

LEAD GENERATION
WESTERN EUROPEAN
CAMPAIGN FOR A
FINANCIAL SOFTWARE
DEVELOPER



M / +4 07 45 87 51 61

F / +4 021 313 56 85

E / office@nnc-services.com

W / www.nnc-services.com

A / 75B - Nicolae Caranfil Str,
Bucharest 1, Romania



THE CLIENT

[FITS](#) is a Romanian software development company, with 10 years experience in providing mission-critical software and IT services in various segments of the financial services industry. The client delivers custom-made software solutions for the financial sector, with a focus on banks and capital management companies.

The problem

- // FITS was dependent by their two big clients. They needed to expand their activities, experience and client portofolio through new client profiles and projects types.

THE OBJECTIVE

- // Identifying Western European financial software development companies interested in outsourcing some of their activities and set-up business meetings with their top-management. As, FITS' core competencies were .NET, Oracle and C++ technologies, NNC Services' specialists needed to concentrate all their marketing efforts on emphasizing them, from campaign strategy, to outreach messages.
- // Identifying Western European financial institutions that need custom-made software solutions set-up business meetings with their top-management.
- // Develop professional marketing collaterals essential for the prospecting and selling activities.

SOLUTIONS

NNC's marketing professionals implemented complete lead generation program:

- Campaign goal and objectives setting
- Decision – makers profiles development (CEO, CIO, CTO, General Mangager, Technical Chief)
- Intensive research on the Austrian, Denmark, Switzerland, Belgium, UK, and German markets to clearly identify prospects and build a comprehensive data base.
- LinkedIN account set-up; Outreach message and telemarketing script.
- Marketing collaterals development.

RESULTS



- // Valuable and comprehensive prospects database, with over **2000 Western European IT companies** and over **100 Financial Services companies**.
- // NNC Services' specialists generate a constant flow of **quality business appointments**; over **20 leads**.
- // FITS signed a contract with **one of UK's leading provider of software solutions for the financial sector**.
- // Provided **extensive marketing collaterals** package – brochure, company presentation, product fact-sheets, case studies, roll-ups.