

**How to attract new clients with  
news about our web company?**

# Goal

Grab the attention of online users and your customers

# Tools

Your corporate blog and news around  
your company

# What we'll earn?

Clients, partners, employees, fans  
...competitors

# Everything is content

How do you produce and how do you share news

# How to produce news?

New projects or services in your portfolio

# How to produce news?

Events, seminars, trainings, conferences

# How to produce news?

Participating in an exhibition



# How to produce news?

Winning a web award

# How to produce news?

Team building – photos and videos

# How to produce news?

Photos at the office or inside the work process

# How to produce news?

New partnerships

# How to produce news?

Open career positions

# How to produce news?

Write your own articles – share your experience

# Consequences

Traffic, interest, links, requests

**No ideas for news?**  
Change your business



# Share the news

News section in your website, Corporate blog, Facebook, Twitter, Local social websites for content, App

# Thank you!

Stefan Chorbanov, Stenik

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