

STRATEGIC MARKETING APPROACH  
FOR NORDLOGIC MARKET EXPANSION  
IN DACH AND UK AS PART OF AN  
EBRD GRANT PROJECT



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## THE CLIENT

[Nordlogic](#) is a software development company that was founded in 2006, in Cluj-Napoca and covers all software product development stages, from product definition all the way to production deployment and support.

The company started by providing web application development services, and later expanded its range of services to support a wider base of domestic and international clients, spanning multiple industries:

- Enterprise application operations and service integration;
- Client and server-side applications development;
- Web development;
- Database development and administration;
- Maintenance and further development of existing applications.

NNC Services and Nordlogic applied for an EBRD (European Bank for Reconstruction and Development) grant to fund the market expansion to DACH and UK for Nordlogic. The beneficiary of this EBRD contract was Nordlogic and NNC Services collaborated as a consultant, that performed all the marketing activities needed to reach the project's objectives.

## CHALLENGES

- The client needed a digital marketing plan to increase sales from DACH and UK clients;
- The client wanted to increase brand awareness and build a solid client portfolio in the DACH and UK regions;
- The client was struggling with reaching out to new prospects in the target markets;
- They wanted to increase the number of both inbound and outbound generated leads from the target markets by 40% - 60% within a 12 months' timeline;
- The client wanted to increase the conversion rate from free to paid;
- They wanted to create a steady and predictable sales pipeline.

## SOLUTIONS

After a careful review of Nordlogic current business needs and in line with the client's marketing objectives, the NNC recommended a marketing implementation action plan over a period of 12 months.

Our collaboration with Nordlogic was part of an EBRD grant project, over a fixed time period of 3 months and structured in 3 main phases.

### PHASE 1 - CURRENT ANALYSIS

For this phase, the NNC consultants analyzed the European Technology Sector targeted market, the competitors as well as the internal environment of Nordlogic and identified:

- The overview of the European Technology Sector market;
- Custom Software Development - Market Segmentation based on services categories, on software categories, on deployment and In terms of end-user;
- Custom development services (Mobile/web/Desktop + Ecommerce/IoT/AI etc) in Europe;
- Main software Categories - ERP/CRM vendors;
- Cloud-based services & on-premise services for European companies;
- Start-ups small & medium enterprises (SMEs) vs large enterprises;
- Geographical analysis for the main markets: UK; DACH Region like Germany, Austria, and Switzerland; Norway;
- List of 7 competitors based on company profiles, markets, industries, clients and online presence;
- Analysis of the internal environment (company structure, resources, and critical competencies);
- Strengths, Weaknesses, Opportunities, and Threats for Nordlogic;
- The results of the analysis showed that the best market for Nordlogic to start promoting services was DACH followed closely by the UK region.

### **NNC recommendations following this analysis:**

- Increase online presence on Social Media (Linkedin especially): regular posting on different networks to build a follower community, to educate the target audience and create more traction
- Produce and post more blog posts, white papers, and case studies.
- Consider networking, constant posting and engaging with clients
- Develop a PR campaign on desired markets
- Join as guests and/or sponsoring the most relevant events in the custom software development industry

### **PHASE 2 - STRATEGY DEVELOPMENT**

In this Phase, based on the information and conclusions drawn in Phase 1, NNC together with Nordlogic discussed and defined the strategic objectives and customer profiles.

Taking into consideration all the information from the market and competitors' analysis, NNC together with Nordlogic, identified 3 potential customer profiles. These are:

- **Segment A - Final Non-Technical Customers**
  - This segment covers companies that are activating in their industries with low or no Technology/IT/software development resources in-house.
- **Segment B - Technical Customers**
  - This segment refers to companies that are technology-driven and includes two different customer profiles: Software Development Companies & Tech Start-up Companies.
- **Segment C - Partners**
  - This segment refers to the companies that provide or might provide software development services to their final customers and includes two different customer profiles: Digital Agencies & Management Consulting Companies.

The most important objective at this stage was to develop a marketing and business plan for 2019 in order to gain by the end of the year 13 new customers.

### **PHASE 3 - STRATEGY IMPLEMENTATION**

The NNC team developed an Action Plan in which identified the best channels and activities to perform in order to achieve the stated objectives.

The plan includes the activities divided into months, the company or person responsible for each part of the project, deliverables, KPIs for each measure taken, extended goals for the entire year, as well as budgets associated with each activity.

**The activities suggested by NNC in the action plan** were the following:

- Website audit
- Initial SEO website analysis and Ongoing SEO process
- Inbound activities
  - Content Creation (blog articles, e-books, white papers, videos)
  - Content Distribution (social media networks management, newsletters)
  - Advertising (AdWords, LinkedIn/Facebook paid campaigns, Media buying)
- Outbound activities (outreach campaigns for the identified customer profiles)
- PR & Communications

**Additional test activities** identified in the action plan for Digital Advertising and Content Marketing:

- For content marketing, the activities were:
  - Set the messages for the outbound campaigns
  - Create a landing page for an Adwords campaign
  - Test one Adwords campaign for Germany market
- The digital advertising activities were:
  - Keywords analysis
  - AdWords campaigns

## RESULTS

After a collaboration for 3 months, NNC's marketing activities generated for the client:

- A complete marketing strategy designed to help the client reach its marketing objectives;
- A carefully tailored plan with marketing activities and dedicated budgets;
- More than 5,800 contacts added to the client's database;
- More than 5,780 LinkedIn new connections;
- An average email opening rate of 34%;
- An average of 2 qualified leads generated monthly.

## Testimonial

***“As our consultants in an EBRD grant project, NNC Services helped us develop a strategic marketing strategy aligned with our business objectives to expand in other markets. Throughout our collaboration, the NNC team was very responsive and their professionalism was supported by attention for details at every stage of the project. After their initial market analysis of both the internal environment and of our main competitors, the NNC consultants helped us identify our strategic marketing objectives and customer profiles. At the end of the project, the NNC team recommended a marketing implementation action plan over a period of 12 months. The partnership with NNC Services has added significant value to our company and we recommend to other companies to use their consulting services.”***

**Ovidiu Codreanu**  
Chief Operating Officer | Nordlogic Software