



**Teresa Canive**

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**Product Marketing Manager**  
(SaaS)

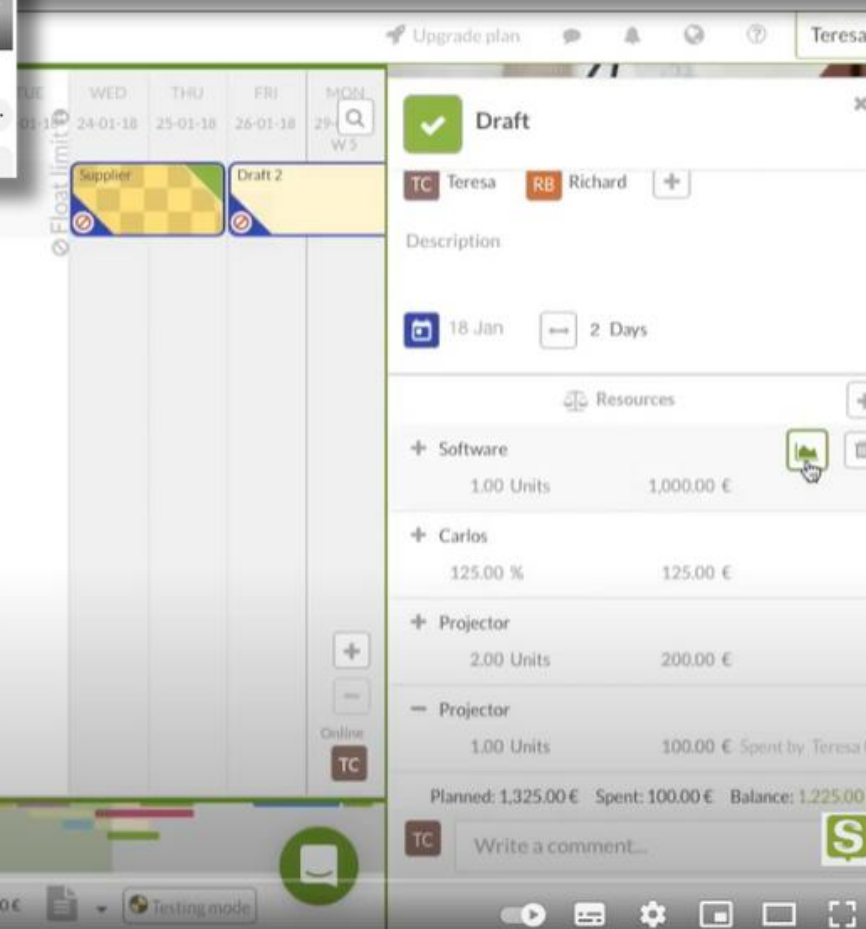
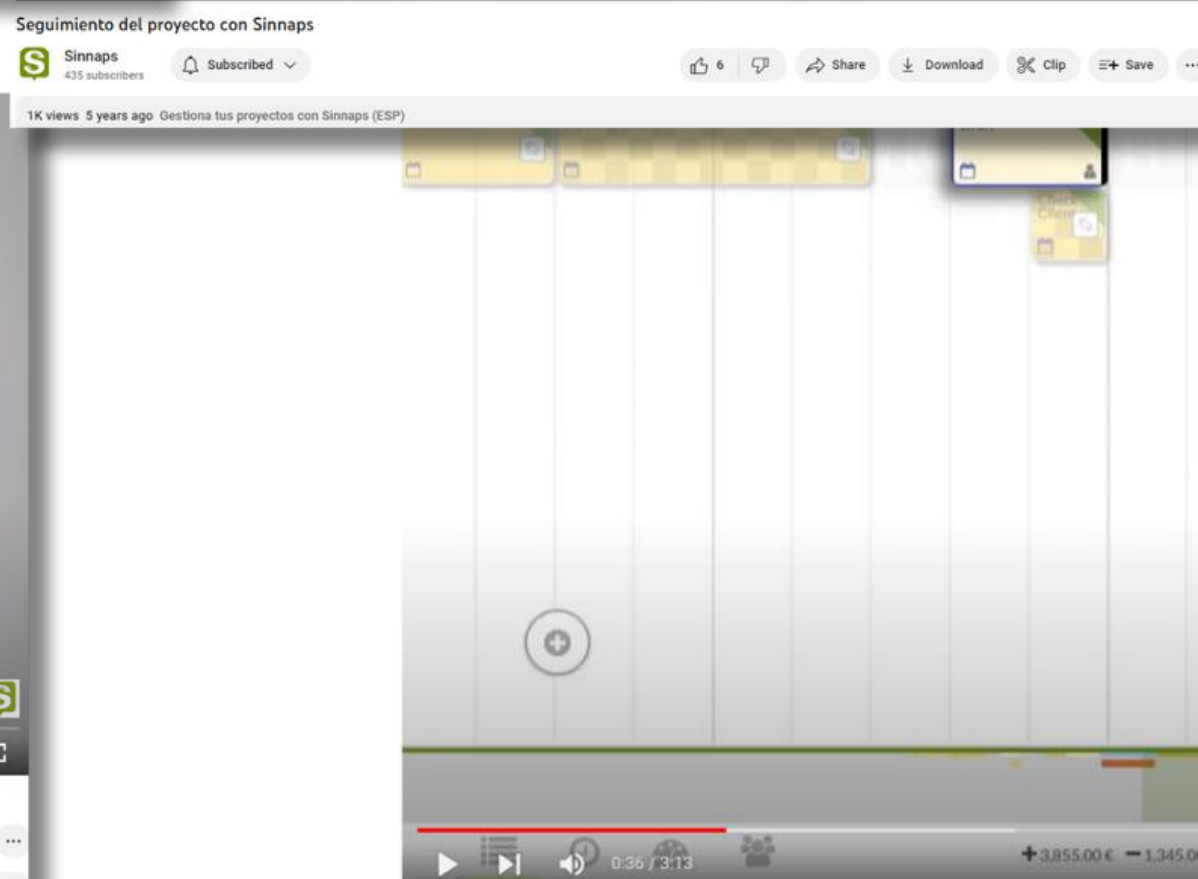
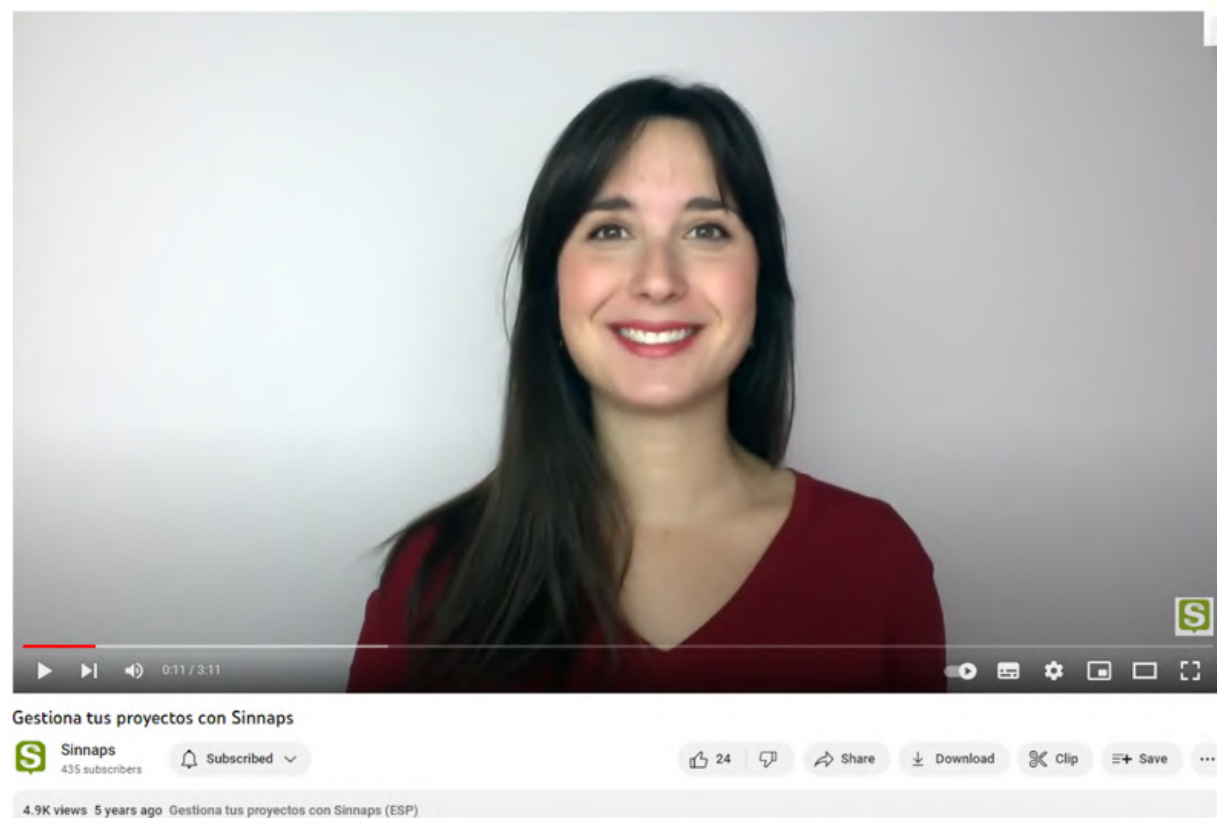
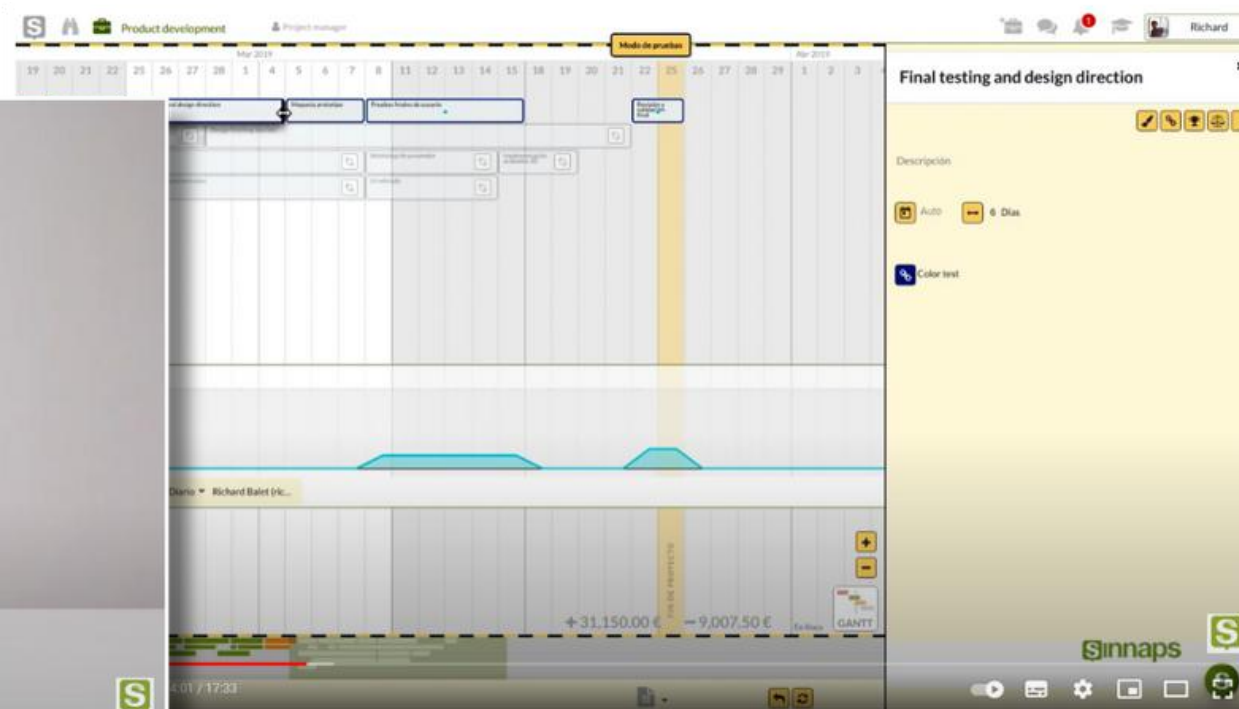
# Main Goals

- 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.**



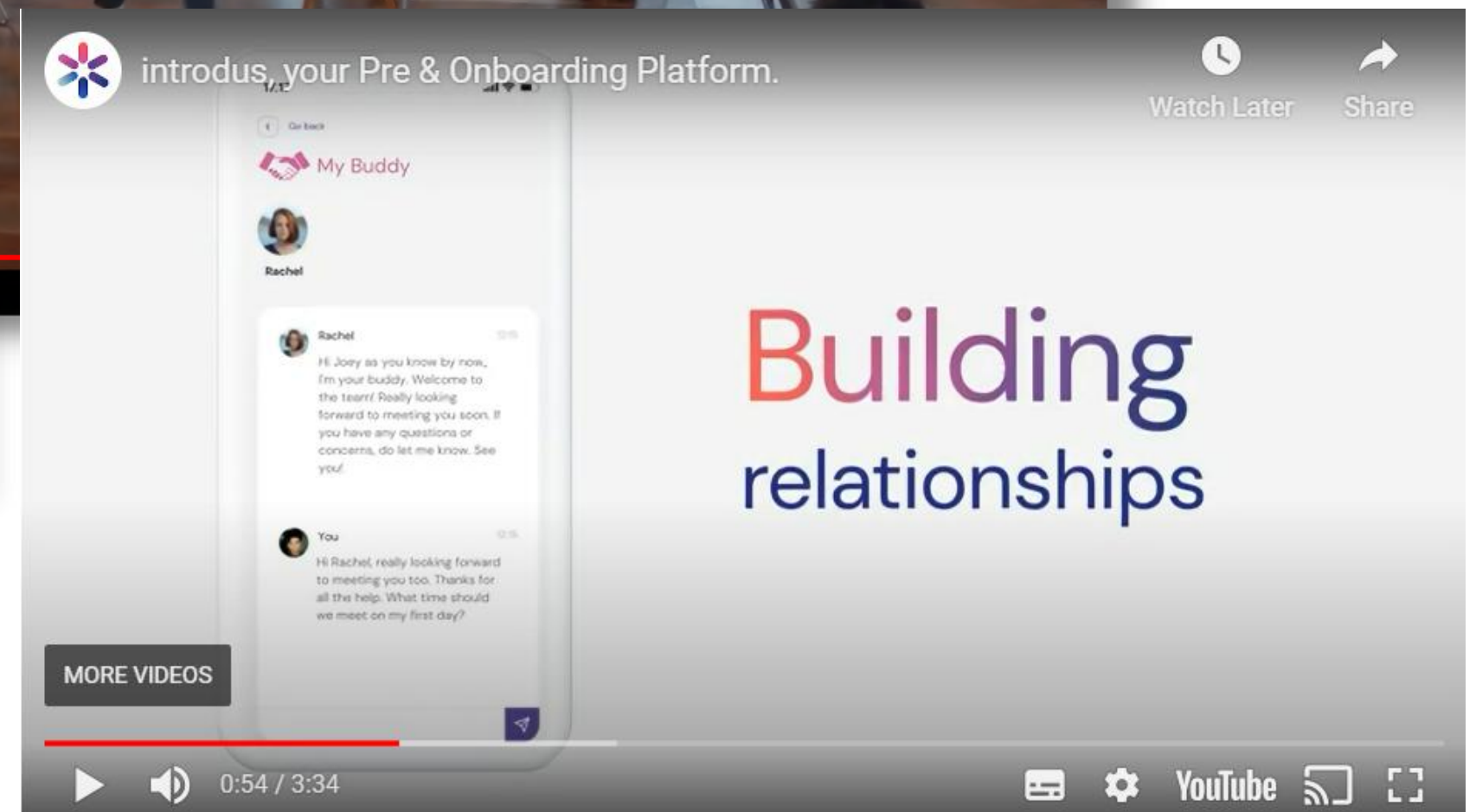
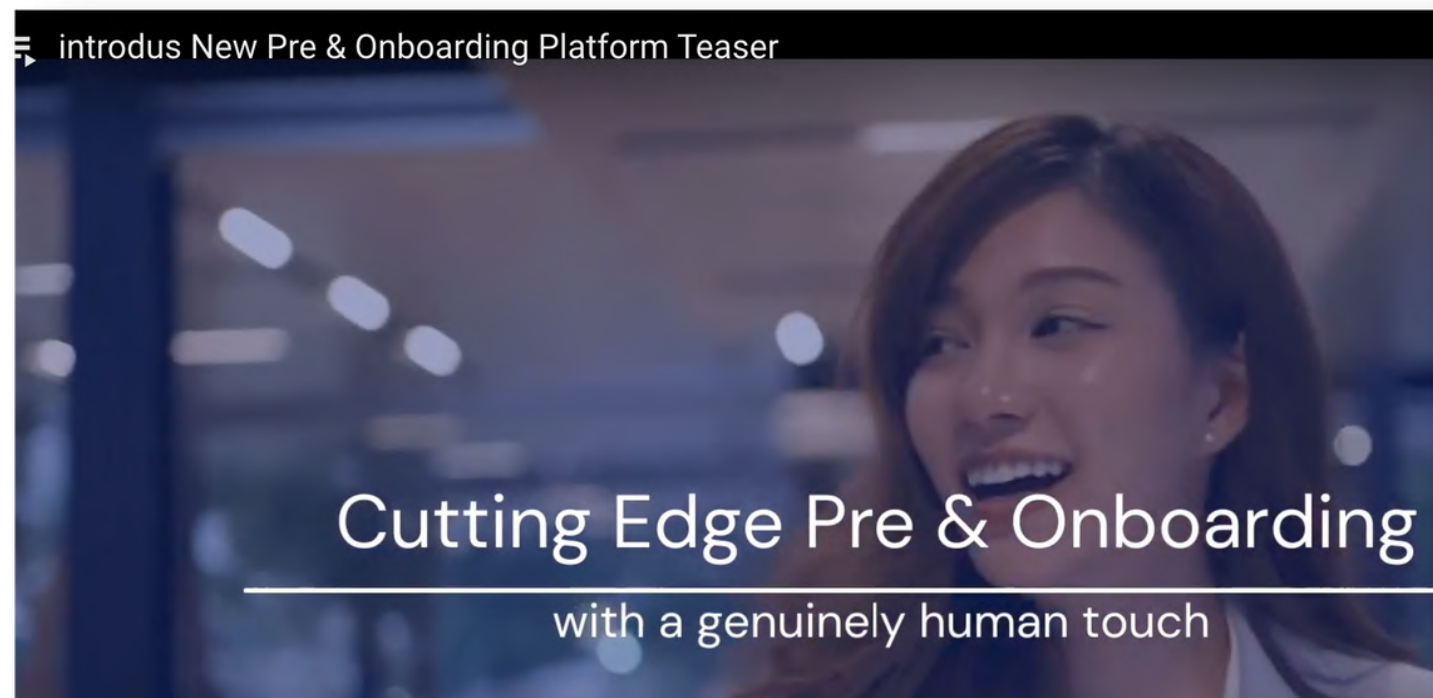
[Check videos](#)

# 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.**

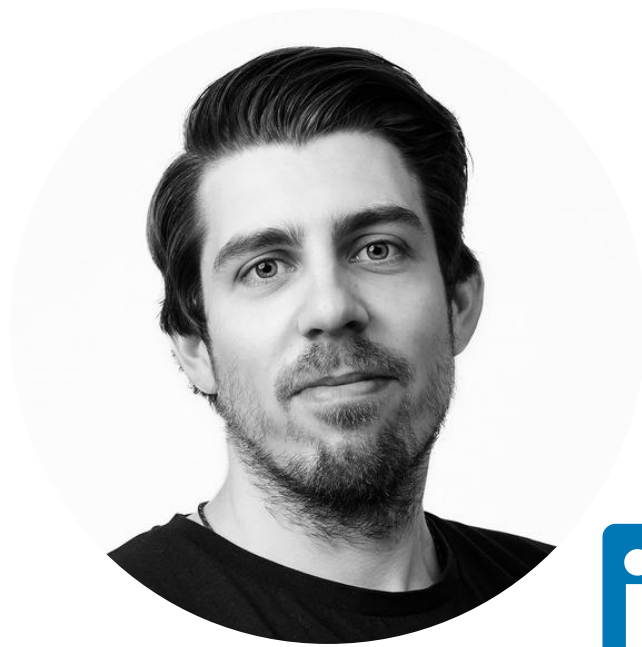
These materials encompass detailed descriptions of our diverse solutions, making them suitable for utilization in our **commercial catalogs, press releases, and social media channels.**





[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.



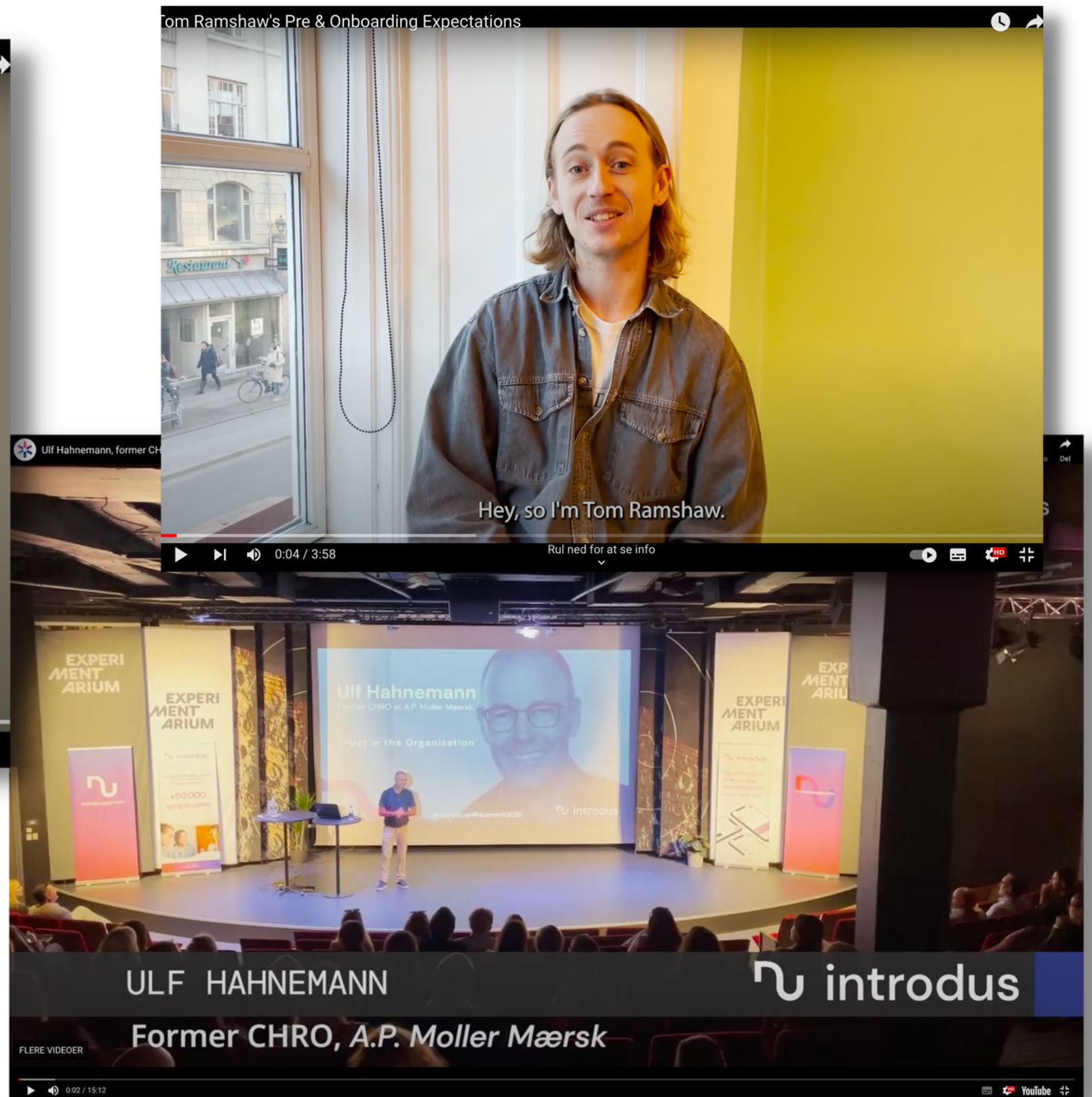
**Martin Aarhus Gregersen**  
CTO at Introdus.

# 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.

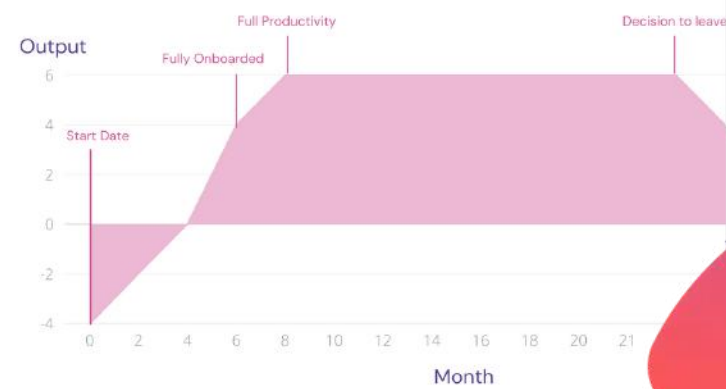


## Intuitive and optimized planning



The calendar tells you what to do and

## Estimated Employee Lifetime V



 **introdus**

### Your comparative table for time management apps

	asana	5innaps	Wrike
Interface	😊	😍	😓
Prioritizes and calculates the critical path automatically	😓	😍	😓
Monitor goals	😊	😊	😊
Collaborative work	😍	😊	😊
App mobile Android / iOS	😊	😍	😊
Manage and estimate resources	😓	😍	😍
Personalized	😍	😊	😊
ns	😍	😍	😍
time	😊	😊	😊
Preboarding	😓	😍	😓
agement	😊	😊	😊
ents	😓	😊	😊
	😓	😊	😊
	😓	😍	😓
Chart	😓	😍	😓
	😓	😍	😊
ther apps	😊	😓	😊
ision	😊	😊	😓

## 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.



LinkedIn post for Introdus webinar: "Reduce first-year Churn in the Hospitality Industry". The post includes a video player showing a presentation slide with the Introdus logo and the text "Webinar: Reduce first-year Churn in the Hospitality Industry". The event is scheduled for Thursday, February 2, 2023, at 10:00 AM. The post has 52 attendees and is hosted by Introdus.

LinkedIn post for Heidi Wassini (She/Her) - 2nd RL100 Member - Talent Attraction, Acquis... The post is titled "Performance, Culture & Rules" and has 3 likes. It includes a video player showing a presentation slide with the text "Fæstholdelse og tiltrækning af nye medarbejdere".

Advertisement for Sinnaps Academy. It features a laptop displaying a certificate for Alex Aguilar, stating "Este certificado de formación se concede a: Alex Aguilar. Por haber aprobado el curso de Gestión de proyectos de Sinnaps Academy." The text "COMIENZO INMEDIATO" and "CURSO GRATIS DE GESTIÓN DE PROYECTOS" is visible. A button "Apuntarme al curso" is present. Below the laptop, it says "Más de 6.000 personas ya han hecho nuestro curso".

Introdus webinar announcement. It says "See you in 30 min!" and "Hi there". It welcomes attendees to the "Reduce First-Year Churn in Hospitality Industry" webinar, stating "We are excited to have you join us today, so let's get started in 30 min!". It mentions the webinar will run from 10 am to 10.40 am. A button "Go to the webinar" is shown. Below, it identifies the host as Anders Thorup, Pre & Onboarding Specialist at Introdus, with a phone number +45 31 11 66 33. At the bottom, there is a promotional banner for the webinar on February 2, 2023, at 10:00 - 10:40, with the title "REDUCE FIRST-YEAR CHURN IN THE HOSPITALITY INDUSTRY".

Advertisement for Sinnaps Academy. It features the Sinnaps logo and the text "Certificación Sinnaps". It asks "¿PARA QUÉ SIRVE EL CÓDIGO DE CERTIFICACIÓN?" and explains that each person who passes the exam receives a unique certification code. It lists the benefits of the certification: "Formación", "Certificado", and "Certificación". It also mentions "Curso de Gestión de Proyectos" and "Curso de implementación de Sinnaps".

Advertisement for Sinnaps Academy. It features a video player showing a woman speaking, with the text "Seguimiento del proyecto con Sinnaps". To the right, there is a table with columns for dates (26, 27, 28, 29, 2, 3, 4, 5, 6) and rows for project activities. The table is titled "Lección: Planifica tu proyecto en 5 pasos". Below the video, there is a section titled "EJERCICIOS DE LA LECCIÓN" with two steps: "Paso 1" and "Paso 2".

[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.

Weekly report from your Virtual Coach

### 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

#### Potential improvements

- **This project is very short.** Plan at least two weeks in order to quantify the work and resources.

#### 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

Analized a few seconds ago...



#### 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!**

Login

**Tipos de procesos**

- Negocios
- Administración
- Formación
- Personales

Ver los más populares
Ver los más recientes

Sinnaps / Tipos de procesos

### Últimos procesos añadidos

**Preparar una entrevista de**

Proceso en el cual, se explica cómo 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 todos los 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 conviértete en un director de cine. Luego, podrás subirla a las plataformas más habituales de vídeo.

GRATIS

**Pasos para crear una campaña con**

En este proceso, explicamos cómo 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

Testing mode

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.





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



## 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 INTRODOT.MARK.COM





REPORT

Results of the

## Pre & Onboarding Survey 2022

Book your demo now



## 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



[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**.

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)

Onboarding plan template step 02" (View Reports)

Automation

Email 30 60 90 day onboarding plan template step 02

0 px

650 px

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**  
+4531116688  
soeren@introdus.dk  
[Book your demo](#)



Introductus


# 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

Introductus aps, Tuborg Havnevej 7, Hellerup, Denmark 2900

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Contacts

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CX Apps

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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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