



BUILD TRUST BEFORE THE FIRST CALL

From first impression to qualified conversation.

Conversint helps relationship-led businesses sharpen the public message, give buyers useful reasons to talk, and see which marketing work creates real demand.

For leaders who want the website, content, follow-up, and reporting to support the same sales conversation.

WHY THIS MATTERS

Trust starts before the first call.

A buyer often checks the website, reads the public message, and forms an opinion before anyone speaks. Conversint helps make that first impression clear, credible, and easy to act on.

**POSITION****Make the offer easy to understand.**

A buyer should quickly see who the business helps, why it is credible, and what to do next.

PUBLISH**Give prospects something useful.**

Service pages, buyer notes, social posts, and follow-up assets help educate buyers before the sales conversation.

MEASURE**Let the response guide the next move.**

Lead quality, meetings, source, response speed, and closed-work signals show what deserves more attention.



Conversint

THE WORK SEQUENCE



HOW THE WORK MOVES

The story gets clearer as each piece is completed.

We clarify the buyer, improve the first public path, create useful marketing assets, and use the response to decide what to do next.

01

Clarify

02

Build

03

Publish

04

Learn

WHAT WE DO

What Conversint builds with you.

A clearer public message, useful buyer assets, and a practical way to see which marketing work is creating real sales conversations.



FIRST IMPRESSION

Make the visit feel credible.

Sharper messaging, priority page updates, clearer calls to action, SEO basics, ownership clarity, and a steady update cadence.

BUYER ASSETS

Explain the work before the sales call.

Campaign themes, buyer guides, page copy, social posts, email drafts, approval flow, and performance review.

AI-ASSISTED EXECUTION

Move faster behind the scenes.

Research, summaries, drafting, intake, reporting, routing, and status updates with human review.

DEMAND SIGNALS

Show what is creating demand.

Source tracking, lead quality, meetings, monthly readouts, and clear next moves.



FIRST 90 DAYS

A practical start, built for visible progress.

WEEKS 1-2

Clarify the buyer and message

Confirm ICP, website gaps, approval path, existing content, CRM/inbox reality, and the first campaign hypothesis.

WEEKS 3-6

Launch the first public path

Build priority page updates, a useful buyer asset, calls to action, and tracking for the handoff.

WEEKS 7-12

Adjust from real signals

Review traffic, lead quality, response speed, meetings, content performance, and the next campaign move.

WHAT GETS MEASURED

Prove what is worth doing next.

We connect marketing activity to buyer response, lead quality, meetings, and revenue signals so the plan improves month by month.



SIGNAL 1

Completed work

Pages, posts, emails, ads, assets, and updates delivered or published.

SIGNAL 2

Buyer response

Visits, clicks, downloads, calls, replies, and booked meetings.

SIGNAL 3

Lead quality

Sources tied to stronger leads, better fit, and useful sales conversations.

SIGNAL 4

Business value

Sources tied to pipeline, files, closed work, revenue, or avoided waste.

Monthly readout: continue, stop, change, or investigate.

PAST WORK SIGNALS

Proof from work already done.

Selected examples from prior work across executive marketing, AI product delivery, analytics, and operational reporting.

\$19M+

in new sales opportunities

Executive buyer messaging was adapted through repeated sessions, turning abstract technology interest into prioritized roadmaps and contributed sales opportunities.

AI PRODUCT

Support scaled without matching headcount

AI handled first-line support around the clock while human specialists stayed focused on complex cases.

PERSONALIZATION

1.9B tailored offers delivered

Real-time ML work supported relevant offers at household scale with sub-second response requirements.

REPORTING

50+ manual hours removed each week

Scattered data became one executive view, reducing manual reporting and helping leaders act from the same facts.

SAAS AI

AI feature launched in 6 months

A product team got its first LLM feature into production and learned how to maintain it after launch.

These examples connect buyer messaging, completed work, and measured response.

WHO IS INVOLVED

The people behind the work.

Strategy, website execution, campaign support, AI-assisted production, and reporting stay connected by the same team.



PRINCIPAL CONSULTANT

Patrick Saul

Client discovery, buyer messaging, strategy, and executive-facing synthesis.

PRINCIPAL CONSULTANT

Daniel Nfodjo

Website systems, technical execution, AI workflows, product thinking, and delivery quality.

SHARED WORKPLAN

One connected team

Website updates, content production, campaign review, and reporting stay tied to the same sales goal.

MARKETING OPERATIONS

Kelly Nikolai

Campaign coordination, marketing execution support, client context, and follow-through.



Bring the growth priority. We'll turn it into a working plan.

A useful starting point is the path from attention to qualified demand: clarify the buyer, improve the first impression, create the first asset, and measure the conversations it creates.

Current site reality

provider, access, ownership, analytics, approvals

First buyer hypothesis

industry, pain, urgency, source of trust

Marketing inventory

pages, posts, sales notes, FAQs, prior campaigns

Lead handoff

form, phone, inbox, CRM, follow-up owner

conversint.ai

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