facebook posts in your signatures
- **New** Social Feeds analytics section to see how signatures convert recipients to click-through and read posts.

CUSTOMER BENEFITS:
1. *Expand your social reach*: Increase follower count and expand the audience for your Facebook social media content through your business emails.
2. *Amplify engagement*: Drive greater click-through-rates with more visual and interactive signature designs.
3. *Measure the results*: Improve the performance of your social media efforts with new insights provided in the Social Feeds Analytics dashboard.

Note: We are launching Facebook to start, hopeful for other networks in the future.

ACCESS:
Enable this new feature from the Integrations section under Configuration options.
Available for Pro Plan customers.

RESOURCES:
- GTM package on enablement site
- Quarterly Platform Update inclusion
- LinkedIn post (show some love!)
- Blog post
- Press release
- Knowledge Base articles here and here

QUESTIONS?
You might find the answers you're looking for in the KB articles or in the enablement site content. Feel free to reach out to the PMM team or with additional questions. Please use all normal escalation processes for any issues.

Congrats to the product team and especially @Scott, our design + content team, and our GTM teams (shout out to support) for helping bring this to market. (edited)

SocialFeedsLive.jpeg ⌄

Boost engagement by displaying your social posts

Mr Daniel Boost
CEO

Strategic Narrative and Positioning

Crafted comprehensive buyer persona narratives and messaging framework for Exclaimer, driving a noteworthy increase in message resonance among target audiences based on feedback loops, increase in conversion rates.

Strategic Narrative

Communication is broken

Digital communication has over-complicated what was once simple, a conversation between two people. Communication must be personal and authentic to achieve impact, build relationships, and drive growth. By simplifying communications and making them more relevant and timelier, organizations have an opportunity to rise above the complexity and noise to differentiate themselves through more meaningful interactions.

POVs

| Growth comes from organizational efficiencies | There's no demand without brand | The future of marketing communication is 1:1 |

Brand Pillars

| Grow | Trust | Connect |

Brand Proposition

Exclaimer amplifies your email

As the world leader in email engagement, we can help you increase your brand's consistency and expand its reach, with high-impact results.

Integrated Narrative Execution

Strategic Narrative

Communication is broken

Campaigns

| There's no demand without brand | Efficient growth |

Audience

Marketing

IT

Execution

New Logo & Growth

| Direct | Channel |

Segments

| SMB | Commercial | Mid-Market | Enterprise |

Integrated campaign execution

STRATEGIC NARRATIVE							
"Communication is Broken"							
CAMPAIGN — No demand without brand				CAMPAIGN — Efficient Growth			
POV		POV		POV		POV	
PROGRAMME E.g.: Event	PROGRAMME E.g.: Vertical ABM	PROGRAMME E.g.: IT Research	PROGRAMME E.g.: Vertical ABM	PROGRAMME E.g.: Event	PROGRAMME E.g.: Vertical ABM	PROGRAMME E.g.: Event	PROGRAMME E.g.: Vertical ABM
CONTENT CONTENT	CONTENT CONTENT	CONTENT CONTENT	CONTENT CONTENT	CONTENT CONTENT	CONTENT CONTENT	CONTENT CONTENT	CONTENT CONTENT
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5 x Vertical Pages

Healthcare

Manufacturing

Pro Svcs

Financial Services

Technology
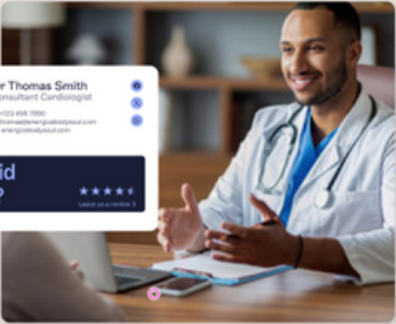
Messaging from vertical pages transformed to ads.

Part of relationship with Demand Gen team to create better aligned narrative work and integrated campaigns.