



# MARKETING & AWARENESS CAMPAIGN FOR A MANAGEMENT SOLUTION PRODUCT

## 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. They had launched a management solution specially designed for field teams that enable users to gather data and access their input anywhere and anytime and needed awareness for this product.



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.

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 haven't done any activities, nor marketing or sales, for promoting this product on the local market.

Our client needed to quickly gain awareness for esFields to acquire new customers and recover part of the investment made in the updates during the last years. For this, they first needed to understand and define the best suitable customers and industries to be approached and also the optimum way to bring the product to the market of mobile application for data collection.

## 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.

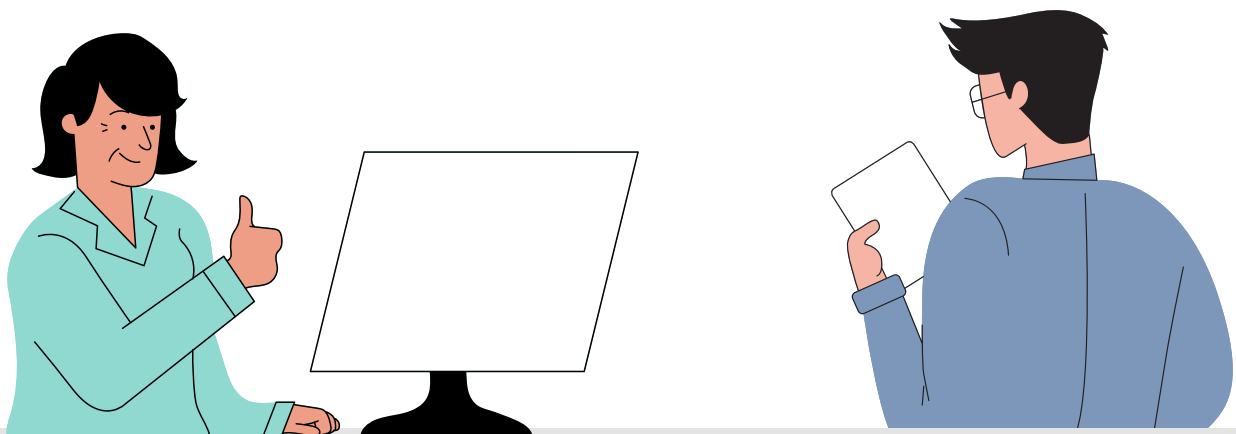
The action plan was focused on the following activities:

### First stage - Strategy

**Competitive analysis** - the NNC team identified the competitors on the Romanian markets and analyzed the most relevant ones

**Customer profiling and segmentation** - After a brief market analysis we decided the industry segmentation, company size and job titles that should be targeted

**Product-Market fit** - Analyzing the differentiators and best product features as they were shown in the competitive analysis, we decided the best way for esFields to get into the market is as a customized solution for the central five departments in a company - marketing, sales, operational, hr and research



## Solutions:

### 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 of all the development from website content, case studies, and 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, and optimized for search and display.

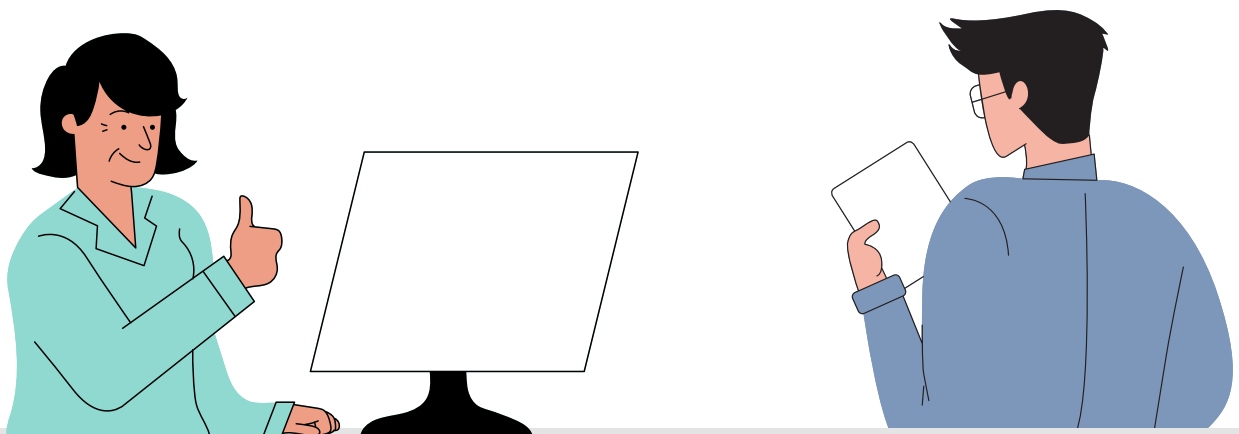
## Testimonial

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We started working with NNC at a point when we wanted to grow our products and services and target new markets. With their help, we were able to understand our competition, understand our clients and even understand our own product better from outside perspectives. We saw a fast and significant change in the way we were taking our decisions with more data and a lot more certainty on the numbers and trends we were discussing

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**Catalin Adam**  
Product Portfolio Manager, EXE Software



## 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.

☑ **Significant growth for the website** - based on the developed content, social media activities and AdWords campaigns. The growth rate started from 43% in the first month with spectacular growth of 136% in 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

The marketing services are aligned with the sales efforts to generate more positive results.



## 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.