

How to introduce company services

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|  **1. Basic info** head office/headquartersworkforceduty hoursoffer/services on the marketdeadlinecooperationcompany namemission foundation  | **2. Basic info**Our head office is (located) in …We employ … people. We’re an online marketing company which…shareholderstakeholderchief accountantinternsboard of directorsmarketing directorproduct 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 indexingwebsite trafficsearch engineintentrankingorganic search resultsfeatured snippet |
| **5. SEO - abbreviations** SERPKPIDNSALTccTLDCTRCMSCROCSSKPI | **6. SEO 2**keyword stuffinglong-tail keywordssitemapquery above the foldbounce ratebreadcrumbcachecanonical URL |
| **7. SEO 3**conversioncrawl budgetde-indexbacklinkeditorial linkVestSuitTracksuitBelt  | **8. Marketing services**Marketing strategiesAdvertising campaignsMarketing training sessionsWeb analytics SEO Social mediaMarketing automationContent marketing |
| **9. Engagement metrics**Click-through rateConversion rateBounce rateTime on page/siteNew vs. returning visitorsFrequency and recencyDwell time | **10. Marketing strategies 2**Step-by-step Set realistic goals and select proper KPICompare x with competitionMonitor the efficacy ofConduct an auditReputation managementThe optimal budgetTake an advantage overMulti-channel communication |
| **11.Benefits of marketing strategies**delineate/specify methods of promotiondetermine advantages of x over competition improve communication real capabilitiesgive/constitute tools foranticipate 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**FeedbackContent creatorHave the edge on competitorsImprove brand imageDo marketing Take a buying action Transactional reviewsNon-transactional reviewsThe Omnibus directive | **14. Pronunciation** Specific SuccessDelineateCredibilityInsightfulRating Shoulder to shoulderMake an impact Customer awareness |



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