

MANAGE ONLINE LEAD
GENERATION CAMPAIGNS
FOR A WEB AND APP STUDIO



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THE CLIENT:

The client, www.brandup.ro is a web and app studio based in Bucharest. BrandUP collaborates with highly rated brands and agencies in order to provide them with creative web, social and mobile applications. BrandUP is addressing both final clients from a wide range of industries, and agencies that need developing apps for their clients. The markets BrandUP usually targets are UK, Northern Europe, USA.

THE CHALLENGES:

The client started as a branding agency, slowly shifting its focus towards video platforms and digital apps. They knew they needed a change in terms of positioning and profiling, since they wanted to start promoting their own digital services. Given this context, some of the main challenges we confronted with are:

- The client needed to understand how to position and define its new solutions and strategy
- The client had a highly skilled and innovative technical team, with an impressive portfolio, including tailored online video platforms and online video production, but these were not well known.
- The client needed to promote its services based on a value proposition that outlined quality not the price, although the market expectation for a CEE outsourcer was lower rates.

THE OBJECTIVES:

- Identifying BrandUP selling points opportunities in Western Europe and USA.
- Identifying the companies that would need customized apps and video platforms for their clients.
- Actively seeking for new business opportunities on targeted markets.
- Creating visibility for the client's services to UK, USA and Western European markets.

THE SOLUTIONS:

- // NNC analyzed the USA and Western European markets in terms of competition and industry trends.
- // NNC, together with the client, clearly identified the solutions that BrandUP will promote.
- // NNC developed prospects database through list building
- // NNC created a new LinkedIn profile, reflecting the new positioning and fit for lead generation activities
- // B2B lead generation activities

THE RESULTS:

- NNC provided market analysis and positioning suggestions for the new services that BrandUP wanted to promote.
- The team managed to generate a constant flow of quality business appointments, surpassing the initial objectives of 4 leads/ month to **triple**.

CLIENT FEEDBACK:



Our partnership with NNC began once we've realized that our new line of business needed a totally different approach. NNC helped us perfecting our strategy according to our new business objectives and assisted us in identifying new markets and new potential clients. We are impressed by the promptness and professionalism with which NNC approached every stage of the project, delivering in a small amount of time a great number of highly qualified business opportunities. What I especially liked was NNC's knowledge and experience in our industry and the high value advice and consultations. In a word, working with you has been a breeze and we plan to continue our collaboration and we recommend them to any company in need for consulting services.

Colin Whitfield - CEO at BrandUP Interactive