

U.S. BASED DIGITAL
AGENCY EXPANDS
BUSINESS THROUGH
DEDICATED WHITE LABEL
SERVICES



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THE CLIENT

A U.S.-based digital demand generation agency that offers services in website related activities (design, creative copywriting and content editing, site audit) as well as branding, inbound (e.g SEO/PPC campaigns) and outbound marketing (e.g. lead generation) –dedicated to emerging technology firms.

CHALLENGES

With initial core expertise in website related services, our customer decided to expand its available packages by turning to **online marketing activities** such as **social media**, **SEO**, **lead generation** and **personal branding** to name a few. Their challenge was to offer these new types of services in a cost and time effective manner that would not require additional personnel or technology investments. The option was **outsourcing** these range of services to a competent marketing team – NNC Services.

SOLUTIONS

- Analyze our partners' clients' business, necessities and goals. Propose suitable activities in order to attain best results (depending on the end client profile, activities could concern lead generation, social media maintenance as well as a wide range of activities specifically addressing the clients' needs).
- Maintain constant and open communication with the agency in all phases: from new client's needs analysis, strategy creation and implementation to follow up.
- Augmented our partner's team with 5 specialists in social media, lead generation and SEO consulting – always available to take over new projects.

RESULTS

- The agency has successfully extended their service packages by partnering up with NNC Services for their delivery.
- Major cost and time savings for the client-agency.



- Competitive results delivered by NNC Services and end clients' satisfaction. Both translate into brand reputation gains for our partner.
- Meeting the lead target number estimated each month for all our partner's customers.
- Long term partnerships with the agency-client, as well as their end clients (more than 2 years and still going).
- New types of strategies and tactics have been identified and are now being offered to clients. This is a result of NNC's dedication to finding niche solutions, customized for each end client's need and goals.
- An efficient communication relationship was built with the agency-client

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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