



**Teresa Canive**

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**Product Marketing Manager**  
(SaaS)

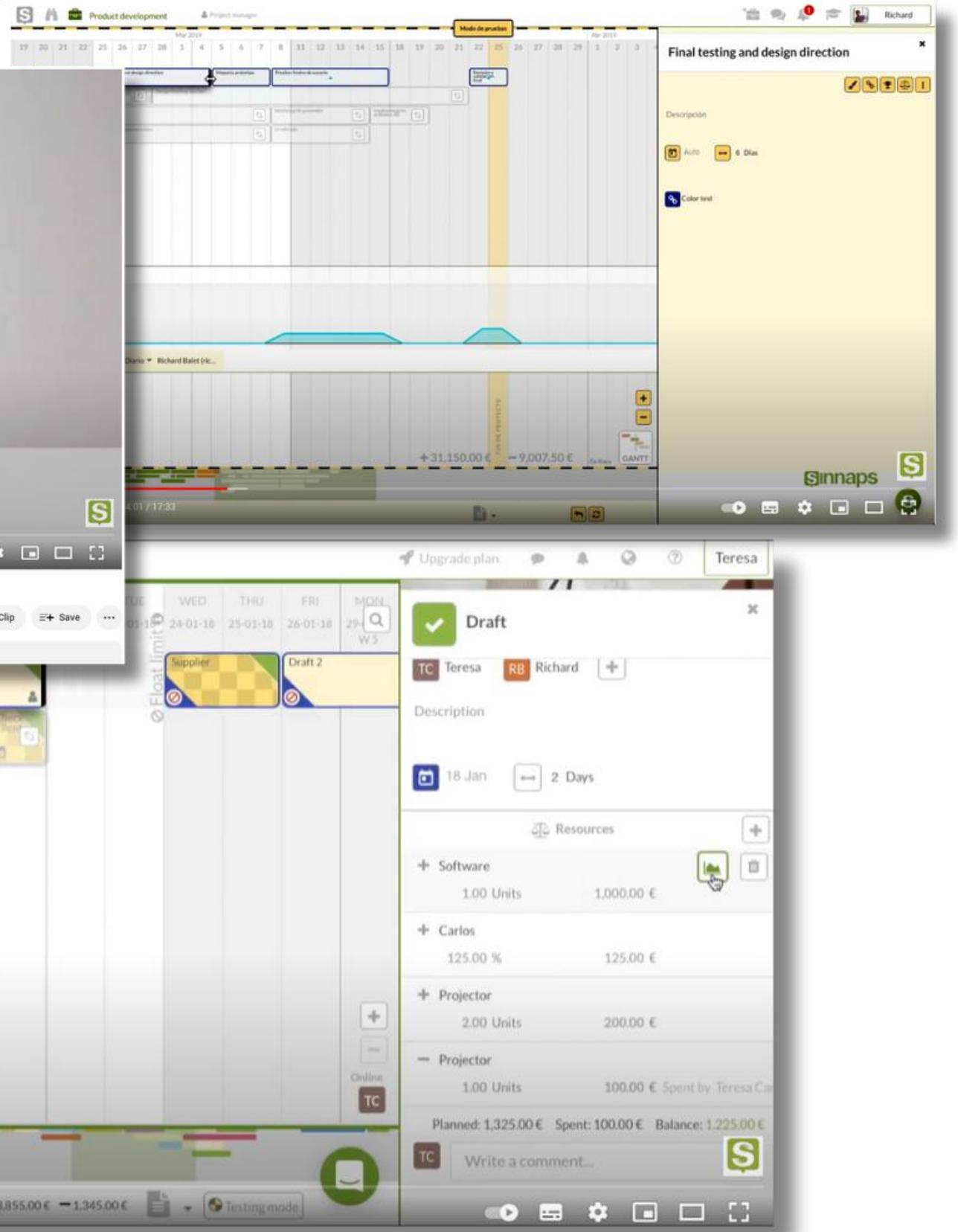
# Main Goals

- 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.**



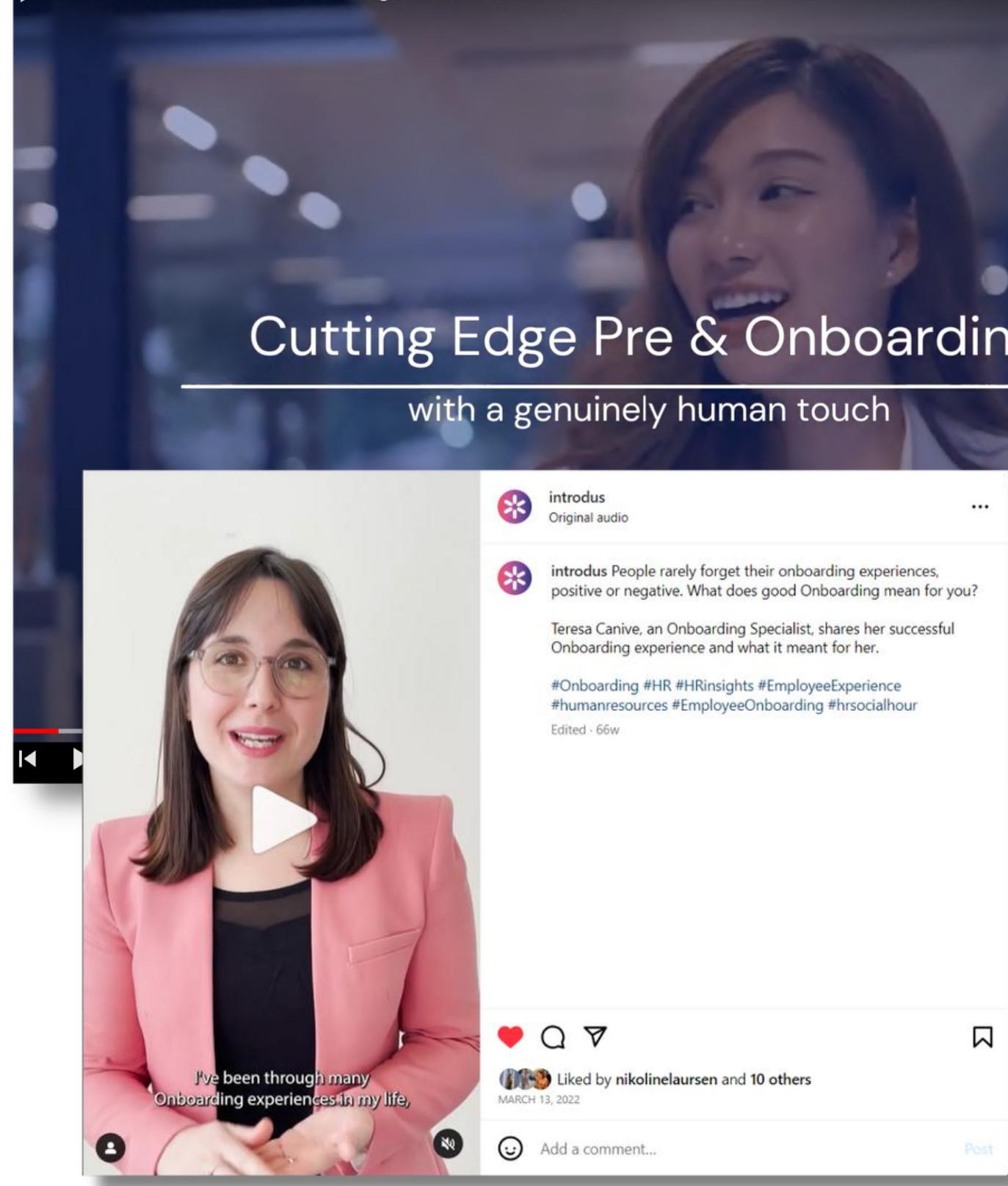
Check videos

## 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**.

introdus New Pre & Onboarding Platform Teaser



Cutting Edge Pre & Onboarding  
with a genuinely human touch

introdus  
Original audio

introdus People rarely forget their onboarding experiences, positive or negative. What does good Onboarding mean for you? Teresa Canive, an Onboarding Specialist, shares her successful Onboarding experience and what it meant for her.

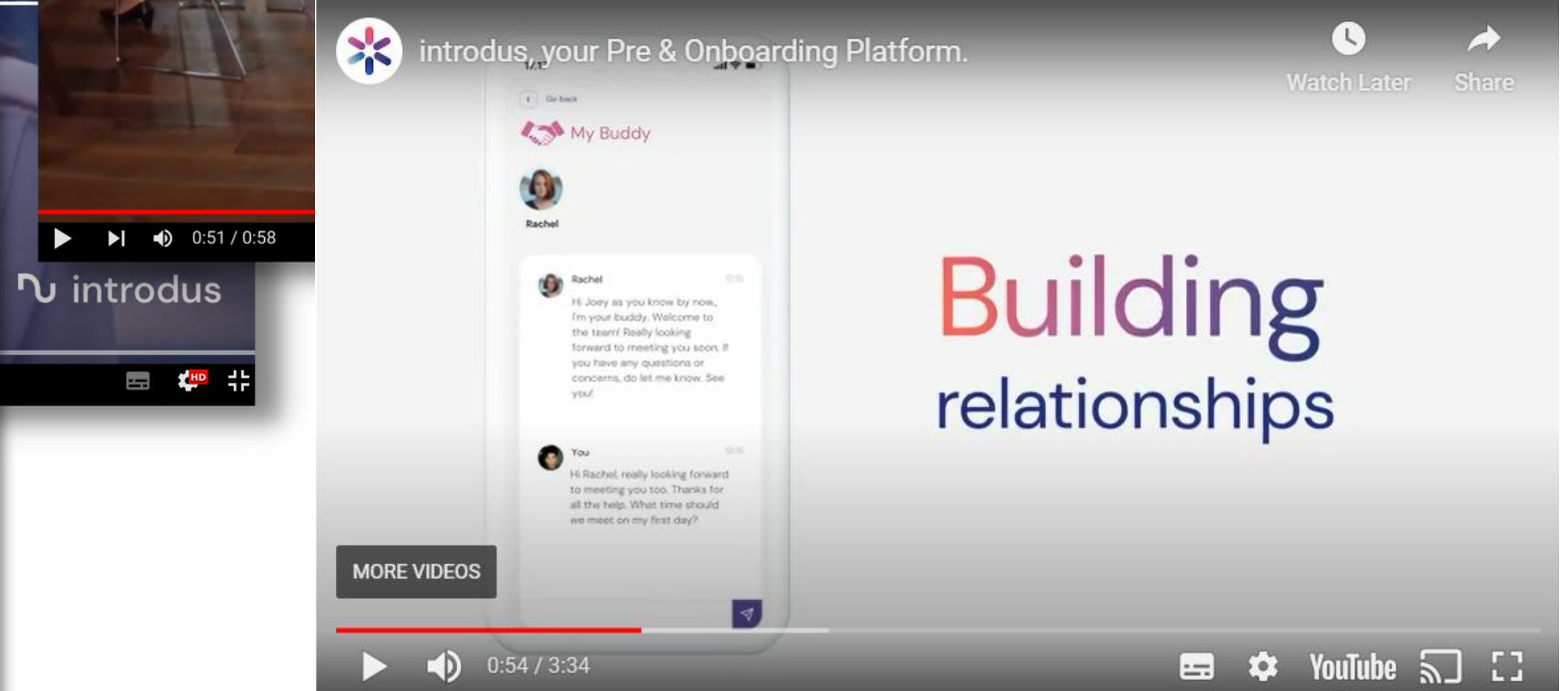
#Onboarding #HR #HRinsights #EmployeeExperience #humanresources #EmployeeOnboarding #hrsocialhour

Edited · 66w

I've been through many Onboarding experiences in my life, and I can tell you that this is the best one I've ever had!

Liked by nikolinelaursen and 10 others MARCH 13, 2022

Add a comment...



introdus, your Pre & Onboarding Platform.

My Buddy

Rachel

Rachel: Hi Joey as you know by now, I'm your buddy. Welcome to the team! Really looking forward to meeting you soon. If you have any questions or concerns, do let me know. See you!

You: Hi Rachel, really looking forward to meeting you too. Thanks for all the help. What time should we meet on my first day?

MORE VIDEOS

Watch Later Share

Building relationships

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.

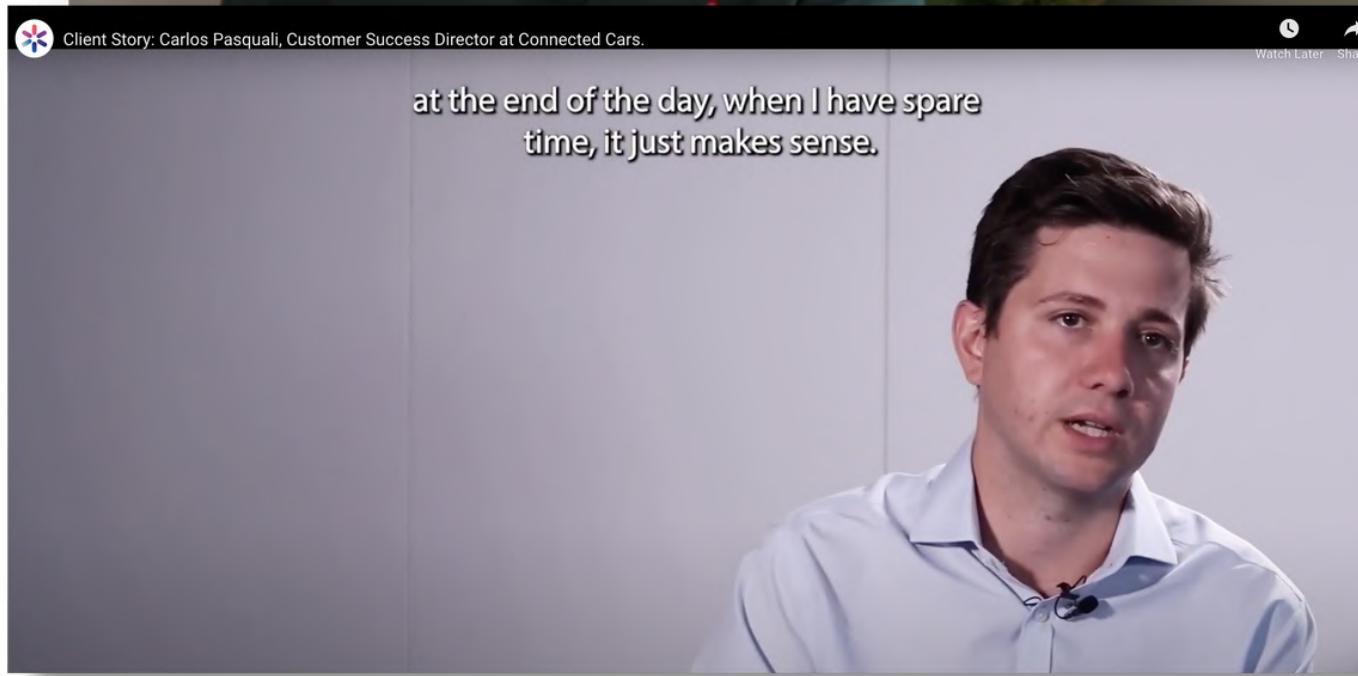


**Martin Aarhus Gregersen**  
CTO at Introdus.

# 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.



[Check videos](#)

# Infographics & Battle Cards

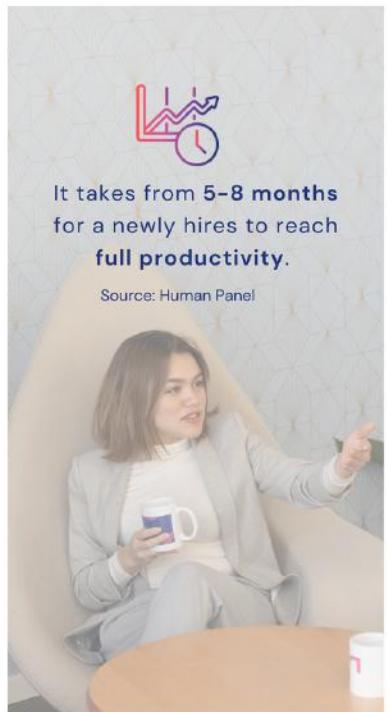
This material **simplifies complex aspects**, providing concise and easily comprehensible **infographics and motion graphics**.

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.

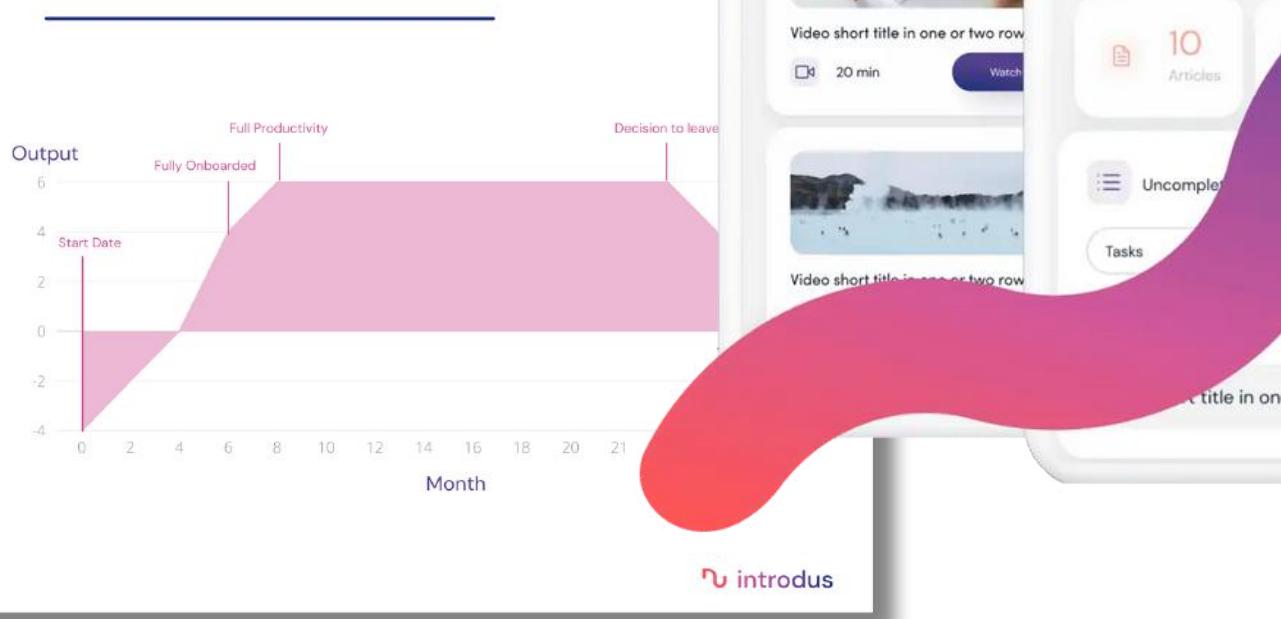
## Intuitive and optimized planning



The calendar tells you what to do and when



## Estimated Employee Lifetime Value



## Your comparative table for time management apps

	asana	Sennaps	Wrike
Interface	😊	😍	😊
Prioritizes and calculates the critical path automatically	😢	😍	😢
Monitor goals	😊	😊	😊
Collaborative work	😍	😊	😊
App mobile Android / iOS	😊	😍	😊
Manage and estimate resources	😢	😍	😍
Personalized	😍	😊	😊
Other apps	😍	😍	😊
Version	😊	😊	😊

**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.



# **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.

## Weekly report



This is the summary of all the work done on your projects this last week.

7 Activities have been completed in your projects this week and new work has begun on 11 new activities. work is being done in 62 activities in total and 59 are delaying the planning. Also, no subtasks have been completed this week.

#### Changes in the planning during the last week.

3 new activities have been planned this week, dates in 14 activities have been modified and none have been deleted.



Finished activities during the past week

7



Current activities that are delaying the planning

59

#### These are your current open projects



#### Problems

- There are names of activities that are not helping to understand the project. Define short and descriptive names that describe what needs to be done. For example "Start project" or "Perform quality test".
- None of the subtasks to be done has been assigned. By assigning subtasks to their managers you will define the work of your team, control the scope, and manage your resources easily



#### HOW TO IMPLEMENT SINNAPS IN YOUR ORGANIZATION

Send [activity reports](#) directly to the email of those who are responsible of getting the work done. Keep them updated without the need to log into Sinnaps

# Ask me!

#### Últimos procesos añadidos



##### Preparar una entrevista de

Proceso en el cual, se explica como preparar una buena entrevista de trabajo para obtener el puesto de trabajo deseado de forma eficaz.

GRATIS



##### Ecodesign Methodology

Proceso en el cual se explican todas las actividades correspondientes a la metodología del Ecodesign, desde su comienzo hasta la finalización del mismo.

GRATIS



##### Cómo organizar un bautizo

Con este proceso, vamos a encontrar la planificación de todas las pasos y tareas para celebrar el bautizo de nuestro hijo/a sin que se nos pase nada por alto.

GRATIS



##### Crear una película de bajo coste

Crea y edita tu propia película de bajo coste. Utiliza tus propios recursos y convírtetelo en un director de cine. Luego, podrás subir a las plataformas más conocidas de video.

GRATIS



##### Pasos para crear una campaña con

En este proceso, explicamos como crear una campaña con AdWords de Google de una forma fácil y sencilla, sin necesidad de ser un profesional.

GRATIS

Echa un vistazo a los últimos procesos añadidos por los usuarios de Sinnaps. Amplia tu horizonte y descubre lo que otros están haciendo. Gestiona tus proyectos de la forma más innovadora, a partir de las últimas actualizaciones en gestión y con el material más novedoso.

#### Procesos más populares



Search in project



GRATIS



GRATIS



GRATIS



GRATIS

#### Good results

- Length of activities is correct in order to manage a project in a detailed and flexible way.
- Work is detailed in subtasks in most of the project



Analyzed a few seconds ago...



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.

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Product Clients Resources Blog About Login

REPORT

# Employee Pre & Onboarding Report 2022

How do employees think about their experiences? Get interesting insights from our annual Pre & Onboarding survey with answers from 2.103 employees worldwide.

Get Report Now

## Why do around 27% of employees leave their companies due to Pre & Onboarding issues?

Finding the right talent can be difficult but keeping them is even harder, more costly, and more challenging. Especially these days when companies are struggling with retention.

We have analysed the data and insights revealed by our Pre & Onboarding Survey 2022 with answers from 2.103 employees worldwide.

We have compared the responses of HR directors and employees, obtaining interesting results about what the reality of Pre & Onboarding is today.

Get Report

## Get a report

Introdus

## Your Pre & Onboarding Buddy

Take your experiences to the next level. I'm here to help you.

Including a Pre & Onboarding Survey responded by 2.044 employees during 2021.

WRITTEN BY INTRODUSAF.COM



REPORT

### Results of the Pre & Onboarding Survey 2022

Give your employees a flying start

Book your demo now

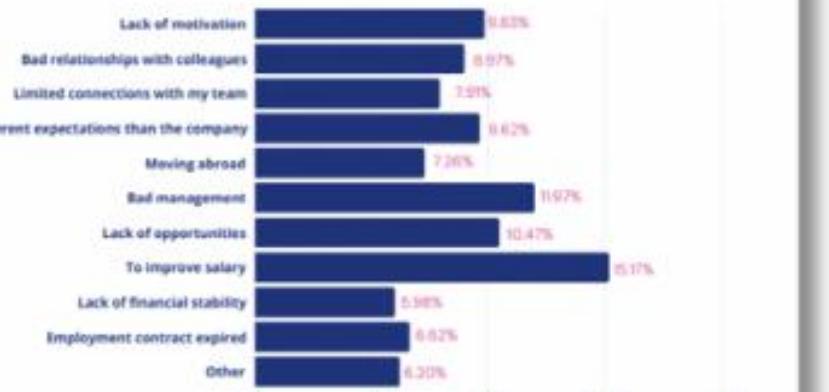


Confident & Prepared

How important is it for you to receive all the information you need to feel confident before your first day?

81% Very/Important

## Why did you quit your last job?



Reason	Percentage
Lack of motivation	18.83%
Bad relationships with colleagues	8.97%
Limited connections with my team	7.91%
Different expectations than the company	6.62%
Moving abroad	7.26%
Bad management	10.97%
Lack of opportunities	10.47%
To improve salary	15.17%
Lack of financial stability	5.38%
Employment contract expired	6.62%
Other	6.20%

## Why do employees quit their job?

Related to Pre & Onboarding processes



Reason	Percentage
Bad relationships with colleagues	8.97%
Different expectations than the company	9.62%

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## Contact with Manager

It is important for me to get in touch with my future manager to feel prepared.



Response	Percentage
Strongly Disagree	3%
Disagree	2%
Neutral	20%
Agree	13%
Strongly Agree	60%

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# 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**.

Automations / 30 60 90 day onboarding plan template

Saved at 15:59

[View Emails](#) [View Contacts](#) [Active](#) [Inactive](#)

Start this automation when one of these actions takes place

"30 60 90 Day Onboarding Plan..." Form Received [Add a new trigger](#)

Wait for 1 day(s) Queue (2)

Send an email "30 60 90 day onboarding plan template Step 1" (View Reports)

Wait for 3 day(s) Queue (3)

Send an email "30 60 90 day onboarding plan template step 02" (View Reports)

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Congratulations!

Hi there

Congratulations on registering for our upcoming webinar, 'Retain Blue-Collar Workforce in Manufacturing'. Get ready to deepen your understanding of how to reduce churn and we'll be available to answer any questions you may have.

Can't wait to see you at the webinar! Let's work together towards a successful and productive future for your company.

[Check webinar](#)



**Søren Fantini**  
Client Director & Onboarding Nerd.  
[Book a time in my calendar](#)  
+45 31 11 66 88

Hi, %FIRSTNAME%

Could you use our 30-60-90 day onboarding plan template?

To help you, we have created this [Onboarding Checklist Template](#) to ensure you and your team give the best welcome and impression to your new hires!

Once you have the right plan for your organization, it might be challenging to make sure everything is prepared and ready for your new team members.

Hope it helps!

Best regards,



**Søren Fantini**  
+4531116688  
[soeren@introdus.dk](mailto:soeren@introdus.dk)  
[Request your demo](#)

Actions

Search

Sending Options

Send an email

Send an SMS

Send a notification

P Send a push notification

Send a site message

Send a 1:1 email

Conditions

Contacts

CRM

Salesforce

CX Apps

Automation

Email 30 60 90 day onboarding plan template step 02

Hi, %FIRSTNAME%

Have you considered the effects of Pre & Onboarding on your employees, your company culture or even retention?

Luckily, we have given it some thought and created this [eBook on Improving New Hire Experiences and Ensuring Talent Retention](#), with views and solutions on:

- Turnover Risks
- Effective Pre & Onboarding
- Cultural Cost of Losing Talent
- Boosting Talent Retention
- Human Connections

Enjoy the read and have a great day!

Best regards,



**Søren Fantini**  
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[Book a demo](#)

Predictive Content

Image

Button

Video

Line Break

Spacer

RSS Feed

Social Links

HTML Block

Abandoned Cart

Help

## 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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