EFFICIENTLY IMPLEMENTING B2B MARKETING STRATEGIES FOR A STAFFING AGENCY SPECIALISED IN IT

M / +1 518 632 6131
F / +1 518 632 6131

E / office@nnc-services.com
W / www.nnc-services.com

A / 132 Chapel Street, Portsmouth, NH 03801, United States

THE CLIENT

The client is a brokerage and staffing company in the IT field, connecting Western European companies in need of software development specialists willing to work on-site with skillful human resources from Romania. The client is addressing mostly small and medium enterprises activating in a wide range of industries, that need IT personnel for developing software in-house.

CHALLENGES

The Western European job market in countries such as Germany, Denmark, Norway, UK, Switzerland, Netherlands, Belgium or Austria finds itself facing an acute lack of available IT specialists in their home country. According to a research study carried out by NNC Services for the client, this is one of the top three reasons (among the need to cut the high costs of in-house software development and slow time to market) why consider outsourcing the IT component of their business. Some of these companies, mostly in Switzerland, Germany or Norway would consider outsourcing mainly because of the lack of personnel, which indicates the stringent need to have IT specialists on-site. Other countries such as Austria are dedicated to in-house IT because they want 100% control on their business and teams.

The main challenge was thus promoting the client's services in a medium where 1. the legislation is slowly starting to be less prohibitive of immigration and working permits and 2. the alternative is outsourcing.

OBJECIVES

- Identifying the problems and opportunities in the IT job market in Western European countries.
- Identifying the small and medium enterprises that would be interested in keeping their in-house software development and placing Romanian IT specialists in-house.
- Effectively communicating to the clients' potential business partners why in-house software development remains a strong alternative to outsourcing (strategic reasons).

- Creating visibility for the client's services to Romanian senior IT specialists on the look-out for a job and engaging them with the client.

SOLUTIONS

- // Intensive research on the IT job market in Western Europe to clearly identify the problems and opportunities for the client's business.
- // Database building
- // Telesales
- // Lead generation
- // Community outreach (creating a discussion group in LinkedIn, adressed to IT senior specialists).

RESULTS

- Valuable and unique research for the client's business.
- Surpassing the initial objectives of 4-5 leads/ month to **double.**
- Creating a buzz around the LinkedIn group promotion with 1000 interested people joining in and interacting, in just one month.