

ONLINE COMMUNICATION
ENDORSEMENT
FOR A PR AGENCY
CASE STUDY



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THE CLIENT

NNC Services' partner in this project is a full-service public relations agency from USA. The company offers a full range of services from strategic positioning to customized public relations programs for organizations in IT, mobile technologies, healthcare, tourism, education and much more.

CHALLENGES

The company needed NNC's professional services to improve and increase its online presence. Ultimately, through a better online coverage the agency could add more clients to its portfolio.

OBJECTIVES

To meet the customer's demands the NNC Services team established the following objectives:

- To design and develop an optimized easy-to-read website.
- To enhance their social media activity.
- To extend the range of services they offer by adding online communication and social media consultancy.

SOLUTIONS

NNC Services worked closely with the company management to rebuild the website. In this process, the NNC Services team started with a website audit focused on: visibility, usability, SEO, analytics and social media. For the actual website development, the NNC team collaborated with a developer.



One of the most important actions was the content optimization activity. NNC Services team made sure that every page on the website had unique, high-quality content based on both meta tags and relevant keywords.

To grow the client's online presence, the NNC Services team conducted the following activities:

- Developed a social media plan and revised all social media accounts:
 - Facebook and Twitter activity was intensified.
 - On LinkedIn, business networking actions were periodically undertaken to outreach potential clients and dedicated communities.
 - A Google Plus account was created.
- A company's blog was implemented to promote ideas and share knowledge among business professionals in the same field and prospective clients in search for a communication consultant. The NNC Services team wrote and promoted articles in the online media.

For more quantifiable results, the NNC Services team suggested a lead generation program to maximize the company's return on its investment.

RESULTS

- The NNC Services team created a refined website, optimized for search engines. In just one month from release the new content generates interest and demonstrates expertise as the new website registers 100 visitors weekly.
- Through social media activities, NNC Services managed to increase company awareness, gaining more than 100 followers on Twitter and strong connections with key persons from the target audience.
- Due to the tight and productive collaboration with the NNC Services team and for its sustained guidance the agency decided to include online public relations services in their offerings.



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

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