LEAD GENERATION – AN EFFICIENT APPROACH FOR A SOFTWARE DEVELOPMENT COMPANY.

M / +4 07 45 87 51 61

F / +4 021 313 56 85

E / office@nnc-services.com

W www.nnc-services.com

A / 13-17 Sevastopol St, Diplomat Business Center,
Bucharest 1, Romania

THE CLIENT:

The client is a company specialized in software development and consulting, offering its services to a wide range of clients from different industries and geographical areas.

Specifically, the services that the client provides include custom software development, business and system integration, software support and maintenance, as well as mobile application development, web design and development for user experience and technology consulting.

The company's own clients have a varied background, representing countries such as the US, Australia, Norway, Germany and Romania. They activate in more than 10 different industries, with financial and outdoor activities representing half the cases.

THE CHALLENGES:

The client's main objective was to establish new business relationships with relevant companies. Its' target's profile was clearly outlined: companies that wished to outsource services that required use of .NET, PHP or mobile technologies. Further criteria was established in identifying these companies, such as location, size, revenue etc. Therefore the first challenge was trying to reach a high response rate from a niche category of business. Also, because outsourcing has become quite common, it was difficult to promote the client as an outsourcing business partner. This was the second major challenge. The NNC dedicated team and the client worked together to overcome the above mentioned challenges.

MEETING THE CHALLENGES – STRATEGY APPROACH AND IMPLEMENTATION. SOLUTIONS:

// The strategy focused on lead generation as the most effective way to identify business opportunities for the client. This covered several tactics and channels:

    i. LinkedIn Outreach

    ii. List building and e-mail campaigns

    iii. Telesales

// With lead generation, the NNC team strived to differentiate the client from the competition. Thus, promotion focused on the excellent portoflio that the client had, its expertise as well as the CEO's unique previous experience a Goldman Sachs.

THE RESULTS:

// Despite the fact that requests for outsourcing today are registering a lower rate of response, our client managed to convert a significant numer of leads into actual business deals. This was due to the unique positioning that NNC Servies provided for the client.

// The collaboration between NNC Services and the client has 6 months, during which the client has achieved 6 business partnerships with important companies.