

PRODUCT MARKETING STRATEGY



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THE CLIENT

Soft Dreams is a Romanian tech company with over 15 years of experience and competencies in the web industry & server management. Since 2004, they have designed, built and managed complex environments such as custom ERPs, social networking, entertainment online media, and advertising platforms.

CHALLENGES

The client created a new product, ClusterCS, an all-inclusive management system for web servers. The following challenges pushed them to look for a reliable and experienced marketing partner:

- Defining the product's positioning on the market;
- Developing the brand of the product and the differentiation strategy;
- Creating a marketing strategy in order to penetrate the market;
- Outlining a feasible business plan that would attract investors.

SOLUTIONS

After an initial discussion with the client, we drew the conclusion that the proposed solution needed to be planned and executed in a 4-step phase as it follows:

1. Current Analysis of external and internal factors

In order to define the position of the company on the market, NNC Services identified the market niche and offered an in-depth analysis of their competitors' products, benefits, pricing strategy, social media presence, as well as analysis of the ClusterCS product's strong and weak points, with recommendations on how to proceed in the next phases. Following this, the potential customer profiles were developed, as well as a database of potential leads and a list of possible partners that Soft Dreams could affiliate itself with.

2. Strategy Development and marketing goals

The second phase of the solution started with the process of defining the general business environment and the long-term strategic objectives of the company. Afterward, we corroborated them with industry benchmarks and with information gathered from the analysis of internal and external factors. Thus scenarios were developed for 2019 and for 2020-2022 periods with estimates for investment and expected results in terms of new customers and profits.

To help Soft Dreams complete these objectives a list of recommendations was constructed for product description, pricing, positioning, and branding. The adequate marketing mix has been developed and tested in the following phases of the project.

3. Strategy implementation

During the third phase of the project, NNC Services developed an action plan which covered a range of activities for Soft Dreams in order to achieve the identified objectives and KPIs. This also included identifying the most suitable channels and tactics in order to achieve medium and long-term goals. The proposed plan included activities such as:

- SEO website analysis and ongoing SEO, with keywords, competitors, SERP (keywords ranking), on-site and backlinks analysis;
- Website audit in order to optimize the content, design and customer journey concept;
- Inbound activities such as:
 - Content Creation:
 - blog articles that promote the company's brand, boost SEO and increase the awareness of the brand;
 - e-books, whitepapers, videos with "How to..." that increase the traffic on the website and position Soft Dreams as an expert in the field.
 - Content Distribution:
 - social media networks management in order to build a reputation as a thought leader in their industry;

- design and content creation for newsletters and A/B testing in order to have targeted communication with the audiences and increase the website traffic;
 - Advertising (Adwords, LinkedIn/Facebook paid campaigns, Media buying);
- Outbound activities such as outreach campaigns for the identified customer profiles;
- PR & Communications such as:
 - Editorial plan with objectives, KPIs, monitoring, and reporting;
 - Press releases;
 - Online PR via Influencers;
 - Event participation;
 - Personal branding and community engagement for one of ClusterCS' representatives;
 - Webinars and other types of digital events that can increase the number of engaged visitors on the website.

4. Marketing pilot program

Building upon the results of the research done in Phases 1 to 3, NNC Services created the marketing pilot program. This proof of concept tested **Outbound** and **Inbound activities** from the action plan for Digital Advertising and Content Marketing. For content marketing, the activities consisted of:

- Setting the messages for the outbound campaigns;
- Optimizing website content (make changes in the home page design and content and developing the unique selling propositions);
- SEO analysis (on-site and on-page analysis);
- Content and structure for landing pages;
- Event participation communication and promotion (blog article and social media posts).

For the digital advertising activities the activities comprised:

- Keywords analysis;
- AdWords campaigns.

RESULTS

The overall project delivered the information and insights that helped Soft Dreams to:

- identify the best market and customer profiles;
- to position the brand strategically;
- to develop the action plan for the following year.

The positive results of the marketing pilot program also became benchmarks for the long-term inbound campaigns due to the visible results during the advertising activities and the quality of the generated leads.

The SEO and Adwords campaign outperformed our predictions, having more clicks and impressions, with a visible increase in the website traffic.

Also, the activities undertaken in this pilot program have shown positive results in terms of more qualified clicks from the online campaign and discussions with potential clients after an event from the industry.

Last but not least, the overall website has been improved with tailored branded messages for potential customers and a friendlier interface.

TESTIMONIAL

“NNC Services made the promotion process for the Soft Dreams' products and services to our potential clients much easier. The phases through which we collaborated along the partnership helped us to identify efficient strategies and tactics so that we position ourselves as an IT services provider in Europe and U.S.A.

I was pleasantly surprised by how swiftly the team responded to our challenges and how we worked together. NNC exceeded our expectations by offering us information and the necessary solutions much faster.”

Ionuț Dumitru, Founder, CEO Soft Dreams