

DEMAND GENERATION
CAMPAIGN FOR A FAST-
GROWING BULGARIAN
WEB DEVELOPMENT
COMPANY



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THE CLIENT

[Gopler](#) is a fast growing web development company, based in Sofia, Bulgaria. With a wide expertise on Java and PHP, as well as on Oracle Middleware and Business Intelligence, the company addresses clients from the United States, Canada and Western Europe, in order to deliver a wide variety of websites and web-based systems. The client works with both web development companies that need to outsource part of their work as well as with marketing agencies that need to provide web development services to their clients, besides their main offerings.

THE NEED

Although Gopler had several collaborations with companies from the external markets, most customers came from the local market, Bulgaria. The company needed to increase the pool of prospects and the number of collaborations with companies from the USA and Western Europe for its web development outsourcing services.

CHALLENGES

Although Gopler's interest was to start the demand generation campaigns as soon as possible, we had to face a considerable delay due to the fact that the new website was not ready to be launched.

The client had company presentations and other collaterals, but they needed to be updated in order to be used in our demand generation campaign.

Being a young company, although with great expertise in various technologies, Gopler did not have the actual experience in some of these areas, so we had to conduct strategic discussions with the client in order to identify the most relevant differentiators as an East-European outsourcing company.

OBJECTIVES

The project's main objective was to schedule each month at least 2 call conferences with qualified prospects. In order to achieve this, several secondary objectives have been set:

- Increase the attractiveness of the website, at that time still a work in progress
- Update the company's marketing collaterals
- Assist Gopler with professional advice and strategy in order to correctly profile the target market.

SOLUTIONS

NNC's marketing professionals created a mix demand generation activities that helped our Bulgarian client to establish business connections with American and Western-European web development companies and marketing agencies:

// Website audit

- NNC Services audited Gopler's new website, before launching it online; in order to improve its appearance and content.

// Content Marketing

- NNC Services rewrote the content for: case studies, portfolio presentations, company overview/profile presentation.

// Demand generation activities

NNC Services conducted demand generation activities in order to schedule direct appointments with decision makers from the United States and Western Europe, mainly Belgium and UK:

- Create the messages for the emailing campaigns, for LinkedIn Outreach, and the follow-up messages.



- Research: create a database with email contacts and LinkedIn profiles within groups.
- Update company's LinkedIn profile and approached decision-makers within LinkedIn groups.
- Conducted emailing campaigns.
- Conducted follow-up campaigns.

RESULTS

- In three months of activity NNC Services delivered 11 qualified business meetings
- Throughout our collaboration, NNC managed to deliver a constant number of leads every month; tripling, in some months, the number of targeted prospects
- The client signed one contract and received quotation requests from another 12 companies.

TESTIMONIAL

"NNC Services provided us excellent solution to our problem and met our expectations. We were assigned with a team of highly qualified and motivated professionals, who were eager to achieve results and help our business grow. For 1 year NNC was our key partner in promoting all our services."

Hristian Kostov, Managing Director Gopler

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 list building and setting appointments with potential customers to generating online content and marketing via social networks.

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