

How to introduce company services

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| **1. Basic info**  head office/headquarters  workforce  duty hours  offer/services  on the market  deadline  cooperation company name  mission  foundation | **2. Basic info**  Our head office is (located) in …  We employ … people.  We’re an online marketing company which…  shareholder  stakeholder  chief accountant  interns  board of directors  marketing director  product manager |
| **3. General questions from potential clients**  What services do you **provide**?  How long have you been **on the market**? What’s your mission?  What does make you **stand out from the rest**?  What are the three pillars of the company? Why should I choose you? How do reviews may increase sales? | **4. SEO – basic stuff**  keywords  indexing website traffic  search engine intent  ranking  organic search results  featured snippet |
| **5. SEO - abbreviations**  SERP  KPI  DNS  ALT  ccTLD CTR CMS CRO CSS  KPI | **6. SEO 2**  keyword stuffing long-tail keywords sitemap query  above the fold  bounce rate  breadcrumb  cache  canonical URL |
| **7. SEO 3**  conversion  crawl budget  de-index  backlink  editorial link  Vest  Suit  Tracksuit  Belt | **8. Marketing services**  Marketing strategies  Advertising campaigns  Marketing training sessions  Web analytics  SEO  Social media  Marketing automation  Content marketing |
| **9. Engagement metrics**  Click-through rate  Conversion rate  Bounce rate  Time on page/site  New vs. returning visitors  Frequency and recency  Dwell time | **10. Marketing strategies 2**  Step-by-step  Set realistic goals and select proper KPI  Compare x with competition  Monitor the efficacy of  Conduct an audit  Reputation management  The optimal budget  Take an advantage over  Multi-channel communication |
| **11.Benefits of marketing strategies**  delineate/specify  methods of promotion  determine advantages of x over competition  improve communication  real capabilities  give/constitute tools for  anticipate problems and threats | **12. Sequencing thoughts**  In the beginning I would like to …  Now we will move on to …  I want to expand on …  We will go back to it later.  At this point I must …  It’s worth noting that…  After/Before that…  You have to take into consideration that… |
| **13. Product/services reviews**  Feedback  Content creator  Have the edge on competitors  Improve brand image  Do marketing  Take a buying action  Transactional reviews  Non-transactional reviews  The Omnibus directive | **14. Pronunciation**  Specific  Success  Delineate  Credibility  Insightful  Rating  Shoulder to shoulder  Make an impact  Customer awareness |



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