

RAISING PUBLIC
AWARENESS
FOR A SOFTWARE
DEVELOPMENT COMPANY
CASE STUDY



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THE COMPANY

NNC Services' client for this project is a software development company, which offers its own suite of CRM (Customer Relationship Management) and CSM (Content Management System), Microsoft web based solutions. Their services are customized for both B2C and B2B companies from Romania, the UK, and the USA.

CHALLENGES

The client needed NNC Services to raise awareness of their services on the market and ultimately to increase sales for their solutions. The project was started at the beginning of the global economic crisis in late 2008, consequently NNC's actions required more effort and a tenacious approach.

SOLUTIONS

In order to meet the company's growth objectives, NNC Services came up with two proposals: a compelling communication plan and a lead generation program.

The communication plan was focused on:

- Website content development - The NNC team created content, brochures, case studies, and other communication materials;
- PR actions - Press releases announcing partnerships and news about the company were written and published online. A newsletter to communicate updates on services and solutions was developed and sent periodically to partners;
- Social media activities - The NNC Team was actively involved in discussions with groups of interest on LinkedIn. Blog post were developed to educate and inform the public on the services' benefits in organizations. Thus, the NNC team shared through blogging well-informed insights about CRM and CSM platforms.

For the lead generation program, the NNC Team started with a keen target market analysis, which identified the potential industries to be targeted. Next, a plan of action was established and followed.

RESULTS

- All communication efforts were rewarded by a doubled website traffic, which is still constantly growing through press releases and case studies.
- In spite of the adverse context, NNC's lead generation actions led to ten high-quality monthly appointments, with targeted qualified decision-makers.