



AGILE MARKETING PLAN FOR A SAAS COMPANY **EXE-SOFTWARE**

Read the following case study to find out the outcomes of a marketing plan for our client, EXE-SOFTWARE, one of Romania's biggest companies in the IT&C sector. Directions for expansion were detailed, potential client segmentations were put in place, as well as budget forecast for all the marketing that needed to be done were put in place.



Client: EXE-SOFTWARE

Industry: full-cycle software development

Location: Bucharest, Romania

Company Size: 101-250 employees

Client: EXE-Software

Exe Software, one of the biggest companies in the IT&C sector in Romania was founded in 2001 and is a 100% Romanian privately owned company. They are a full-cycle software development company that delivers high-performing solutions and services.

Challenges

Our client wanted to expand its services to foreign markets and to obtain new customers.

To discover the most accessible markets and identify the barriers to entering those markets, they decided to collaborate with NNC Services and do a market research and a competitive analysis on which to make the best decisions.

” 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 aided in the shape and cohesion of our product portfolio. 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



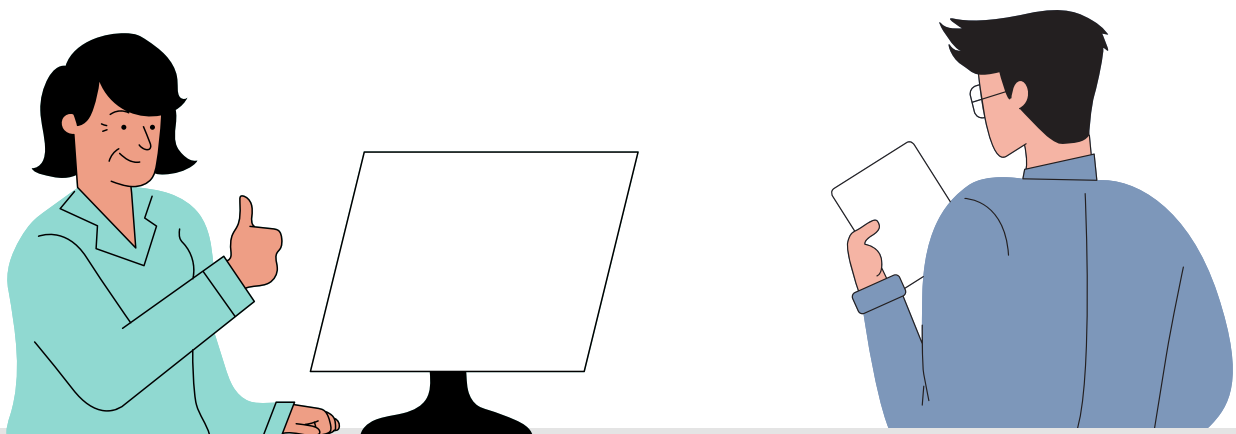
Solutions:

Over the course of two months, the NNC experts organized strategic sessions in the form of workshops and debates at the client's headquarters.

During these sessions, we validated or invalidated, based on the data provided, what were the best new directions to address.

Based on these workshops, our team conducted a thorough analysis of the current trends in the IT markets in various countries and delivered complex and accurate documentation for:

- ☑ **IT markets general overview, trends and directions**
- ☑ **Differences between the global and the European IT Market**
- ☑ **Geographical analysis**
- ☑ **Customer profile analysis for final customers in several industries**



Results:

- ☑ The client was able to decide what new markets they wanted to target, the types of clients and the services to approach them with, the appropriate sales team and the marketing actions for each channel. A budget forecast for the next year was created based on all these details
- ☑ NNC provided a comprehensive marketing action plan that included inbound and outbound activities which should be done to target these new potential customers
- ☑ The client decided to use a mix of internal and NNC resources to implement the action plan for expansion to foreign markets



Take Aways

We strive for constant improvements, optimizations, crafting new strategies and approaches. Thus, we enable new prospects, create communities and enjoy exponential business growth. So we continue to come up with new ideas, to invest again and again in constant efforts to get long-term results.

To achieve outstanding results, we set up clear workflows and automated processes that can generate the growth we aim for.

To create a community of professionals engaged on social media and digital events, we become the go-to expert for the HR professionals community.



NNC Services

NNC Services is the leader in B2B marketing for IT and professional services companies. Our skilled team enables your business to better connect with your clients, through marketing strategies, tactics, tools and automation. We support senior company marketing & sales leadership to reach and exceed business goals with proven strategies, coaching, marketing automation, lead nurturing, and effective inbound and outbound marketing campaigns.