

EXTENSIVE MARKETING MIX  
FOR A BUSINESS  
CONSULTING START-UP



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## THE CLIENT:

DAIO is a start-up company, offering business development and administration services.

## THE CHALLENGE:

In the beginning stage of its development, DAIO was facing three major challenges: achieving a level of awareness on the target market, building trust on the target market, shortening the time for closing a sale.

The local market still being uneducated in the field, SMBs meet difficulties in creating a name for themselves, due to clients being forestalled by large companies.

## THE SOLUTIONS:

The project's primary phase was the market research that would determine the exact positioning and differentiating factors, as well as the target market's acquisition behavior.

Then followed the marketing plan for DAIO's services, in order to assess marketing and communication strategies, shortly followed by the start of communication actions: sales tools (website copywriting, PPT presentation, brochure copywriting, etc.) and direct marketing actions (e-mailing)s.

## THE RESULTS:

Our client has gained an extensive and appropriate marketing mix, positioning and differentiators, as well as a detailed action plan of what should be done in order to increase market awareness and eventually sales. The promotional materials we've created were highly appreciated and proved useful in our client's communication to prospects.

## TESTIMONIAL:

*'It was a pleasure to work with NNC Services. Their team has helped me get organized and plan ahead in one of the most critical stages of my company's development, being responsive and professional with everything they do. NNC's step by step strategic approach to the project was backed-up by perfectionism with every detail and high quality client service. I am sure they can make a positive difference in any company's development.'*

**Cornel Dinu, Managing Partner, DAIO**