

REBUILT MARKETING  
PROGRAM FOR SOFTWARE  
DEVELOPMENT COMPANY



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## THE CLIENT

[Arnia](#) is an Eastern European software development company providing technology services that make companies more profitable and productive. Arnia Software specializes in a variety of software technologies like web, mobile, database, Microsoft and open source.

## CHALLENGES

- The company did not have a well-defined marketing strategy.
- We had to find new business opportunities related to a new technology (semantic web) the company is experienced with. However, being new, the technology had few users and was rather expensive for companies to implement.
- Indirect competitors had to be approached in order to discuss the possibility of a partnership.
- CUBRID, their in-house Database Management System, needed a strategic market analysis and intensive promotion.
- XpressEngine, an in-house CMS solution being developed, needed well-defined market positioning.

## SOLUTIONS

NNC Services implemented lead generation and online communication activities:

- // Established customer profile
- // Developed prospects database through list building, B2B list development and lead generation activities
- // Cold calling and appointment setting
- // Reshaped the existing website content and collaborated with the client's team in order to implement a new design
- // Elaborated market analysis for XpressEngine and CUBRID.
- // Inbound marketing actions for promoting CUBRID – social media, blogger outreach, community discussions, and press release.
- // Researched events for Arnia representatives to take part in. Arranged for presentations in some events.
- // Developed a set of marketing collaterals

## RESULTS

- Arnia started an ample partnership with a French company.
- The team managed to generate a constant flow of quality business appointments.
- Due to the joint effort of our teams, Arnia released a new website.
- Provided an extensive market analysis and positioning suggestion for the in-house CMS solution.



- As a result of content and social media marketing, traffic to the [CUBRID](#) website increased constantly.

### **CLIENT FEEDBACK**

The NNC team was very helpful in pointing us in the right direction as far as our target market goes. Moreover, they helped us get a clear picture of what the market environment is for the products we are developing in-house. As a result, Arnia received some important business opportunities. NNC has proven itself as a trustworthy partner we can rely on for consulting, not just executing marketing actions. We plan to continue the lead generation actions, accompanied by communication activities in order to maintain a constant flow of projects.