Product and Sales Enablement Update

What's New?

Enablement

Engage with customers wit
content at every interaction

Modal Popup

New year,
new *signature* →

Salesforce
Salesforce Integration

Social Feeds

Power up your marketing
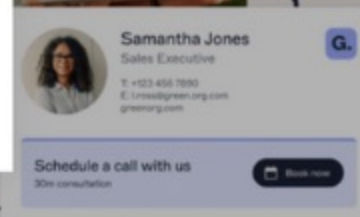with our new features

Campaigns
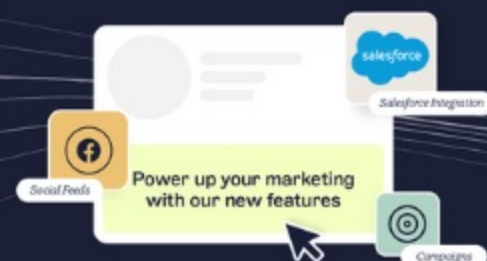
Exclaimer

New Features Teased in Blog Post

We have 3 big marketing features launching this month. Learn more about our positioning of these + head over to the PRODUCT page on the site to view enablement materials to help drive this content in your conversations. Reach out to Jen Brinkley with any questions.
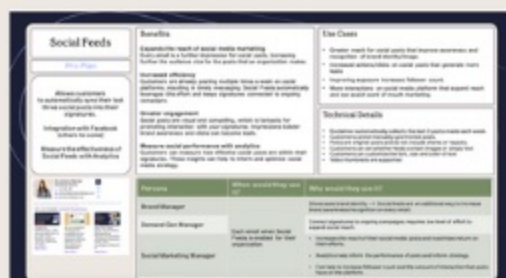
Learn More

Samantha Jones
Sales Executive
T +123 456 7890
E t.cross@green.org.com
greenorg.com

Schedule a call with us
30m consultation   Book now

Great for Marketers

Social Feeds

January 9th, 2024

A *boost* for your socials
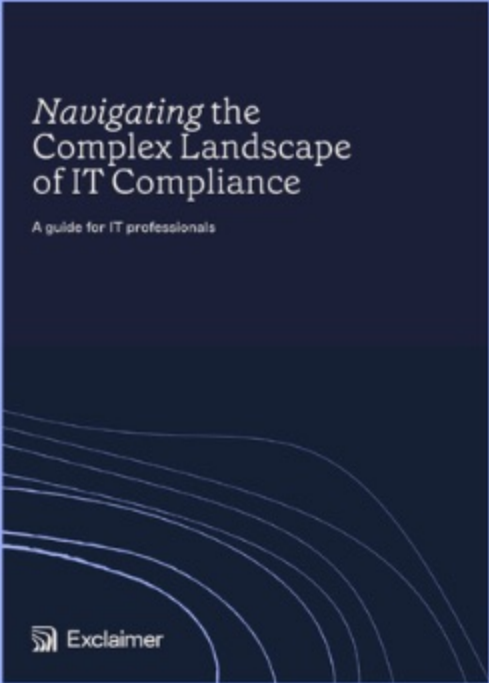Supercharge social media engagement with every email

Exclaimer

Social Feeds
January 2024
Exclaimer

[Internal] Sales Sheet One-Pager

(quick reference)

[Internal] Expanded Sales Sheet

(FAQs, how to, use cases)

Whitepapers: IT Audience
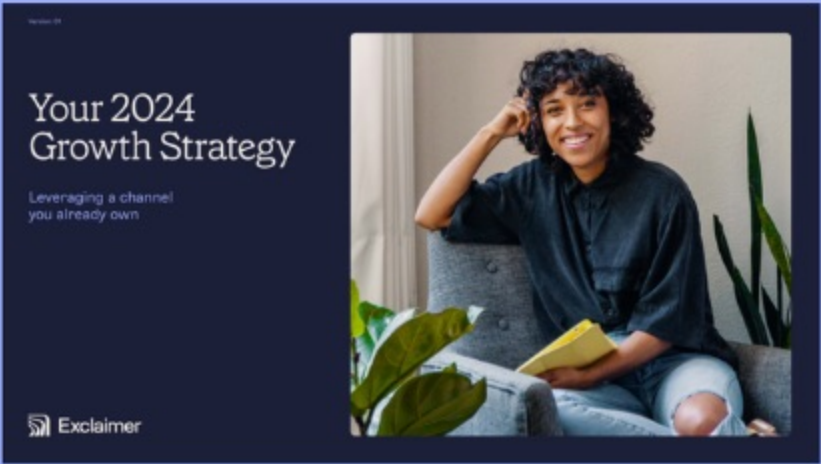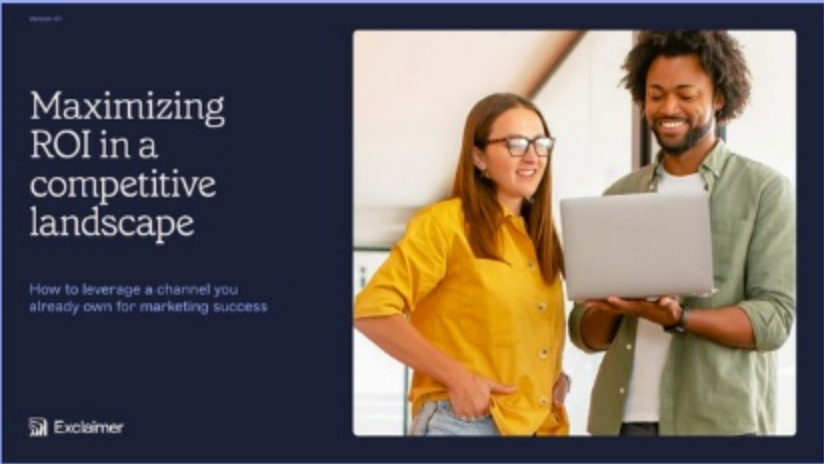
Rethinking email signatures

See how Exclaimer revolutionizes how IT controls email signatures

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Navigating the Complex Landscape of IT Compliance

A guide for IT professionals

Exclaimer

Empowering IT efficiency

How to work smarter and do more with less

Exclaimer

English

French

Dutch

German

For: Google

For: Microsoft

Whitepapers: Marketing Audience

Maximizing ROI in a competitive landscape

How to leverage a channel you already own for marketing success

Exclaimer

Your 2024 Growth Strategy
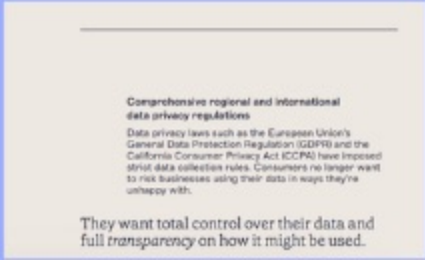
Leveraging a channel you already own

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04 — Examples of email signature *marketing* campaigns

Here are ten examples of how to use your email signatures in your marketing campaigns.

1 Flash sales, special offers, and discounts
A lot of your emails are with existing customers. Use customer-facing colleagues to carry special offer messages to influence upselling and customer retention objectives.

4 Customer retention campaigns
Common triggers for customer churn include issues with the product or a poor experience. Organizations mindful of these design retention campaigns with high-touch support to enhance customer expectations. One-click surveys or links to a customer service chat function within an email signature can help to support these.

2 Cross-sell campaigns

02 — Data privacy *challenges* for marketers

With data privacy concerns increasingly taking center stage, there's no room for error around obligations to protect personal data.

This has understandably left many marketers

Comprehensive regional and international data privacy regulations

Data privacy laws such as the European Union's General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA) have imposed strict data collection rules. Consumers no longer want to risk businesses using their data in ways they're unhappy with.

They want total control over their data and full *transparency* on how it might be used.

Security Documents

...oft 365 Security

Google Workspace Security

An overview of the security measures used by Exclaimer to protect its customers and their data.

Microsoft Exchange & Hybrid Security

An overview of the security measures used by Exclaimer to protect its customers and their data.

Security Updates:
Microsoft Certification & Security Scorecard

December 2023

Exclaimer

An overview of the security measures used to protect customers and their data

[Internal Only] Security Updates Dec '23

Infographics

How to Buy an Email Signature
Management Solution

5 Steps to your Exclaimer
Implementation

⩗ Exclaimer

📹 Video Library   ✦ What's New   ❓ FAQ

Show all   Onboarding & Setup   Signature Application   Signature Desgin   Billing & Subscription   User Access & Permissions

Device Deployment   User Data & Synchronization   Technical Support

Connecting to Microsoft 365   Copy URL

How to enable additional attributes   Copy URL

How to update the SPF record   Copy URL