

ONLINE COMMUNICATION  
ENDORSEMENT  
FOR A PR AGENCY  
**CASE STUDY**



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## THE COMPANY

NNC Services partner in this project is a full-service public relations agency from USA. The company offers a full range of services from strategic positioning to customized public relations programs for organization in IT, mobile technology, healthcare, tourism, education and much more.

## CHALLENGES

- To design and develop a new website.
- To improve and increase their online presence.
- The need to extend their offer by including online communication and social media consultancy in their services.
- Building a lead generation strategy.
- To enhance their social media activity.

## SOLUTIONS

NNC Services was engaged with the company management to rebuild the website. In this process, the NNC Services team started with a web business audit focused on: vizibility, usability, SEO, analytics and social media . For the website development part the team worked closely with a developer.

One of the most important actions was the content optimization activity. NNC Services team made sure that every page on the website had unique, high-quality content based on both meta tags and relevant keywords.

To grow the online presence for the client, the NNC Services team conducted the following activities:

- Developed a social media plan and revised all social media accounts:
  - Facebook and Twitter activity was intensified.
  - On LinkedIn, business networking actions were made periodically to outreach potential clients and dedicated communities.
  - A Google Plus account was created.
- A company's blog was established to promote ideas and share knowledge amog business profesionales in the same field and prospective clients in search for a communication consultant. NNC Services team wrote and promoted articles in the online media.

For more quantifiable results, the NNC Services team suggested a lead generation program to maximize the company's return on its investment.



## RESULTS

- NNC Services team succeeded to design an improved website, optimized for search engines. In just one month from the release the new content generates interest and demonstrates expertise as the new website registers 100 visitors weekly.
- Through the social media planning, NNC Services managed to increase company awareness, having more than 100 followers on twitter and strong connections with key persons from the target audience.
- Due to NNC Services endorsement the agency included online public relations services in their offerings.