

How to *win* Marketing buy-in for Exclaimer



Email signature management may fall under IT's remit, but it directly impacts the Marketing team's ability to build brand visibility, deliver campaigns, and stay consistent across channels. With Exclaimer, you can reduce manual admin while unlocking measurable marketing value. Here's how to get Marketing on board.

1. Present Exclaimer as a strategic enabler for Marketing

Marketing teams want tools that create brand consistency, accelerate campaign execution, and integrate with their existing tech stack. Position Exclaimer as a marketing enablement platform that delivers all three.

- ✓ **Brand consistency made easy:** Marketing can design and deploy on-brand email signatures across the organization, without IT help.
- ✓ **Campaign integration:** With Exclaimer, Marketing can run targeted promotional banners linked to campaigns, product launches, or seasonal initiatives.
- ✓ **Real-time updates, no tickets required:** Through role-based access, Marketing can manage signature content while IT maintains control.
- ✓ **Martech integration:** Exclaimer integrates with platforms like Salesforce, HubSpot, and Chili Piper, letting Marketing connect email signatures with wider campaigns.

Check out these real customer marketing results

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Achieved 100% brand consistency within 15 mins	Drove £3.2 million in revenue with Exclaimer	Influenced \$12,360 in revenue with Exclaimer
Read the full story 	Read the full story 	Read the full story 

2. Engage Marketing early in the process

Involve Marketing from the start. Seek their input on brand, compliance, martech integration, and potential IT bottlenecks. Recognize that addressing these concerns upfront ensures smoother implementation. Early engagement creates collaboration and prevents challenges down the line.

3. Offer a live demo to showcase value

Setup a joint demo for IT, marketing, sales, and other teams to:

- ✓ See how easily they can manage their own email signatures
- ✓ Understand how signature templates maintain brand consistency companywide.
- ✓ Learn how Exclaimer works with your current martech stack

4. Clarify budget and procurement requirements

Work closely with Marketing and Finance to determine:

- ✓ **Budget:** What's available? Who approves?
- ✓ **Legal:** Does Exclaimer meet procurement standards?
- ✓ **Vendor approval:** Who owns the checklist internally?

5. Pilot, prove, and scale

If Marketing wants to test before full rollout, suggest a small-scale pilot with a single department or team, so they can:

- ✓ Demonstrate measurable value for non-technical teams
- ✓ Highlight cross-functional and marketing impact
- ✓ Build confidence for wider adoption without a large initial investment

Final step: Bring everyone together

Once IT, Marketing, and other key stakeholders are aligned, set up a call with your Exclaimer representative to address any final concerns and confirm next steps.

Exclaimer empowers businesses to implement smarter, scalable email signature management with less IT burden, more creative freedom for Marketing, and full compliance.

Book your call with
Exclaimer today

[Book now](#)

We'll guide your team through the process and help you launch quickly

In the meantime, [send this guide](#) to your marketing team to help them understand how they could benefit from Exclaimer.

