

BRANDING AND CONTENT MARKETING STRATEGY

CASE STUDY



M / ++4 021 313 56 85
F / +4 021 313 56 85
E / office@nnc-services.com
W / www.nnc-services.com

A / Constantin Aricescu nr. 15
București, Sector 1 011685, Romania



THE CLIENT

Salesflow Control is a Romanian Salesforce outsourcing start-up, the result of a Romanian-American partnership, with a team of certified Salesforce specialists, certified ISTQB experts and project managers.

CHALLENGES

- The client needed to quickly increase brand awareness on the US and Western Europe market and position themselves as key consultants in the Salesforce ecosystem.
- They also needed to expand their client portfolio and business opportunities beyond the referential stage and identify new channels to generate qualified leads.

SOLUTIONS

In order to achieve the objectives set by Salesflow Control, NNC developed an extensive action plan for a 12 months period combining activities for both inbound and outbound marketing. These activities included:

- Development of a brand new website
- Digital demand generation (AdWords, SEO)
- Networking in Salesforce communities
- B2B appointments with potential clients approached using emailing campaigns and LinkedIn outreach
- Content marketing (creation and distribution on social media and through newsletters of blog posts, whitepapers, eBooks, videos)
- Social media activities (create and scale up Facebook, Twitter & LinkedIn accounts)
- Support for attending Salesforce events (Dreamforce 2017) - set up face-to-face meetings during the event



RESULTS

After a 3-month Set-up period, NNC' s marketing activities generated for the client:

- 27 call and direct meetings with potential clients
- 25 open business opportunities with companies and decision makers interested in Salesflow Control's services but not ready to close the deal right away.
- Salesflow Control owns today a highly-qualified prospect database of over 630 companies, with the latest and most accurate business information about more than 8,000 Salesforce partners and consultants worldwide. A comprehensive database that they can use for further lead nurturing.
- Over 1,000 new LinkedIn connections
- Over 400 new Twitter followers acquired in just 6 months

Testimonial

"The collaboration with NNC Services came at the right moment because our brand needed a rapid image boost and valuable content. Shortly after our online visibility grew fast in Europe and the USA due to our efforts put together. We are very satisfied with our collaboration, and NNC team was very prompt and gave us the needed solutions in a short time." **Anca Comaneciu - CTO**