

GENERATING BUSINESS  
OPPORTUNITIES FOR IT  
OUTSOURCING COMPANY



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## THE CLIENT

[Directpl](#) is a fast growing IT outsourcing company with its headquarters in Poland, founded almost 20 years ago. They have teams of developers based in Warsaw but can work remotely worldwide, keeping in touch with the client's project manager. At request, they can also send a team of developers at their client's headquarter to work there for the entire duration of the project.

Directpl is specialized in software development, software testing, and penetration testing. They can build talented teams of dedicated developers for some of the world's most innovative companies.

## THE CHALLENGES

- Strengthening the client's position in the software development market in the United States, a market that is already overcharged
- Identifying new business opportunities in the United States of America and set up meetings

## THE OBJECTIVES

- Schedule face to face meetings or teleconferences with potential clients
- Obtain feedback from the market, either positive or negative, to develop new approach strategies
- Consolidate the position of Directpl on the US market using diverse marketing strategies, inbound and outbound – direct emailing, LinkedIn messages, telemarketing, inbound marketing activities.
- Continuously seeking for new business opportunities on targeted markets.

## THE SOLUTIONS

The collaboration with Directpl started in 2015 and continues at the moment. NNC marketing professionals created a mix of marketing activities, to reach the needs of Directpl and provide the best results.

### 1. LEAD GENERATION

- Database development - Continuous research for US IT companies with prospects contact details
- Creating outreach messages and periodic direct emailing campaigns
- Script conception and Telemarketing campaigns with the purpose to inform the prospects about Directpl' services and identify the interest for a potential collaboration
- LinkedIn messages for new opportunities and directions

## 2. CONTENT MARKETING

- Developing marketing materials – case study, blog articles (about the evolution of IT outsourcing on the Polish market),
- Newsletters - campaign design and setup, content creation, testing and sending, follow up and reports.

## THE RESULTS

Our collaboration with Directpl is still in progress for almost two years, and NNC adapts its strategy according to the results and market feedback.. During these years the lead generation project have had a major growth:

- The lead generation campaign delivered between 3 and 4 leads per month
- From the beginning of the project, we have succeeded to generate over 70 business opportunities, and part of them have materialized in meetings (face to face or teleconference)
- During the two years of our collaboration, Directpl managed to sign new contracts on the USA IT market.

## TESTIMONIAL

*“I decided to work with NNC after the collaboration with many others lead generation companies. I can sincerely say that it was one of the best decisions this year. The NNC team helped us in identifying and organizing our marketing approach, and the result was a stronger position on the software development market in the United States. They have combined "inbound" and "outbound" marketing techniques to deliver good leads and meetings. Moreover, communication with NNC is excellent, and the team is very flexible, so we continually adapt and modify our approach to obtaining the best leads. They always have good suggestions based on their own experience. I have already signed the first contracts, which I found with NNC, and we still have some promising potential customers with whom we are still discussing and negotiating. I honestly recommend NNC, we didn't have any objections towards our cooperation”.* Angelo Pressello, CEO, Directpl

## ABOUT NNC SERVICES

[NNC Services](#) is proposing a pragmatic approach in choosing the best lead generation strategies, based on its experience in management and marketing consulting field for B2B companies for over 10 years. Starting with building a list of prospects and setting up meetings with potential customers and ending with generating online and marketing content through social media networks, NNC Services is your trusted partner.

NNC Services' current client portfolio includes mainly IT and services players on the Romanian and international market, for which the company is developing marketing programs that guarantees measurable results at sales and market visibility level.

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