

GO-TO-MARKET  
PROGRAM FOR START-UP  
SAAS SOLUTION PROVIDER



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## THE CLIENT

Our client, [Agilewords](#), had put together a leading **online document collaboration service** which needed marketing strategy refinement and go-to-market program execution.

## CHALLENGES

- The client needed to understand how to position and define its solution and strategy
- The project required quick ramp up and proven marketing results, along with a streamlined strategy

*“NNC has been instrumental in defining our online marketing strategy and reaching out to potential customers using a mix of inbound and outbound marketing tactics”, Fabrice Talbot, Co-Founder at Agilewords*

## SOLUTIONS

- NNC helped refine the strategy to articulate priorities from a solution branding, marketing, and sales perspective
- NNC analyzed and benchmarked competitors’ strategies and developed an optimum customer segmentation
- Our dedicated team took charge of ramping up social media on all channels, developing online marketing actions, and demanding generation through list building & lead nurturing efforts

## RESULTS

- The client pursued the strategy recommendations and engaged our team into operating the whole marketing campaign
- The NNC team developed an entire community around the client’s solution, aiming to educate their customers and drive new business
- Our team handled all marketing operations, bringing results on measurable KPIs