# Teresa Canive

Product Marketing Manager
(SaaS)

Main Goals

- Increase **engagement** and **time spent** on the platform.
- Promote the **value proposition** of new products and updates both externally and internally in the organization.
- Minimize customer **churn** and maximize **cross-selling** revenue.
- Stay **updated** on the latest trends, practices, and concerns of our audiences.

Video Tutorials

In close collaboration with the CTO, Sales, and Support Departments, our objective is to **communicate, promote, and educate** our communities.

To achieve this, we distribute concise 'How-to" video tutorials through our channels, **showcasing specific solutions and inspiring ideas**.
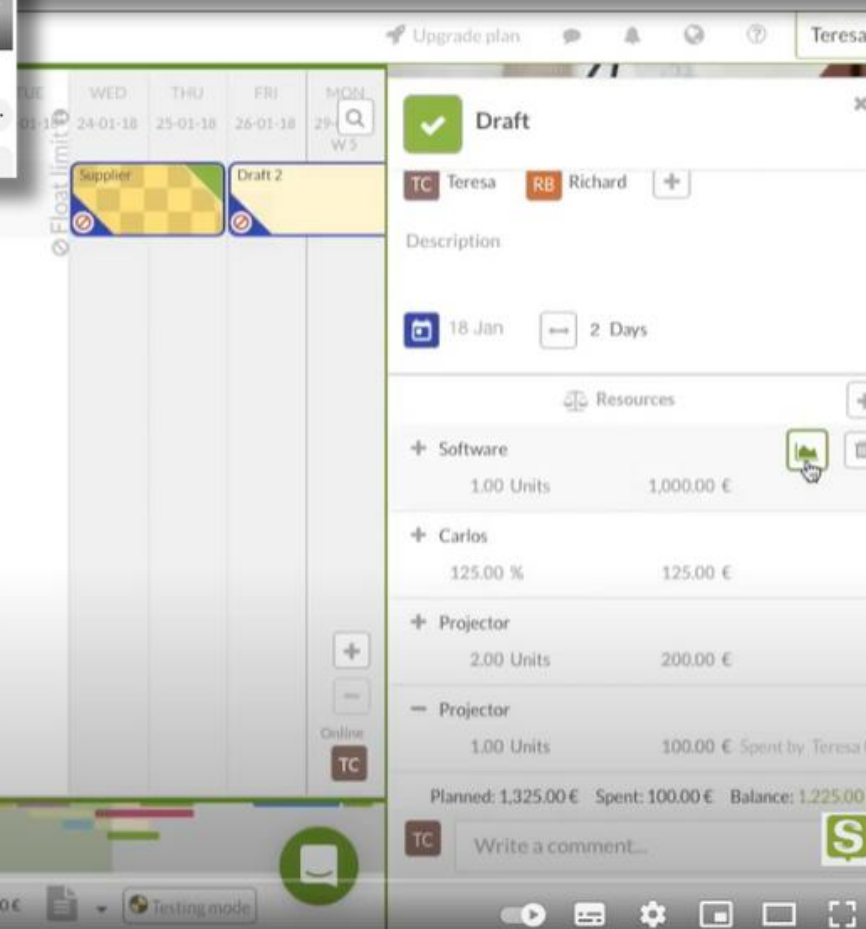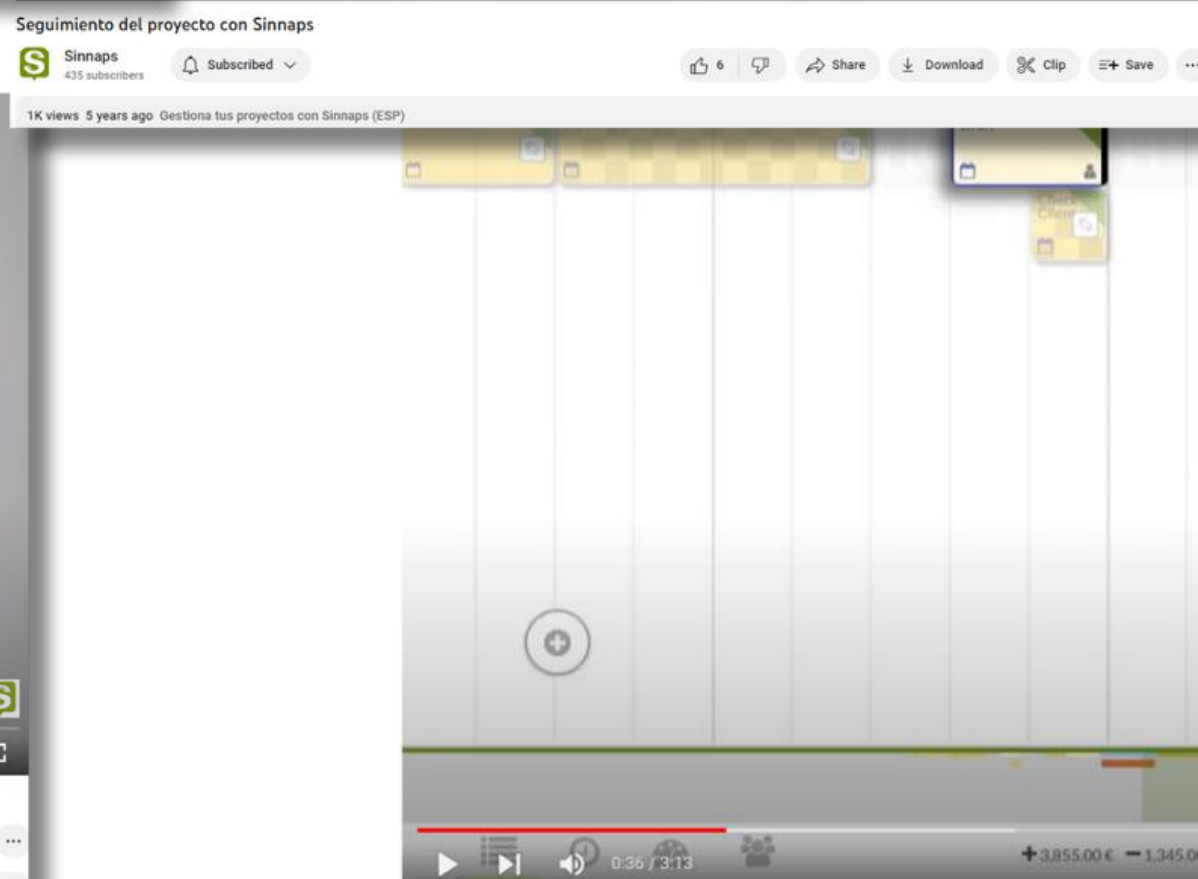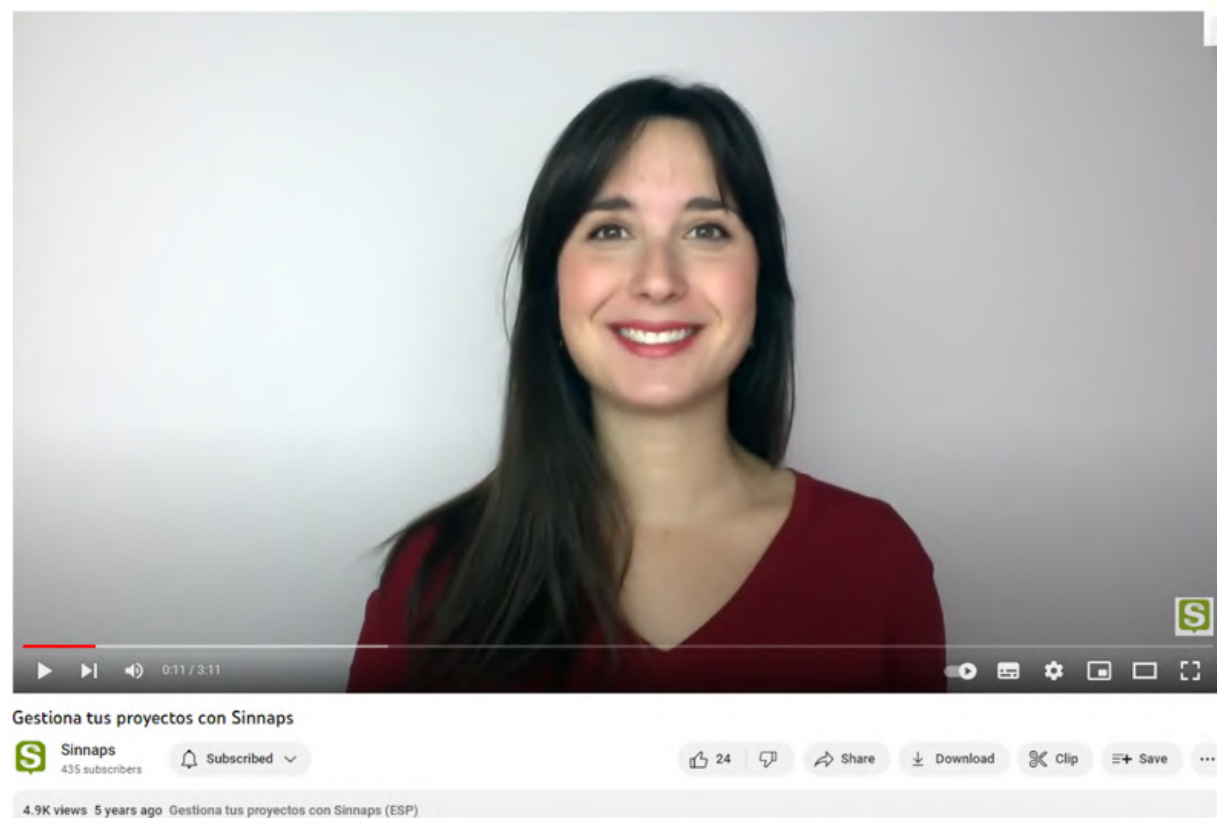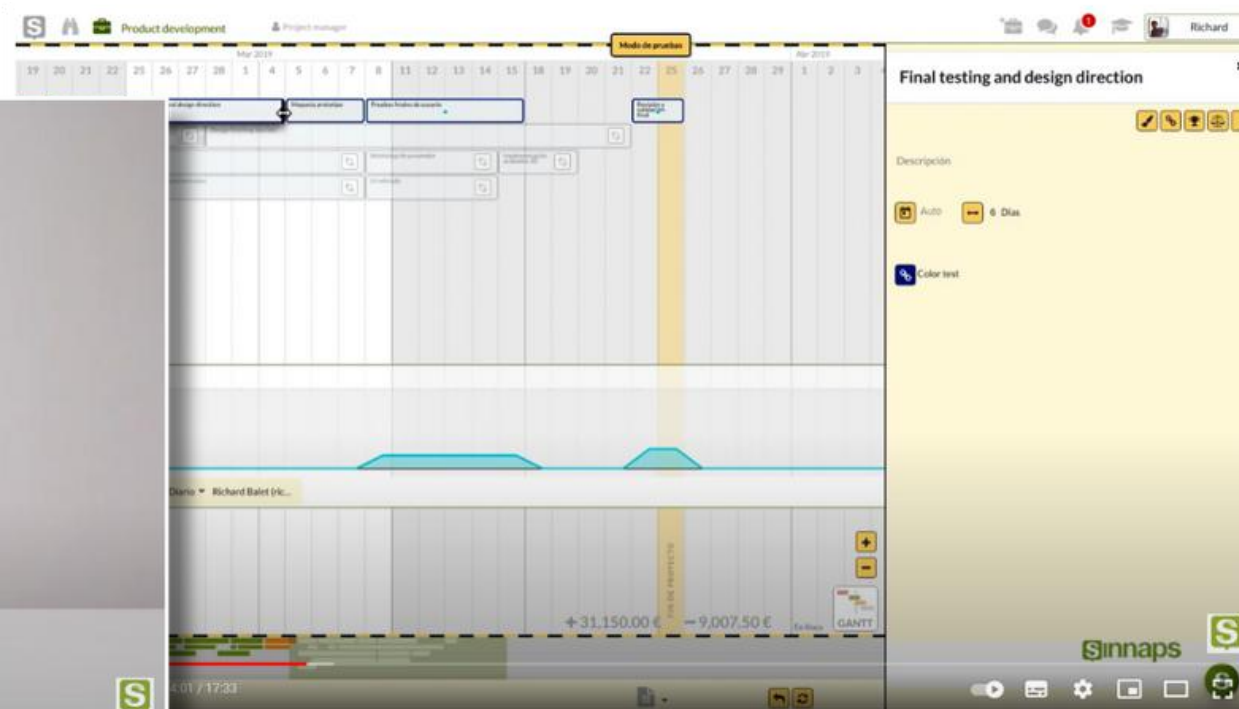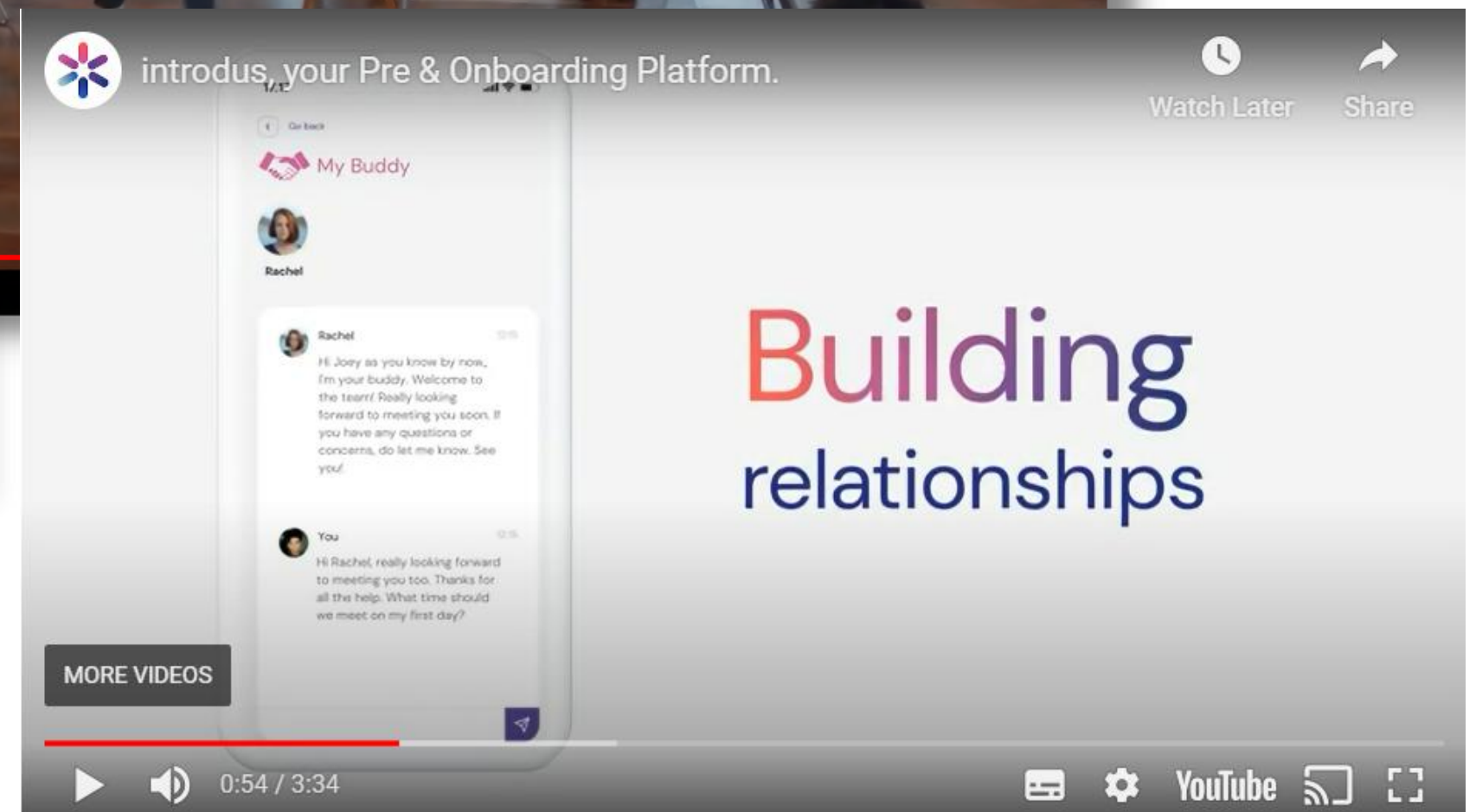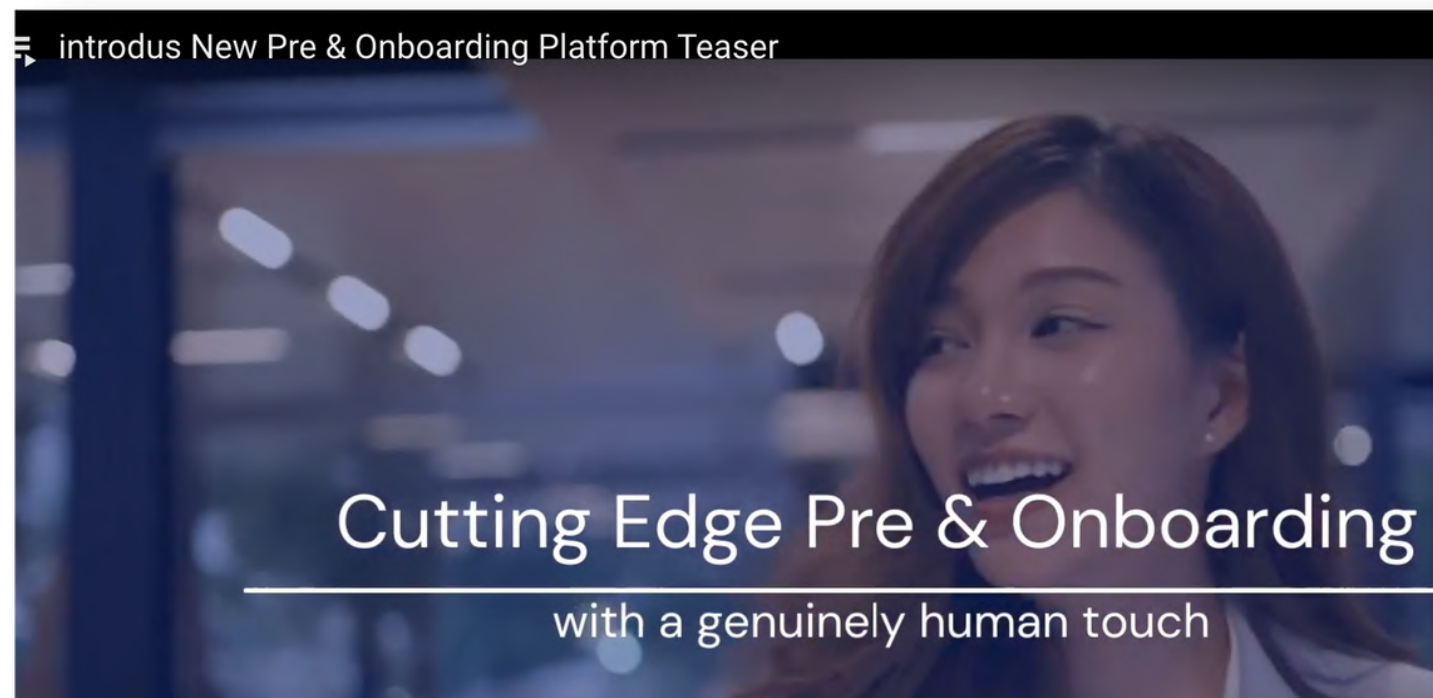
Check videos

Video-Product Releases

We produce teasers and product releases for **new products and features** that play a vital role in both external and internal communication, catering to **our potential and existing clients**.

These materials encompass detailed descriptions of our diverse solutions, making them suitable for utilization in our **commercial catalogs, press releases, and social media channels**.

Check videos

In all of our interactions, Teresa was always prepared, diligent, and thorough. She never missed a **beat to ask questions if something seemed confusing or unclear**, and she always followed up on agreements, making her a pleasure to work with.
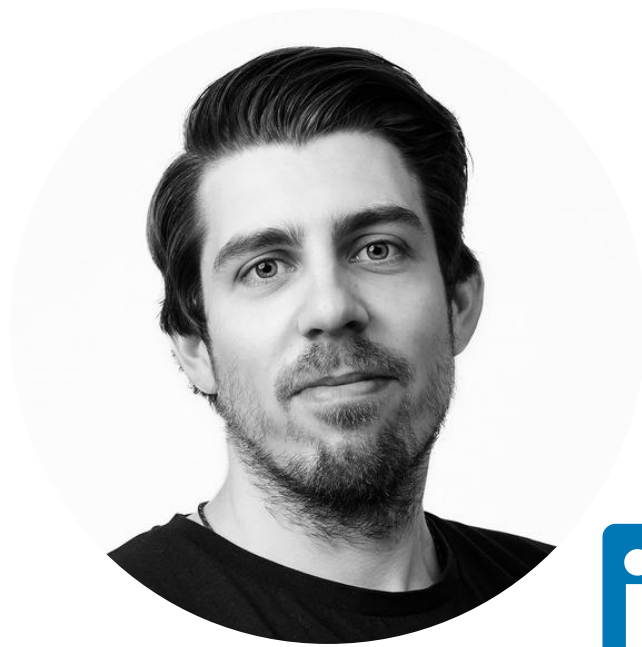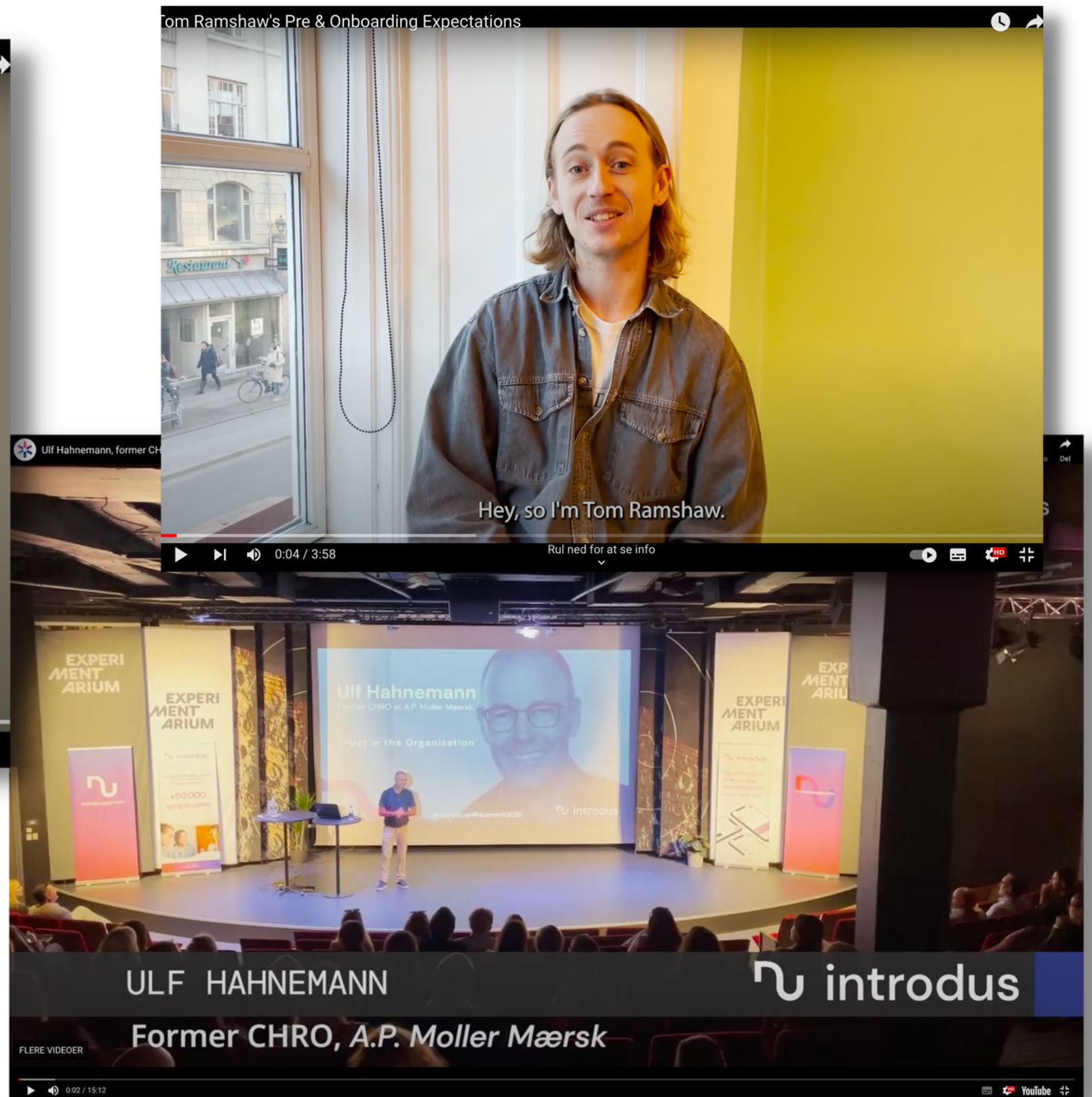
Martin Aarhus Gregersen
CTO at Introdus.

Video Interviews

These video interviews, featuring **referrals, influencers, and our clients**, provide an engaging platform to present a **wide array of methods, approaches, and solutions** that the product brings to the table.

By excluding the purely technical aspects of the platform, we aim to create a community, share our products with the followers of the interviewees, and enhance their **engagement**. This strategy focuses on highlighting the human element behind our company, fostering a **deeper connection** with our audience.

Client story: Nikolai Willer Svendsen, Fleet & Commercial Support at PNO.

Tom Ramshaw's Pre & Onboarding Expectations

Hey, so I'm Tom Ramshaw.

0:04 / 3:58   Rul ned for at se info

Client Story: Carlos Pasquali, Customer Success Director at Connected Cars.

at the end of the day, when I have spare
time, it just makes sense.

ULF HAHNEMANN
Former CHRO, A.P. Moller Mærsk

introdus

Check videos

Infographics & Battle Cards

This material **simplifies complex aspects**, providing concise and easily comprehensible **infographics and motion graphics**.

Battle cards serve as valuable tools for comparing different products and features, specifically **highlighting their unique selling propositions**. By leveraging visual content, these resources effectively convey information that might otherwise be more challenging to grasp through text alone.

Intuitive and optimized planning

Linked activities

Critical Path

Your work-flow

Add activities

Activity dashboard

The calendar tells you what to do and

Estimated Employee Lifetime V

It takes from **5-8 months** for a newly hires to reach **full productivity**.

Source: Human Panel

Output

Start Date
Fully Onboarded
Full Productivity
Decision to leave

Month

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Learning Library

Culture

Video short title in one or two row

20 min   Watch

Video short title in one or two row

Introdus

Dashboard

Overview

7 Tasks

10 Articles

Uncompl

Tasks

17.17

Go back

Preboarding

or survey
le. May
image

Module or su
short title. Ma
include image

questions left   12 of 12 questions l

Go to Questions

Dashboard   Timeline   Network   More

Your comparative table for time management apps

	asana	Sinnaps	Wrike
Interface	😆	😍	🥹
Prioritizes and calculates the critical path automatically	🥹	😍	🥹
Monitor goals	😆	😆	😆
Collaborative work	😍	😆	😆
App mobile Android / iOS	😆	😍	😆
Manage and estimate resources	🥹	😍	😍
Personalized	😍	😆	😆
	😍	😍	😍
time	😆	😆	😆
agement	🥹	😍	🥹
nts	😆	😆	😆
	🥹	😆	😆
Chart	🥹	😍	🥹
	🥹	😍	😆
her apps	😆	🥹	😆
sion	😆	😆	🥹

Discover more!

Live Events & Online Courses

We provide diverse lessons to support our users in maximizing the potential of our platform, considering the **learning curve** required and their **limited time** available.

These online courses seamlessly integrate into our **CRM** or our **own platform**, allowing users to complete lessons at their own pace. Additionally, we organize **live events** to delve into specific areas and share valuable insights from other partners.

Check courses   **Check live events**

Virtual Coach, Product Tours, Templates

The platform offers targeted **Product guides** designed for various audience **segments**, classified based on interests, user behaviors, and performance. These guides serve as valuable resources for our clients. We distribute them through various **notification types**.

Additionally, providing **editable templates and showcasing popular solutions** not only inspires our audiences but also benefits the commercial department.

Ask me!

Teresa has **skillfully balanced the technical and commercial aspects,** not only when it comes to acquiring new leads or **business opportunities** but also in developing intricate marketing plans.

Diego Bergua
Solution Lead at Deloitte C&M.

Interviews, Surveys & Reports

By conducting multiple interviews, and surveys and utilizing seekers on our sites across various markets, targeting both potential and existing clients, we leverage both **quantitative and qualitative data**.

This process not only yields highly valuable insights for generating new content ideas, but we also compile and **distribute comprehensive reports** to our diverse partner base and internal departments.

Get a report

Marketing Automation (CRM)

To enhance accuracy and improve efficiency, we employ distinct **email workflows** tailored to each target audience. We ensure that the content delivered to them is **highly engaging**.

By analyzing key parameters such as email open rates, content downloads, and landing page visits, we have established **lead-scoring** metrics to identify **their specific needs and preferences**.

Check more strategies

Results

I kindly invite you to review, on [my website](#), the performance of my communication and materials, comparing it with the B2B market average.

Check Campaigns' averages

Check Marketing Automation's results

Let's work together!

Teresa Canive

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