

Objectives & Prioritized Initiatives

Headlines for the Quarter

Drive Demand

Digital Awareness

- **Campaigns:** Integrated multichannel global and regional digital marketing campaigns.
- **Engaging Multimedia Content:** to engage and convert audiences inc new **video strategy & podcast**
- **Events, Roundtables and Webinars** raising brand awareness and engaging our ICP.
- **US First Strategy** increased awareness, up use of intent data, target key verticals.

Network Effect

Diversify Channels

- **Review sites:** improve review scores and managed growth plan to drive reviews, leverage intent.
- **Community:** launched a network of community plays to extend reach and join in conversations
- **Future proofing growth:** through investment in a strong brand & channel mix across paid, owned and earned to capitalize on opportunities in MWoM and AI, and negate risks to advertising and search.

Channel

Partnership and Alliances

- **Microsoft GTM** and relationship development, joint campaigns, Marketplace growth activity.
- **Distribution** push with key partners, campaigns, relationship build and MDF, enablement.
- **Reseller:** Support sales turnaround and continue silver/gold tier uplift. **MSP program** support.
- **Partnerships:** Mimecast v2, Barracuda, Marketing partners eg 6sense, Integrations eg Hubspot.

Conversion

Funnel Optimization

- **Website and CRO:** Focus on driving traffic, conversion and personalization tooling.
- **Pipeline velocity:** Drive via SQL campaigns, BDRs, nurture, mktg partnerships, and ROI metrics.
- **ABX expansion:** Into key verticals and account mapping at Enterprise.
- **CRM:** Super Nurture and email developments, support self serve and increase email CTR.
- **Sales Enablement:** Leverage tooling incl Klue and Jasper to improve sales efficiency and confidence.

Retention

Customer Centric Growth

- **Drive advocacy:** Identify & track champions & drive new biz referrals from our engaged user base, showcase social proof; engage job movers to drive high intent leads
- **Customer data & insights** to inform product development, feature adoption and lifetime value

Team
Operations

Driving Growth at Scale

- **Pod Plans:** Execution of cross Functional squads to work on key growth opps incl CRO, reviews, CRM
- **Website Management:** New web development agency on board – ramping up delivery
- **Data Attribution:** Future adoption of multi touch models key to recognizing success of new channels

Buy like a consumer

Segmentation approach

PLG

● Leverage marketing automation to nurture leads and offer quick self-service demos and 1:many demo day.

If cost effective we could run these leads through/to our distribution network as a value-add and enhance our partner distribution relationships.

SMB

Commercial

Mid-Market

Enterprise

1:Few

● Provide a consultative selling approach. Position Exclaimer as a strategic partner. The personalized demo is key. Showcase email signature templates with their social feeds. Identify what events they're attending, how many campaigns they run/year.

PLG ideally or Self-Serve

Inbound leads are nurtured through a self-service sales funnel.

● Offer easy access to online demos, how-to guides, and webinars that allow decision-makers to see the solution in action.

Provide offers that solve specific pain for this segment: *ABM lite*

1:1 and Land & Expand

Personalized 1:1 ABM TAL motion.

● Additionally, strategic focus on parent/child relationship of accounts and offering customer referrals to existing customers to intro us into sister companies.

Plan on a page/GTM strategy for these larger accounts is key alongside multi-threading.

In complex, larger deals, utilize Microsoft Marketplace for ease of doing business.

Improve SQL to CW conversion

Persona	POVs
Marketing/IT	<ul style="list-style-type: none"> No Demand, without Brand The Future of Marketing is 1:1

Description				Key message/takeaway	Channel & Tactics	
Collaborate closely with the sales teams to identify open SQLs that would benefit from enriched marketing information (CRM + 6sense) , enabling more relevant 1:1 conversations through key channels.				Deploying marketing programs at a 1:1 account level while also scaling across multiple cases (Scaling with web personalisation 1:1 ABM Playbook)	Owned <ul style="list-style-type: none">✓ Email✓ 1st Party Events✓ Drift✓ Gifting✓ Web personalization<ul style="list-style-type: none">○ 1:1 microsites○ Web personalization✓ Sales Outreach Sequences✓ Webinars Paid <ul style="list-style-type: none">6sense Display / LinkedIn✓ PPC Retargeting	
Objectives						
<ul style="list-style-type: none">• Improve SQL to CW Rate• Reengage stalled SQLs• Drive awareness with target account stakeholders not currently involved in sales conversations						
Segments and Regions			Content & Assets			
<ul style="list-style-type: none">• Mid-Market, Enterprise• Tier 1 regions			<ul style="list-style-type: none">• Exclaimer Virtual Marketing Meetup• Exclaimer Virtual Meetup (MKTG) monthly (web personalisation ABM MBA)• Product / Value Positioning (use case / outcomes, other enablement)• Why act now? What will you lose out on• ROI calculator• Champify: Multi-thread Open Opp• Stuck deal reactivation programme (e-gifting)• "Intent-Driven Signatures"			
Key Results	SQL to CW % Growth	Accelerated Pipe				CW ARR
Target	N/A	£ --				£ --

Competitive Landscape

US GTM Strategy

Market opportunity

Market size + email opportunity

The US has one of the largest and most active business email user bases in the world. A significant number of businesses rely on email communication as their primary mode of professional interaction

Marketing + Personalization

US companies are adopting a personalized approach to email communications, using email signatures as a marketing tool.

Integrating dynamic signatures with marketing campaigns, promotions, & events presents a significant opportunity.

Compliance + legal regulations

Finance, healthcare, & legal, have regulatory requirements like HIPAA (for healthcare) and SOX (Sarbanes-Oxley Act for financial compliance).

Exclaimer's ability to ensure compliant, legally-required information is included in every email

Market headwinds

Economic uncertainty

Economic pressures, particularly in an inflationary environment & economic uncertainty, may lead US companies to cut back on non-essential software spending.

While Exclaimer provides clear benefits, smaller businesses or those under budget constraints may view it as a lower priority.

Competitive pressure

The US is home to several established competitors, both local and international, that offer email signature management services.

Differentiating Exclaimer from these competitors is critical to standing out in this crowded space.

Sales cycles

Large US enterprises often have longer procurement cycles and stringent vendor evaluation processes.

This could slow Exclaimer's penetration into the upper end of the market, where potential deal sizes are larger, but sales timelines may extend significantly.

Competitive landscape

Direct Competitors

- ✓ CodeTwo
- ✓ Opensec
- ✓ Letsignit
- ✓ WiseStamp
- ✓ Rocketseed
- ✓ Crossware

Indirect Competitors

- ✓ Native Email Platforms - could become formidable competitors by providing basic functionality at no additional cost.
- ✓ Companies choose to do nothing.

Custom In-House Solutions

Large US corporations with significant IT resources may opt to build and manage their own email signature management solutions in-house

Market entry strategies:

Vertical-Specific Marketing: Focus on key verticals such as finance, healthcare, legal, and education where email communication and compliance are critical. Tailoring messaging to highlight Exclaimer's compliance benefits will resonate with these sectors.

Strategic Partnerships with MSPs and VARs: Developing partnerships with managed service providers (MSPs) and value-added resellers (VARs) in the US will help Exclaimer scale through established networks, especially among SMBs.

Emphasizing Security and Compliance: Highlighting Exclaimer's security credentials, including any certifications relevant to data protection, will be crucial in addressing US businesses' cybersecurity concerns.

SaaS Startups: SaaS startups offer a high-growth, scalable customer base with shorter sales cycles, upsell opportunities, and the potential for strong customer advocacy and referrals. This alignment also enhances Exclaimer's positioning as a tool for innovative, fast-moving businesses that need reliable, efficient solutions to support their growth.

Awareness

Customer State:

Potential buyers don't yet know about your company or that they have a need that your solution could address.

Goal:

The primary goal is awareness and exposure for the;

Brand, category, problem and product.

Conversion:

We want the customer to move to the engagement or consideration stages. They will either do their own research or go to our website for more information.

Activities:

Brand, SEO, PR, Events, Paid advertising, Webinars, Podcasts, Social, Review Sites.

KPIs

Brand Recognition: Target Audience recognition sampling

Website Traffic: Direct traffic, visitors, page views

Social Media Engagement: (Likes + comments + shares) / total followers * 100

Total Impressions: Impressions across all organic and paid content

Meta Ad Recall Lift: Ad seen within 2 days

Media Consumption: Podcast, webinar, YouTube video views

PR: Mentions and share of voice

Reach: Impressions / frequency

SEO: Brand search volume

Event & Webinar: Number of attendees

Engagement

Customer State:

Potential buyers realize they have a problem and start looking for solutions.

Goal:

The primary goal is engagement ensuring we are appearing where they do their research.

Conversion:

We become more intentional and measure against converting keywords in acquisition channels, and traffic from review sites. Track and measure leads from demand generation activities. Track journeys on the website.

Activities:

Brand, SEO, PR, Events, Paid advertising, Webinars, White papers, Podcasts, Social, Review Sites, Website.

KPIs

- Website Traffic:** Visitors, page views, bounce rate
- Social Media Engagement:** (Likes + comments + shares) / total followers * 100, reach
- Total Impressions:** Impressions across all organic and paid content
- PR:** Share of voice
- SEO:** Brand search volume, keyword search volume
- Paid Advertising:** Impressions (CPI), Click through rate (CTR), reach, clicks
- Email:** Subscription rate (Number of New subscribers)/(Number of visitors)*100
- Events & Webinars:** Number of leads

Consideration

Customer State:

Potential buyers are now aware of Exclaimer and are considering whether our product can solve their problem.

Goal:

The primary goal is moving them to purchase via a personalized customer journey across our owned, earned and paid media.

Conversion:

We become more intentional and measure against converting keywords, moving the customer along their journey and ensuring they have the touchpoints they require for themselves and the buyer group either self-serve or sales.

Activities:

Website, Retargeting, Webinars, Podcasts, Social, Review Sites, Email, YouTube, Guides. Demos, Case Studies, Sales



KPIs

Website Traffic: Visitors, page views, time spent on page, bounce rate

Customer journeys: Measuring personalized customer journeys for targets segments and cohorts

Product Info Engagement: Interaction with product demos, FAQs, feature pages, free trials, guides, explainer videos: views, time spent on page, video engagement, video view rates

Email: lead nurturing campaigns - open and click through rates (CTR)

Retargeting: segment and state campaigns – Impressions, clicks, CTR

Leads: Number of leads, MQLs, SQLs, lead conversion rate (Number of opportunities / number of leads)*100

Purchase

Customer State:

The buyer has made their decision to purchase.

Goal:

The primary goal is to purchase and onboarding with high customer satisfaction.

Conversion:

We want the customer to move to the adoption, retention and advocacy stages. At this point we understand the type of relationship they want to have with us.

Activities:

Demos, Case Studies, Sales calls, Email follow-up.

KPIs

Sales Conversion Rate: $(\text{No. sales} / \text{No. leads}) * 100$

Customer Acquisition Cost (CAC): $\text{Sales costs} / \text{No. new customers}$

Time to purchase: First interaction date to purchase date

Conversion by lead source: First, last and attributed

Avg Deal Size: $\text{Total revenue} / \text{number of deals}$

No. Trials / Calls: Number and conversion to purchase

Sales Cycle Length: Consideration to purchase

Cost per Acquisition (CPA): $\text{Total marketing spend} / \text{no. customers acquired}$

ROAS: Return on advertising spend

Adoption, Retention & Advocacy

Customer State:

The buyer has become a customer, and will now enter into a relationship with the company.

Goal:

The primary goal is retention, growth and advocacy.

Conversion:

We want to ensure adoption with high customer satisfaction, an understanding of the relationship a customer wants to have with us, for those that want to be more than transactional nurturing a relationship that brings the customer value and leads to advocacy.

Activities:

Brand, Events, Webinars, Podcasts, Social, Reports, Email, Surveys, Reviews, WOM, Community, Customer Stories.

KPIs

Net Promoter Score (NPS): Target Audience recognition sampling

Customer Retention Rate: Direct traffic, visitors, page views

Customer Lifetime Value (CLV)(Likes + comments + shares) / total followers * 100

Churn: Impressions across all organic and paid content

Email: Ad seen within 2 days

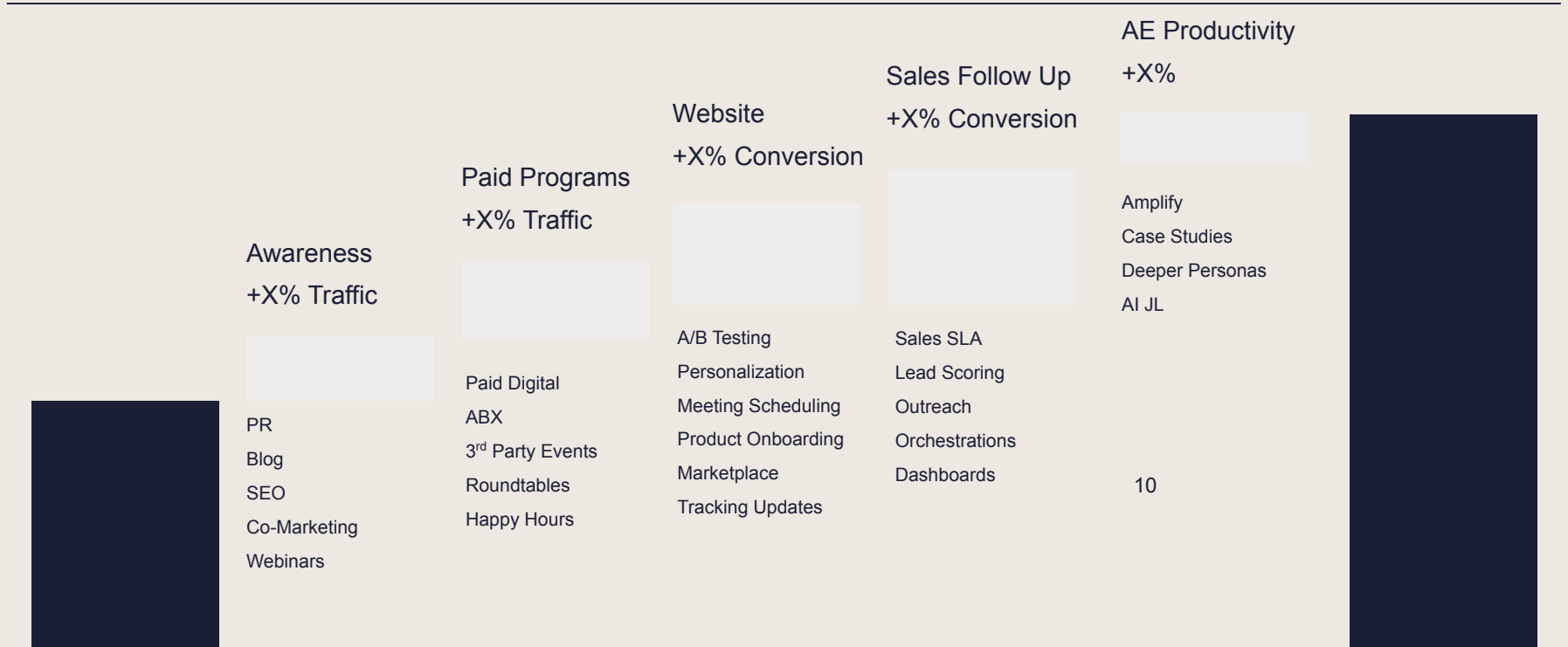
Events / Webinars: No of customers at events / webinars

Community: Overall number, engagement

Customer Stories: Number of customer stories

Reviews: Number of reviews

How we will achieve +30% YoY Growth



A differentiated strategy

US GTM Strategy – Key priorities

● White space for category definition

Digital transformation and compliance are significant priorities in the US. There is a gap between traditional email management tools and what Exclaimer offers in terms of marketing value, brand consistency, and compliance.

Your untapped marketing opportunity: Measurable ROI from email signatures is an untapped asset in many US businesses.

[benefits: increased engagement, lead generation,

Category creation

All-bound partnership

● Agile, conversion focused

Run campaigns that position Exclaimer as the obvious choice. For example:

Theme: “More Than Just Signatures: Your Brand’s New Engagement Platform” [Competitor pt.2]

Tactics: Comparison campaigns that highlight key differentiators. Use side-by-side comparisons in ads, webinars, and social media content to show how Exclaimer outperforms competitors in terms of features, scalability, & impact.

High-impact campaigns

Marketing + IT
tech partnerships

● Localized + vertical content

Personalized multi-channel messaging and campaigns to support and drive mid-funnel engagement for open opportunities.

● Align ABX + 1: few events with strategic & alliance partners [Microsoft, 6sense, etc.] in key cities [Boston, New York, Dallas & Austin]

● Through + to strategic partners

Host co-branded webinars to partner clients to position Exclaimer as a marketing channel that enhances email signature campaigns with dynamic banners and trackable links, helping marketers integrate email signatures into broader marketing campaigns.

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Driving high-intent lead creation - needs

US GTM Strategy

Product driven

- ✓ Free Trial [focus on the abandoned trial journey data]
- ✓ Interactive Demo [insert an offer into our interactive demo experience --- experience/page could use an overhaul to drive a conversion of someone that hits this page.]
- ✓ ROI Calculator [someone that hits this page is looking for a way to showcase value/ROI - your business case for your boss - or is there an immediate conversion offer?]
- ✓ Feature Comparison Guide - download [tie into exit intent or a drip campaign - people that visit pricing page, explain that Exclaimer is the right choice...]

Tools & templates

- ✓ Email Signature Generator
- ✓ Email Signature Templates [email signature template for insurance, email signature templates for your ABM motion.... these will help promote/drive organic + add in a conversion offer]
- ✓ Email Signature Compliance Checklist [compliance checklist for healthcare -- tie to regulatory compliance, disclaimers, etc. -- make downloadable, etc. --- again, conversions/offers, etc.]
- ✓ Content Planning Calendar/Worksheet -- include email signatures in your campaign strategy, your ABM strategy....

Assessment/audit

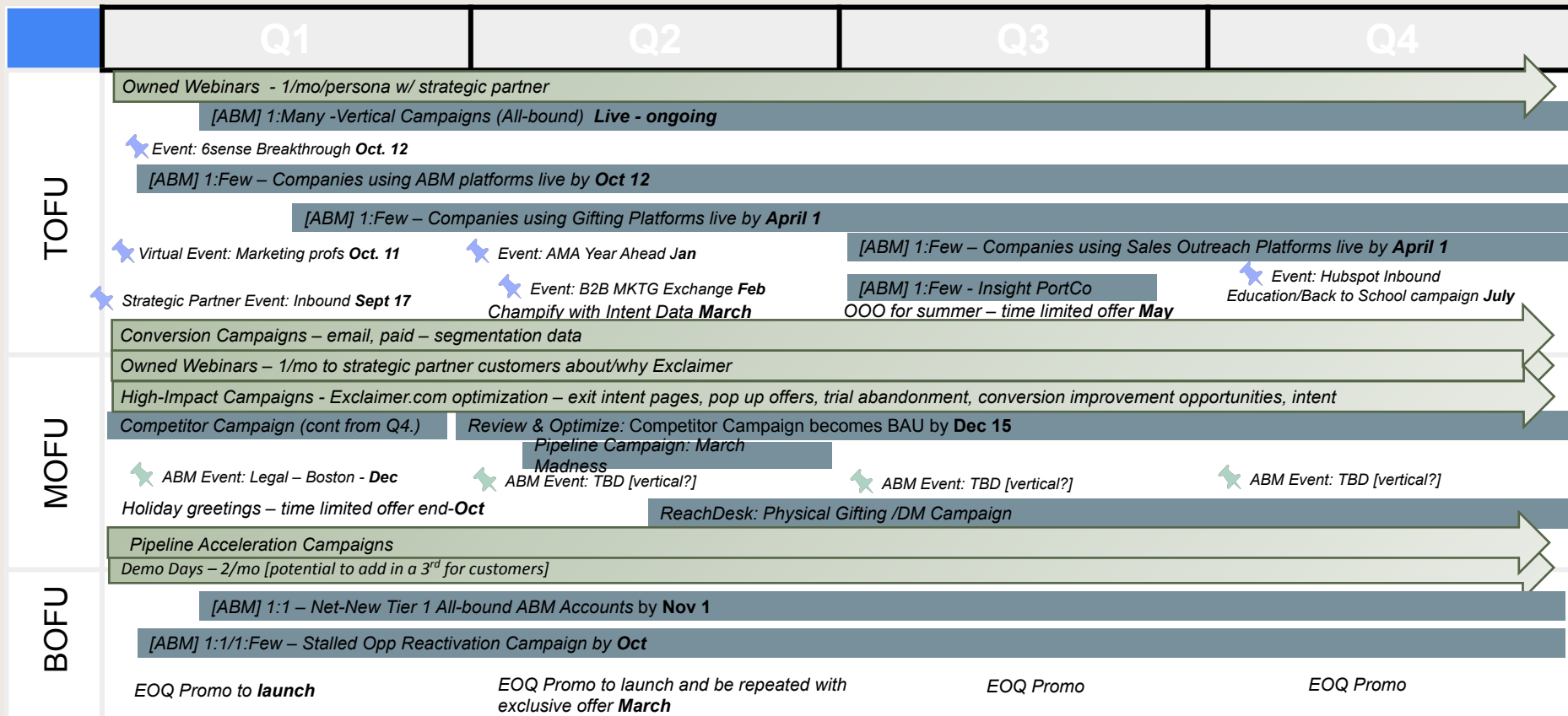
- ✓ Email Signature Audit Tool [enter your current email signature and schedule your consultative call to receive your free audit...]
- ✓ Branding Health Check OR Rebrand Health Check [submit your current strategy, Exclaimer delivers a summary on how well or where you can improve the use of a channel you already own - email signatures]
- ✓ Compliance Risk Assessment [assess compliance risk related to email communications -- missing legal disclaimers, privacy notices, etc. --- conversion opportunity]

Exclusive access

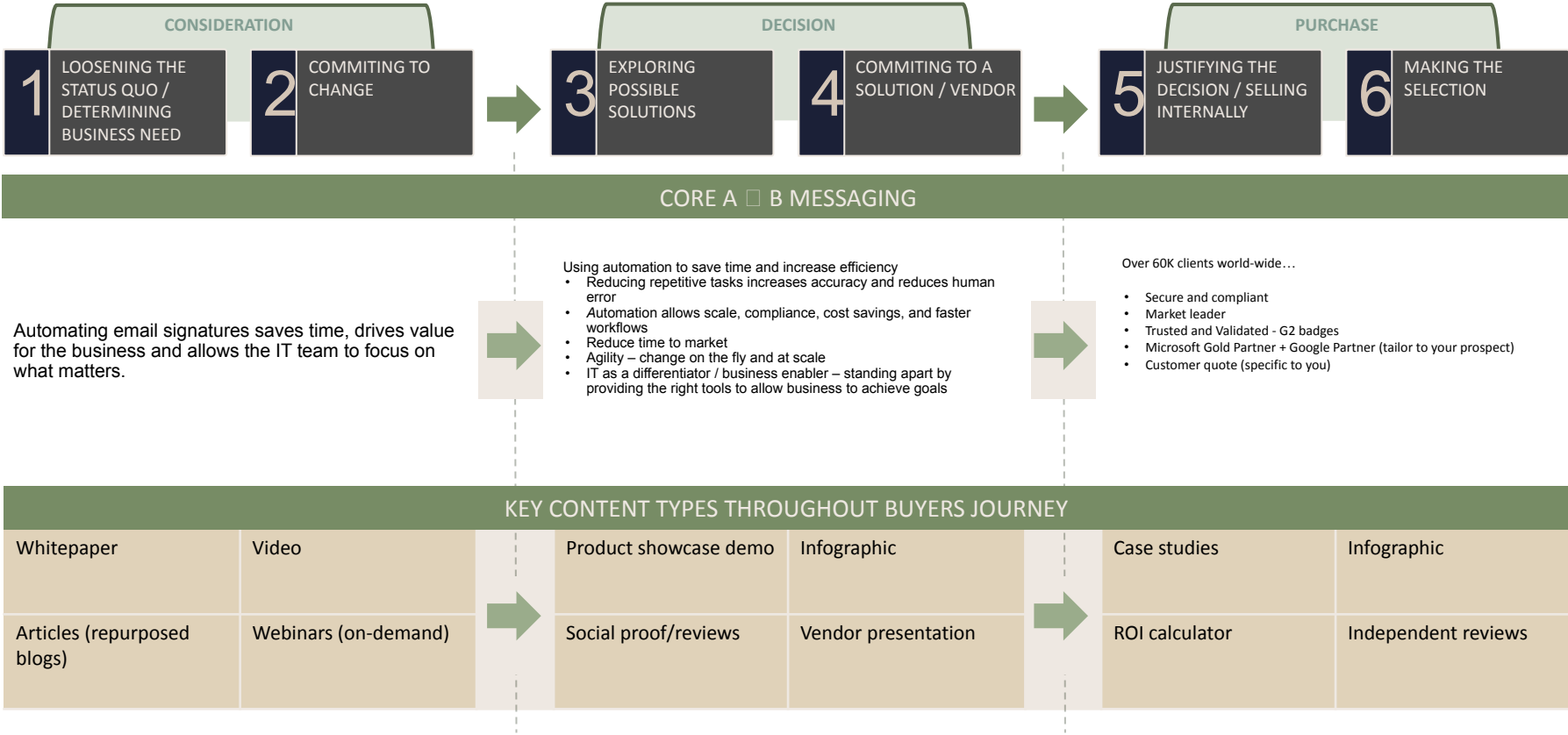
- ✓ Market Research [downloads to our research reports --- gated]
- ✓ Beta Access [be the first to access our latest X product release]

US Marketing Activities

Overview – Through-Funnel



Theme Conversation Map



Theme Asset Map

	1 LOOSENING THE STATUS QUO / DETERMINING BUSINESS NEED	2 COMMITTING TO CHANGE	3 EXPLORING POSSIBLE SOLUTIONS	4 COMMITTING TO A SOLUTION / VENDOR	5 JUSTIFYING THE DECISION / SELLING INTERNALLY	6 MAKING THE SELECTION
Primary	Whitepaper	Webinar	Product showcase demo	Infographic	Case studies	Infographic
	Whitepaper: Empowering IT Efficiency: How to Work Smarter and Do More with Less Link	Webinar: How IT Professionals Can Do More with Less Link	Product showcase demo Navattic tour OR animation	Infographic – How to buy email signature management software	Asset Title / Link Make a Wish	Infographic – What to expect with Exclaimer (the now what?) – easy to deploy message Include awards, etc.
Secondary	Feature article about tech trends and strategies	Feature article about tech trends and strategies	On-demand demo	Pitch Deck	ROI tools, calculator, other assessment tools	Independent product reviews, opinions
	Article: (repurposed blogs) onto a landing page	Repurposed blogs articles into eBook (add in research data points)	On-demand demo	IT Pitch Deck	Signature Management Calculator Link	G2, Trust Radius Customer Quotes – IT Specific (potential industry specific) Customer Logo Slides



complete



in process



not started