

INCREASED NUMBER OF
OPPORTUNITIES AND
ONLINE BRAND
AWARENESS FOR A
FINANCIAL SERVICES
PROVIDER



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THE CLIENT

Finsmart is a new company on the Romanian market, founded by a team of financial professionals. The company offers financial consulting services, accounting, debt management, financial analysis, assistance with merges and acquisitions thus improving the cash flow and profitability of its customers.

CHALLENGES

Being a start-up company, Finsmart needed to accelerate its consumer-direct business, but the internal resources weren't yet in place to help guarantee success. Leads were acquired and tracked individually by company's representatives, and the marketing activities didn't follow a strategic plan to achieve the objectives set.

OBJECTIVES

- ✓ Website analysis and content development, relevant for Finsmart's services and for the established marketing strategy;
- ✓ Increase brand awareness in the financial market
- ✓ Educating and informing managers, directors of companies and entrepreneurs, on the financial aspects essential for business development;
- ✓ The development of online presence by increasing visibility, website visits and social interactions;
- ✓ Identifying new sales opportunities;
- ✓ Creating and implementing SEO campaigns in order to increase traffic to the company website and thus the decision makers' interest for Finsmart services.

SOLUTIONS / THE NNC SERVICES APPROACH



The NNC team analyzed the Romanian market in terms of competitors and market potential. It has also been analyzed and identified the differentiators of Finsmart on the market in order to develop the marketing strategy suitable to achieve the objectives.

Our NNC Services specialists in lead generation, SEO and content marketing implemented the marketing strategy agreed with Finsmart's representatives, carrying out the following activities::

- ✓ SEO and content
 - Structure and content analysis on the website
 - SEO optimization
 - Recommendations for SEO optimizations and website structure
 - Google Ads campaign – creation and implementation
- ✓ Marketing collaterals
 - Case studies
 - Press releases
 - Newsletters
- ✓ Create and develop LinkedIn profile for networking activities
 - Write and promote blog articles on LinkedIn
- ✓ Create and implement lead generation campaign
 - Establish the profile target
 - Create and develop the database
 - E-mailing campaigns

RESULTS

- ✓ The NNC Services team remade the entire website structure, optimized for search engines. Thus, in two months, the number of visitors on the website increased with 20%;
- ✓ In two month since the implementation of lead generation campaign, the client initiated discussions to collaborate with 10 companies;
- ✓ Increased visibility of products and services among Finsmart's potential clients.



TESTIMONIAL

Throughout our collaboration, the NNC Services consultants have shown seriousness and professionalism. They quickly understood Finsmart's profile and objectives and supported us in establishing and implementing marketing strategy. For high quality marketing and PR services, I strongly recommend the NNC Services company.

Mirela Girea

Managing Partner at Finsmart

ABOUT NNC SERVICES

[NNC Services](#) offers marketing consulting services dedicated to IT and services companies. NNC can assist you in choosing the best strategy for your company - from listbuilding and setting appointments with potential customers to generating online content and marketing via social networks.

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