

## EFFICIENT MARKET POSITIONING STRATEGY FOR A PROFESSIONAL TRAINING PROVIDER



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## THE COMPANY

Our client is an education provider which offers training and personal development services such as postgraduate studies, certification programs and open enrolment courses for companies, executives, and individuals. For English language professionals, the company developed an internationally recognised certificate course, which provides the knowledge and skills needed to apply for English teaching jobs throughout the world.

## CHALLENGES

- To increase brand awareness and the company's visibility on the market.
- To position the company as a tough leader and a high-class education provider on the market.
- To redefine the package of services, so it would represent more clearly the company's activity.
- To design an improved and comprehensive website structure.
- To launch the English Certified Course on the market. To educate and inform the public on its related benefits.

## SOLUTIONS

NNC Services worked closely with the company management to establish the best service package structure, based on the information type and on the audiences' needs.

NNC Services developed and implemented an extensive marketing program, including:

- **The marketing strategy** which incorporates a competitive analysis considering the competitors' objectives, assumptions, business strategy, and market segmentation for each service offered.



- Market pricing analysis. 35 companies were contacted by phone to establish the competitors' service presentation and the customer relationship building process.
- Proposals for actions to promote each business division according to an estimated budget.
- The English Certified Course's promotion performed via:
  - Social media: Facebook and LinkedIn accounts were created. Invite messages were sent on Facebook to partners. A page for the General Manager was built on LinkedIn, together with a dedicated group to discuss offers and trends regarding certified English courses;
  - PR activity: The NNC team wrote and distributed a press release on the English certificate course's launch to 70 journalists and to 8 PR agencies;
  - Lead generation actions: More than 250 translators were contacted to join the course in a mailing campaign action.
- Recommendations for blogger outreach within 14 blogs and Adwords campaigns were made to promote the English Certified Course;

## RESULTS

- The market analysis brought up new insights for our client about how the company is perceived, what are the competitive differentiators, and what measures must be taken to improve their image on the market.
- With the support of NNC Services team, the company has now an intuitive service package structure and a new website with one main page and four complementary sub-sites, all in accordance with its business divisions and customers' needs.
- The new manner of organizing the information enhances the company's transparency for customers, who can easily associate it to educational programs and can quickly browse for information.
- In just one month and a half of activity, the English Certified Course's website registered significant traffic increase. The main source was e-mail, with 60% traffic generation.



## 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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