Take advantage of engaging content to meet your unique business needs and employ customers for Tech Startup, SAAS/Cloud companies, software development houses/Consulting Houses.

✓ Turning your vision into profits

✓ Creating a business with authentic integrity

CONTENT WRITING CONSULTANCY

We Make Content Creation Simpler For you

Cognitive Convergence

http://www.cognitiveconvergence.com/

shahzad@cognitiveconvergence.com

+1 4242530744

✓ Strategic process for your profits.
✓ Build strategies, build confidence, build your business
✓ Work smarter, not harder
✓ Mutual vision...partners in growth

About Us

Cognitive Convergence is a subject matter expert in Technical and Business writing for SAAS/Cloud companies. Our certified and experienced consultants will create custom, robust, and scalable campaigns for different business needs. Our vision is to help clients in creating a dominant online presence and developing meaningful relations with its target audience. We help to We have specialist team providing quality content each time. Our services include:

✓ Researched list of keywords to use

✓ Eye-catching headline

✓ Irresistible call to action

✓ Audience-focused content

✓ Social media friendly

✓ Helping businesses boost their SEO and increases the traction they get on their website

✓ Educate customers to make sale process easier

✓ Compose publish thought leadership content

✓ Bridge gap technology and business gap

Current Location: Lahore, Pakistan

Planned Front-end Office: California/Washington States- USA

Content Writing

Content is undoubtedly a major buzzword in today's market. Bill Gates once wrote, "Content is King." Words have the power to make or break a brand's image. Anything presented is a company's way of displaying information to their audience. Business writing for Sales, Marketing, Business Development for SAAS and Cloud is to provide online users with written relevant information directed toward a specific SAAS
product of any vertical sector SAAS – healthcare, education, finance, etc.

By providing customer with useful and free information over the web, a business can:

- ✓ Build credibility and authority in their respective industry
- ✓ Attract potential customers to their website and provide more
  reasons to revisit
- ✓ Develop and nurture long-term relationships with customers
- ✓ Improve brand recognition and awareness in the market
- ✓ Boosts Search Engine Optimization (SEO)
- ✓ Boost in sales and conversation rates

Our Target

Engaging content is a secret weapon for tech industry to increase their business by providing attractive brand messages to their audience. Geographically we target:

✓ United States of America

✓ Europe

Dynamics 365 consulting companies
Properly optimized content for Dynamics 365 consulting companies offering services for various modules

Software Development Houses
Creative, unique, and attractive to the internet public, in order to draw in more traffic to Software Development Houses' website.

BI/Analytics
A quality writing service, delivered on time and with the minimum of fuss for BI/Analytics companies.

Cloud Consulting Companies
Being a Cloud Consulting specialist, we write the content after getting a brief of the requirements categorically.

SAAS companies
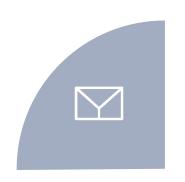Providing a service tailored to individual needs of SAAS companies

Tech Start-ups
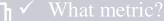Provide a service tailored to individual needs of Tech Start-ups

Our Focus Market

Content Marketing for technology companies is thriving in the digital world. Tech companies are benefiting vitally by displaying informative content to demonstrate their products and services. Our focused targets for Tech Startup, SAAS/Cloud companies software development houses / Consulting Houses are to:

We create matching content with your audience.
- ✓ What is the message of this content?
- ✓ Who are these messages targeted?
- ✓ Are these still the right messages for the right audience? toward?

Tracking and reporting on your success.
- ✓ What metric?
- ✓ What key performance indicator is most important to your business?

Close the gap between technology and people
- ✓ Is your content focusing on specifications and technical achievements.

Create an innovative brand voice
Are the brand personas customizing their voice?
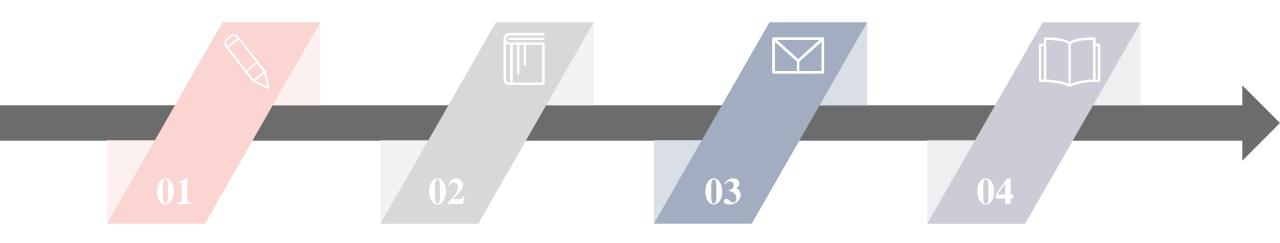Is all your content have that forward-thinking, hunger for the future?

Startup Custom Plan for Content writing

When people are looking for tech solutions, the first thing they do is search them online. Industry expect you to have a robust and high-quality presence for your tech marketing to win clients. People are looking for information in their research phases of the buyer journey. Most chances are they will look past your marketing materials and focus on educational resources. That is where our work of content marketing begins. We establish sound and custom action plan of content writing for startups. Our journey begins by:

01

02

03

04

Understand Tech Customer

Focus on the target customer and provide a framework to create content. Also Take Inventory of Your Tech Marketing.

Define Your Goals and KPIs

Determining overall KPIs and setting benchmarks

Determine Distribution Channels

Identifying Type of Content Attracts Tech Buyers. Include content marketing strategies into your tech marketing stack.

Content Diversification whenever required

reach B2B tech buyers in the format they expects. Use Tech Marketing Storytelling to display benefits or the specs of your products

Cognitive Convergence provides Content writing Service for business as per their special needs. We provide high quality and Flawless Content Writing services by having an equal balance between the technical and business. Our Business Writing skills ensures to make your brand appear more professional and unique in the competitive market with continuous shaping of your online presence. Our services include:

- Thought Leadership
- Small Business Marketing
- Blog / Article
- White Papers
- Website Copywriting
- Case Studies
- eBook / Guide / Pillar Articles
- Newsletters
- Social Media Copywriting
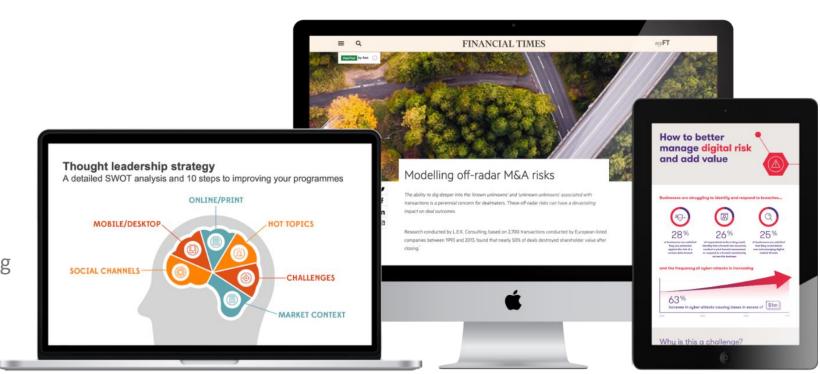- Presentation Creation
- Video Creation

Our Services

Thought Leadership

Thought Leadership as a Service not only provides access to Longitude's strategy, editorial and research but also give hands-on expertise on a plug-and-play basis. It enlightens marketers everything they need in order to deliver impactful content that is more flexible, and on-demand compared to the traditional project-based model.

We will help you to:

✓ Provide thought leadership strategy

✓ Content Strategy

✓ Owned Media and Custom Projects

✓ POV creation

✓ Guest Posts

✓ Writing and Editing

✓ Data gathering and analysis

✓ Keyword Research and Analytics Reporting

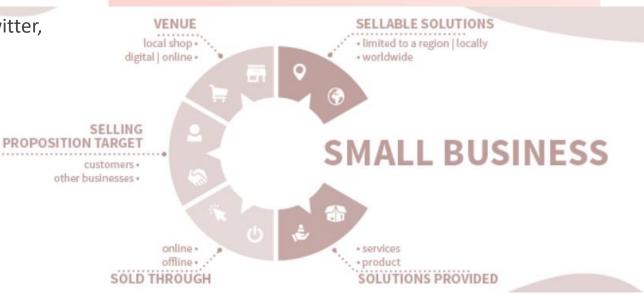✓ Information design and presentation

Presenting useful content on time allows businesses to become a thought leader in the industry. It helps to increase your business's recognition in the market by building consumer trust, respect, and loyalty. If you are a small business, we are here to help you grow traffic to your website. We will:

✓ Create/optimize your Google "my business listing"

✓ Add relevant logo/photos to Google "my business listing"

✓ Conduct industry known/focused keyword research for your

✓ Optimize website using appropriate Title Tags and Meta-Description by selected keywords

✓ Add relevant keywords to your website home page

✓ Submit sitemap to Google

✓ Efficient connect website to Google search console

✓ Add local business citations on relevant directories/websites

✓ Set-up/optimization of social media business page for LinkedIn, Twitter, and Facebook

✓ Monthly content planning with plagiarism check (US or British English)
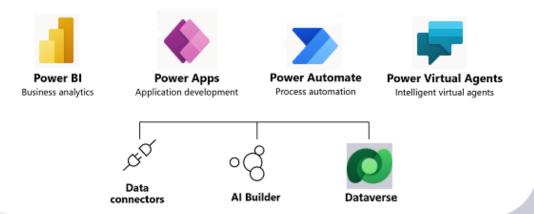
Small Business Marketing

Blog /Article

Regular publishing content on the website can help to build your brand by improved organic SEO to drive more traffic to your website. It can deliver a strong return on investment. We help to:

- ✓ Collaboration on a shared content planner
- ✓ Researched writing by our engineering writers
- ✓ Add relevant graphs/diagram screenshots if required
- ✓ Submission in Google Docs, MS Word, or PDF whenever needed
- ✓ Adding Internal/external hyperlinks
- ✓ Title and content planning
- ✓ Provide title tags and meta descriptions
- ✓ List of industry researched Keywords

Microsoft Power Platform

The low-code platform that spans Office 365, Azure, Dynamics 365, and standalone applications

Power BI — Business analytics
Power Apps — Application development
Power Automate — Process automation
Power Virtual Agents — Intelligent virtual agents

Data connectors
AI Builder
Dataverse

White Papers

White papers are used by several tech companies and proved to be great for building trust by showcasing technical expertise. White papers are mostly used as lead magnets to expand an email database. We will help to write whitepapers that will be one hundred percent genuinely based on technical expertise. Our technique to write is to:

✓ Pre-interview research and question preparation with a Subject Matter Expert (SME) or your client

✓ Prepare scope for approval before writing

✓ Deep topic research and writing by technical writers

✓ Professional copy editing and proofreading of existing papers

✓ All sources and references citing as well as listed

✓ Plagiarism check with 0 grammatical errors

✓ Add relevant graphs/stats/diagrams where appropriate

✓ Deliverable: Google Docs or MS Word

Website Copywriting

Most business owners overlook the importance of having their copywriting needs met by an experienced professional. Only the skilled copywriter can increase the chances of success compared to others. Cognitive Convergence will help you to maximize your online and offline success with original, compelling website content that ranges from blog posts to sales content to online guides. Whether you are looking to increase customer engagement, enhance website traffic or sales, our team of professional will help achieve your business goals in no time.

Our services include:

- ✓ Copywriting
- ✓ Product descriptions
- ✓ Landing pages
- ✓ Some specialties for writing website services are:
  - o Home Page
  - o About Us
  - o Brand Story
  - o Mission/Vision Statement
  - o Product/Services/Solutions
  - o Privacy policy
  - o FAQs
  - o Blogs
  - o Contact us
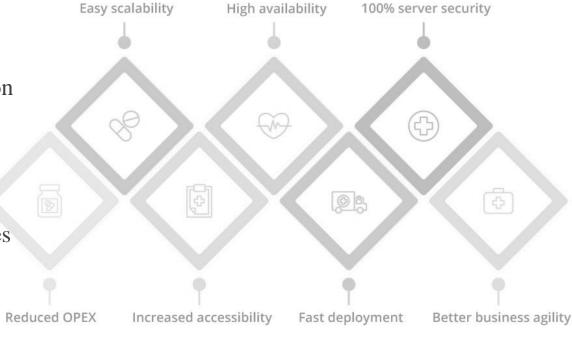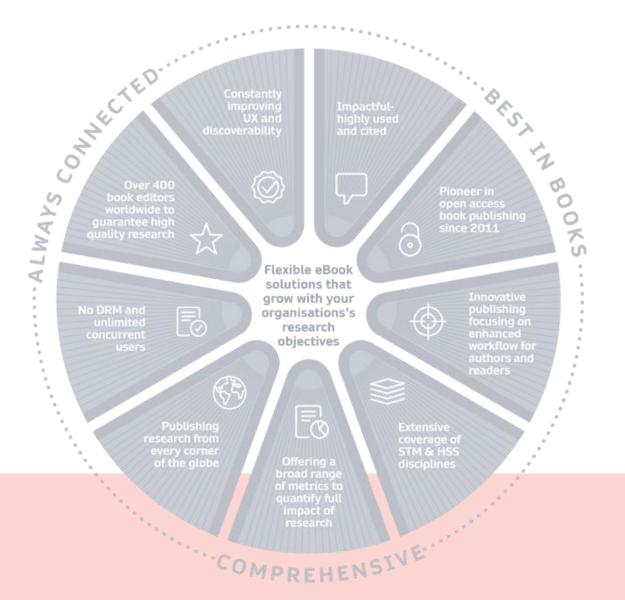- ✓ A brief for each page including the estimated word count

Case Studies

A case study is a great way to showcase results you have achieved for clients. It gives readers social proof of how your business could help them too. Case studies can deliver multiple benefits to your business. We will help you to write a case study that will:

✓ Explain complex ideas simple

✓ Present original content

✓ Base on customer success

✓ Keep a balance between technology and business orientation

✓ Addressing problem with a complete solution

✓ Align format with Brand's theme

✓ Ask for approval from both technical and business resources

✓ Add Compelling Graphics

Easy scalability   High availability   100% server security

Reduced OPEX   Increased accessibility   Fast deployment   Better business agility

eBook/User Guides contains information that ensures the readers about the sound execution and making the right choices when it comes to technical implementation/usage. Provide your customers high-quality informational content for specific business needs and watch them come back to you again and again. We will provide you eBooks or user guides that comprise of:

✓ Deep topic research, written by technical writers
✓ Add relevant infographics/diagrams
✓ Add Internal/external hyperlinks
✓ List all sources for reference
✓ Professional copy editing/proofreading
✓ Plagiarism check

eBook/User Guides/Pillar Articles

Newsletters

Newsletters are the one of the easiest ways to engage your customers and boost your business. They help to stay connected with the subscribers and build trust by providing regular updates on your business and the relevant industry. We help to:

✓ Research into your company, target audience, industry, etc.

Provide research and test funnels and content.

Use newsletters that are optimized to convert.

Watch as your subscriptions and conversions grow by staying out of the spam box.

Strategizing to create new possibilities.

Analytics & Reporting for constant monitoring & transparency with the clients

Presentation Creation

Modish marketing materials always help to build an everlasting impression on customer's mind. We will help you to differentiate yourselves from others by making unique presentations from paid subscriptions of Microsoft and SlideMembers. We offer presentation creation services for consulting houses, tech companies, SAAS startups, and cloud consulting companies

We will help you in the following:	
Pitch Deck	Investor Pitch Deck
Presentation Design	Company Profile and Portfolio
Investor Pitch/Fundraising	Business Proposal PPt
Marketing and Sales Presentations	Custom Designed Template

01

Aligned with company branding –
Unique template

02

Outline the slides blueprints and layouts -
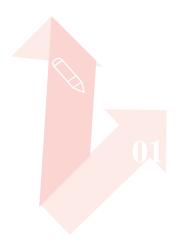Design a modern PowerPoint presentation

03

Analyze, strategized, and prepare content –
Pitch decks for different firms or for a startup

04

Represent content in the slides –
Conferences, business, lectures live presentations

01

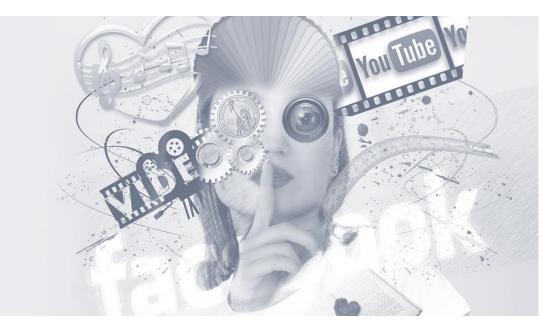**Feedback implementations from clients –**
Fast, reliable turnaround

Video Creation

Modish marketing materials always help to build an everlasting impression on customer's mind. We will help you to differentiate yourselves from others by making unique video from paid subscriptions of Microsoft and SlideMembers. We offer presentation creation services for consulting houses, tech companies, SAAS startups, and cloud consulting companies

✓ Save time and resources

✓ Easily test and optimize

✓ craft video masterpieces that are boldly conceptualized and beautifully engineered

✓ Social Video

✓ Corporate Video

✓ Video Editing & Formatting

✓ Animated Video

✓ Video Strategy

✓ Video Search Optimisation

✓ Onsite Video

✓ Ideation & Storyboarding

✓ Video Marketing

Social Media Plan Content

Nowadays, content marketing is a powerful lead generation tool for the tech industry. A strong, well-represented content strategy can help businesses to effectively talk with the potential buyers resulting in fast leads conversions. We understand that being a tech company, your brand must remain on the cutting edge of all things digital. Our team of experts will help you to break down tech company social media plans to bolster your online marketing campaign.

Position company as a thought leader

- ✓ Choose the right social media platforms
- ✓ Establish a consistent brand voice
- ✓ Observe, interact, and network
- ✓ Engage with right audience

Publish different kinds of content

- ✓ Publish visual content to help in processing information faster
- ✓ User-generated content.
- ✓ Create polls and surveys

Our Strategy

Master the art of storytelling

- ✓ Share blog posts
- ✓ Post informational infographics
- ✓ Produce stunning content posts
- ✓ Leverage the story and narrative behind your brand

Keep your content informational

- ✓ Create genuinely interesting content
- ✓ Highlight products/services' features
- ✓ Respond to clients

CMS – Friendly Content Writing/Formatting

CMS or Content Management System offers a series of innovations allowing businesses to boost results, consistently drive more sales by delivering more options to consumers. The greatest challenge for companies is to align their needs with the available resources. We help tech companies to achieve all marketing goals with a content management system.

- ✓ Offer versatility for projects and optimizing loading speed
- ✓ Offer support for organic search optimization and handling number of additional features whenever required
- ✓ Help you build your dream website. We write content, configure, purchase web hosting and a domain name, install and manage CMS
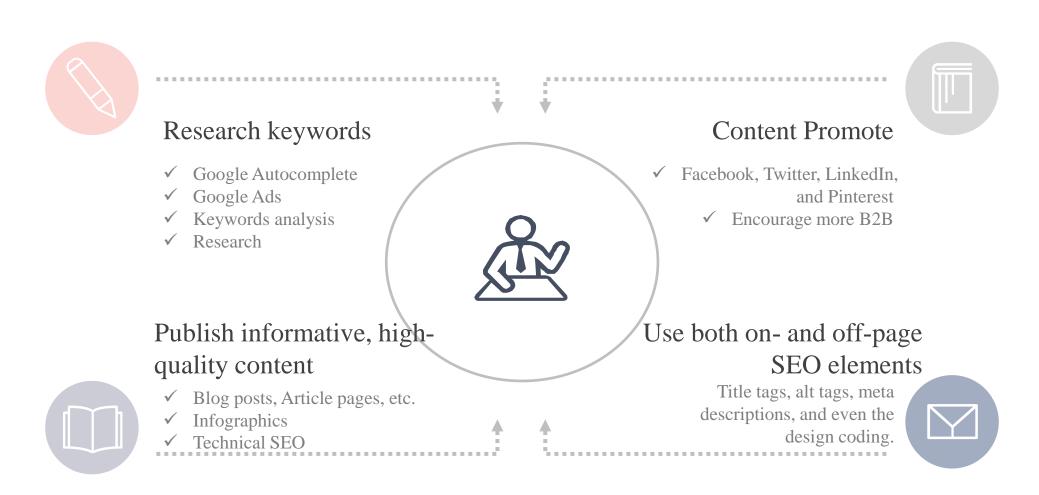
Kinds of websites we build with content management systems:
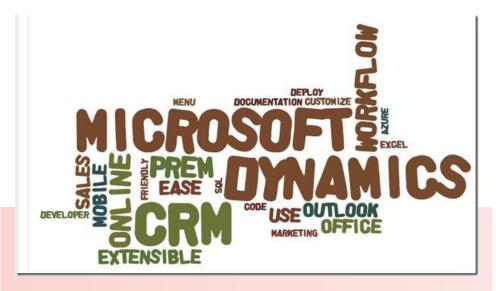- ✓ Static websites
- ✓ Blogs
- ✓ eCommerce stores
- ✓ Forums
- ✓ Social networks
- ✓ Online courses
- ✓ Membership sites
- ✓ Portfolios
- ✓ Etc.

Top 5 Supported CMS

WordPress

Drupal

Radiant

TextPattern

Joomla

SEO Guidance For Content Strategy

Bearing in mind that every business has different objectives, we provide customized content strategy that follows SEO guidance for Tech Startup, SAAS/Cloud companies and software development houses / Consulting Houses.

Research keywords

✓ Google Autocomplete
✓ Google Ads
✓ Keywords analysis
✓ Research

Content Promote

✓ Facebook, Twitter, LinkedIn, and Pinterest
✓ Encourage more B2B

Publish informative, high-quality content

✓ Blog posts, Article pages, etc.
✓ Infographics
✓ Technical SEO

Use both on- and off-page SEO elements

Title tags, alt tags, meta descriptions, and even the design coding.

Content writing for Dynamics 365 Consulting Companies
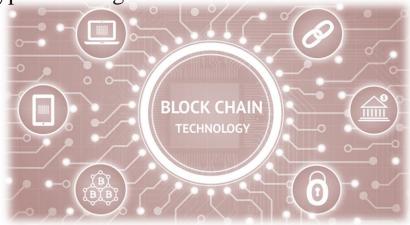
Areas covered by us:

- ✓ Dynamics 365 Sales, Marketing, Finance, Project operations, Customer service, Fraud detection, Field Service, Talent– covering all modules' aspects

- ✓ Dynamics 365 XRM Web API, CRUD implementation

- ✓ Dynamics 365 REST API Development, End Points, HTTP methods

- ✓ Dynamics 365 Custom Plugin Development, Plugin registration

- ✓ Dynamics 365 Power Apps Component Framework

- ✓ Dynamics 365 Typescript Development and deployment

- ✓ Dynamics 365 Power App development, model-driven applications

- ✓ Dynamics 365 integration with Power BI and AI builder

- ✓ Dynamics 365 for Power App users

- ✓ Dynamics 365 – build your own CRM through Custom canvas apps

- ✓ Dynamics 365 Customizations and Mobility solutions

- ✓ Dynamics 365 Custom integration

Content writing for Blockchain Consulting Companies

Areas covered by us:

✓ Blockchain Crypto Services- Cryptocurrency, Cryptocurrency Wallet, Crypto Wallet Types, How to secure the crypto wallet, NFT, How are NFTs traded, Initial Coin Offering (ICO), Initial DEX Offering (IDO), Initial Farm Offering (IFO), Initial Liquidity Offering (ILO), Cryptocurrency Exchanges, Centralized Cryptocurrency Exchanges, Decentralized Cryptocurrency Exchanges.

✓ Use cases of blockchain-- in
  o Education Industry
  o Healthcare Industry
  o Real-estate Industry
  o Construction Industry
  o Financial Industry
  o Automotive Industry.

✓ Crypto Services technical writing- Cryptocurrency, NFTs- create your own cryptocurrency, create your own crypto wallet, how to create NFT marketplace, how to create tokenization of assets, create your own crypto exchange.

Content writing for Power Bi/Analytics Consulting Companies

Areas covered by us:

- ✓ AppSource Power BI Apps - Usage and Customization of App, Publish Power BI App on AppSource

- ✓ AppSource Power BI Visuals - Importing Custom Visuals from Microsoft AppSource, Custom Visual Development

- ✓ Microsoft Power BI Components - Power Query, Power View, Power Map, Power Q&A, Data flow among Power components

- ✓ Microsoft Power BI Editions - Power BI Desktop, Power BI free, Power BI Pro, Power BI Pro License, Power BI Premium, Power BI Mobile, Power BI Embedded, Power BI Report Server

- ✓ Power BI Custom Visual - Power BI custom visual development using D3.js , Python custom visual, Python Scripts in Power BI Desktop, Power Apps visual for Power BI, D3.js Power BI Visual, Development Patterns, Custom Visual License Management.

- ✓ REST API base development service - Microsoft.PowerBI.Api, Microsoft.PowerBI.Javascript, Pyhton Based Development, Microsoft Azure Active Directory .Net Based development, Azure hosted serices.

- ✓ Power BI Dashboard Mobile Strategy - Power BI Mobile Apps, Mobile App development, publish a phone report, Phone layout report app

- ✓ Power BI DAX and M formula language - Data Analysis Expressions, Calculated Columns, Calculated Measures, Dax Functions, M formula language, Advanced cleaning and transformation, filter and analyze data.
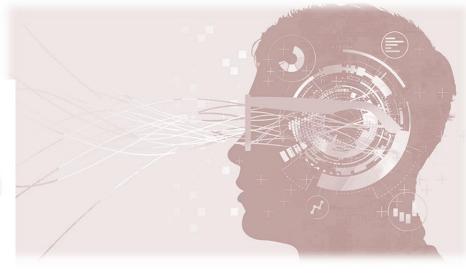
Content writing for Metaverse Consulting Companies

Areas covered by us:

✓ Shopping at metaverse- metaverse for business, metaverse for ecommerce, augmented reality for ecommerce, virtual reality for ecommerce, challenges for brand and retailers, future in metaverse.

✓ Use cases of metaverse in

- o Education Industry

- o Healthcare Industry

- o Real-estate Industry

- o Construction Industry

- o Financial Industry

- o Automotive Industry.

✓ Shopping at metaverse technical writing- VR/AR, 3D engines and frameworks(unity, cryengine), WebXR Deice API, A-frame, react360, amazon symerian, developing the content, fine-tune the content, publishing omnichannel content,

Content writing for SaaS Consulting Companies

Keywords covered by us:
- ✓ Multi-tenancy architecture Software
- ✓ Third-party Integration with ERP/CRM and other SAAS services
- ✓ SAAS B2B, B2C, and B2B2C solutions
- ✓ Server-side, RoR, NodeJS, .NET, Java, PHP, etc.
- ✓ Front-end, Angular, React, Vue.js, etc
- ✓ Exposing 3rd Party APIs and deployment
- ✓ SaaS database models, Application and Database instances per tenant, Multi-tenant app with one database per tenant, Multi-tenant app with a single multi-tenant database, Multi-tenant app with shared Multi-tenant databases
- ✓ AI/ML Cloud model, MLaaS
- ✓ SaaS Frameworks, ABP, SAASKIT, FINBUCKLE.MULTITENANT, CLOUDSCRIBECLOUDSCRIBE
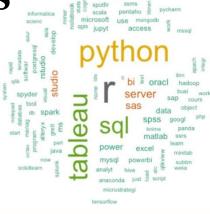
Content writing for Tableau Consulting Companies

Areas covered by us:

- ✓ Structuring Data - structure data for analysis, Data Preparation, cleaning dirty data, structuring ill formed data, combining multiple sets of data, improve speed and efficiency.
- ✓ Data Visualization - sorting, comparing and analyzing data through interactive graphs and charts in Dashboards.
- ✓ Tableau Prep - cleaning, automating, administering and sharing of data, Share data flows
- ✓ Tableau CRM - end-to-end analytics solution, Automate actions, Predictive Analysis using Einstein Analysis.
- ✓ Tableau Integration - Tableau Data Connectivity to variety of data sources
- ✓ R Integration - statistical analysis, machine learning packages
- ✓ Tabpy - data exploration and visualization with data science logic
- ✓ Connector SDK - connect ODBC or JDBC driver
- ✓ Web Data Connector - connect to data sources accessible over web
- ✓ Document API - Programmatically modify Tableau files.
- ✓ Extension API - extension to integrate and interact with other application in Tableau
- ✓ Hyper API - Automate custom extract, transform and load (ETL) processes
- ✓ JavaScript API - embed Tableau visualization in web applications.
- ✓ MetaData API - Perform impact analysis, track relationships between content and external assets
- ✓ Tableau Server Client - Connect Tableau server to python using Personal Access Token.
- ✓ Rest API - customized custom applications, script interactions.
- ✓ Webhooks API - notify when triggering a workflow using HTTP and JSON
- ✓ Mobile App Bootstrap - stay signed in to Tableau Servers, embed Tableau content, embed the Tableau content

Why Select Us?

Cognitive Convergence is a full-service subject matter expert company that specializes in Content Creation for Tech industry. Our talented team of specialists can build a strategy is to:

- ✓ Devote time to keyword research related to your industry.
- ✓ List blog post ideas that leverage opportunistic keywords.
- ✓ Identify blog posts that can be updated or refreshed.
- ✓ Identify other SEO opportunities, such as holidays.
- ✓ List content ideas in a Search Insights Report.
- ✓ Track progress at the end of each month.

Unique

We'll work our hardest to achieve your goals

Build Credibility

Grow your B2B business boldly. We are a specialized, B2B company. We build growth engines for marketing and sales success.

Industry-defined

When you partner with us, your success is our success

Content Marketing Assessment

Refine your content strategy to attain optimal results

BRAND Strategy research by Technical strategist

Technology has been a business game-changer at every level. We will help you to build a B2B tech brand that inspires, engages, and helps grow the bottom line.

Our strategy is to:

✓ Begin with a solid foundation of research

✓ Determine where to position the brand on the tech spectrum

✓ Develop a brand positioning strategy that stands for more

✓ Leverage the brand story with an effective name in the industry

✓ Find and build authentic brand voice

✓ Infuse brand into the entire customer experience

✓ Support on a logical brand architecture

Consulting services of **Cognitive Convergence** for **Business Content Writing** offers strategic opportunities to clients, investors, and partners that are:

- ✓ Unique and industry defining

- ✓ Mutual interest centric business approach

- ✓ Significantly enhance company's footprint

- ✓ Grow revenues by entering new and exciting **Technology Domains**, **App development ideas**, **Solution Development**, and **Joint venture** projects based on **social media strategies**.

- ✓ Wants to have strong Financial Empathy with customers by understanding their financial model and changing billing based on financial limitations, needs, patterns of clients.

- ✓ 1st mover advantage with

    - ✓ Talent: 100%
    - ✓ Timing:100%
    - ✓ Technology: 100%
    - ✓ Technique: 100%

Thank You

Shahzad Sarwar
www.cognitiveconvergence.com
shahzad@cognitiveconvergence.com
+1 4242530744