

CASE STUDY

ESFIELDS - BRAND AWARENESS FOR DATA COLLECTION SOLUTION



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THE CLIENT

Exe Software, a full-cycle software development company, was founded in 2001 and is a 100% Romanian private owned company. They are a full-cycle software development company that delivers high-performing solutions and services.

Exe Software has developed esFields, a management solution specially designed for field teams that enable users to gather data and access their input anywhere and anytime.

CHALLENGES

The development for esFields solution started in 2004 with only a few features, and since then it has been updated so it can fit the needs of various industries. During this time, EXE Software hasn't developed any activities, nor marketing or sales, for promoting this product on the local market.

Our client needed to quickly gain awareness for esFields so they can acquire new customers and recover part of the investment made in the updates during the last years. For this, they first needed to explore and understand every characteristic of the market, by analyzing each aspect that could represent an influential factor in their sales activity. Only after a deep and specific analysis of the market, they could really see which are their strongest competitors, on which market the demand for this kind of product is on an ascending trend or which are the emergent markets that can be educated to use this solution.



SOLUTIONS

To meet the company's growth objectives for esFields, NNC Services developed an action plan to identify the differentiators of the specific product compared with similar products existing on the market. The primary purpose was to increase visibility and develop the best strategies to go to market.

The action plan was focused on the following activities:

First stage - Strategy

Competitive analysis - the NNC team identified the competitors on the Romanian markets and analyzed the most relevant ones, taking into account specific indicators like:

- Marketing channels used for promotion
- Online presence status
- Pricing packages
- Clients Feedback
- Sales channels
- Level of presence on international markets

Customer profiling and segmentation - Based on the market analysis that we have developed and after understanding the business environment in Romania, we have identified the emergent markets for esFields solution, taking into account specific variables like:

- Industry Segmentation
- Company size
- Job titles
- Best channels to be approached for each segment of the market
- Best price packages adapted to each customer profile



Product-Market fit - After analyzing the differentiators and best product features as they were shown in the competitive analysis, we started to build the best way for esFields to get into the market. Besides the competitive analysis of the main players in Romania, we have taken into account other variables also. From the best industry players worldwide to users experience, we took every variable that could point us to the best strategy for esFields.

Considering all the above, we helped EXE Software to identify the perfect fit on the market for esFields, on three pylons:

- Price
- Positioning
- Go to market strategies

The result was that esFields should be presented on the market as a customized solution for the central five departments in a company - marketing, sales, operational, hr, and research.

Second Stage - Branding

Website development - Starting from the elements established in the first stage, NNC team developed a one-page size website, designed especially for esFields in order to gain brand awareness, apart from the rest of EXE's portfolio. Our team was in charge with all the development from website content, SEO activities, case studies, marketing collaterals (sales presentation, animated video) to design implementation.

Inbound digital marketing - The branding building was sustained through daily social media activities on LinkedIn and Facebook and monthly blog posts based on the product features, aligned with Adwords Campaigns, optimized for search and display.



RESULTS

After the first stage of the project, the client was able to decide which is the most suitable way to leverage the best features of the solution and who will be the best customers that they need to target. Thus, EXE Software engaged their internal sales team in this process, developing activities based on the new segmentation and customer profile.

Significant growth for the website traffic - based on the developed content, social media activities and AdWords campaigns. The growth rate started from 43% after the first month with a spectacular growth of 136% after the second month and continued with a constant monthly increase of 60%.

Inbound leads were generated - interested customers visited the website and they have been converted into new sales opportunities which led to various negotiations with prospects. The client also decided to have a dedicated sales team for this product to support the marketing efforts

Testimonial

“We started working with NNC at a point when we wanted to create a product and service portfolio and target new markets. Together with NNC, we made market research on our competitors and also gathered information about target markets which helped us shape our product portfolio and ensure cohesion. NNC supported us from a strategic level to an operational level with dedicated resources for each activity. It was a good boost to get us on our way and help us organize internally.”

Catalin Adam, Product Portfolio Manager, EXE Software

