



NEW ONLINE IMAGE AND A
HIGHLY TRAINED SALES TEAM
FOR AN AUTOMOTIVE BUSINESS

CANGO MOBILITY

Read the following case study to find out the outcomes of a clear marketing plan for our client, a leader in the Automotive Industry that provides solutions validated by successful implementations on the world wide market for telco, telematics suppliers, providers and integrators.



Client: Cango Mobility

Industry: Vehicle telematics

Location: Bucharest, Romania

Company Size: 11-50 employees

Solutions: fleet management, eco-driving, smart-city and smart-mobility, car sharing, public transportation and others

Client: Cango

With more than 20 years of expertise in measurement and signal vehicles processing, CANGO is the number one technology partner for Vehicle-to-X solutions.

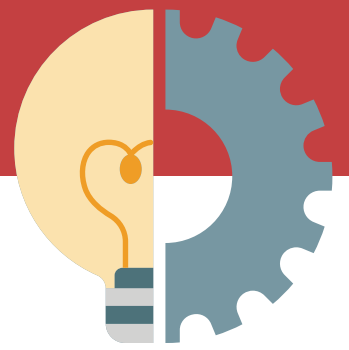
CANGO's products portfolio makes for a complete, competitive offer of solutions validated by successful implementations on the worldwide market for telco, telematics suppliers, providers and integrators.

Objectives

Our collaboration with CANGO, an expert provider of innovative and integrated tailor fit solutions for the automotive industry, began at a time when every company was starting to cut off their marketing budgets: the beginning of COVID-19 pandemic, in May 2020.

The first topic we addressed was their need for a **new marketing strategy** that would better fit their market needs, a strategy that would provide meaningful content for their clients, one that would drive more and more people to implement CANGO's solutions.





Project Goals:

✓ **Grow market presence and size**

The main goal we established in our first meeting is to improve the market adoption of Congo Mobility by developing an intensive marketing program that includes, along with the instruments a new online identity, social media campaigns, and lead generation campaigns, as well as the tools needed to ensure their success

✓ **Increase customer retention**

A constant challenge for Congo Mobility was to increase their customer retention, which we achieved by implementing a Hubspot solution, while providing marketing automation specialized training, restructuring their services in a more user-friendly manner, and improving their website look and feel as well.

✓ **Create and expand the sales department**

A well established sales team was mandatory for Congo, and they needed to recruit people that would both fit their current team, and drive more sales. We started to plan a recruitment process that also involved sales training sessions, making sure that the people we recruit are both a perfect match on the soft-skills side, and highly-trained to boost Congo's sales as fast as possible.



Marketing strategy implementation


As an important and resourceful provider of telematics services and products, Cango Mobility focuses largely on international markets to drive business growth. Pivoting from a largely physical marketing strategy, we established that a **multi-channel marketing strategy** is a winning approach that included: a new online image, a website upgrade, social media organic campaigns, social media paid campaigns, lead generation campaigns on LinkedIn, as well as Google Ads campaigns and Email Marketing.


Results:


✓ Increased social media presence

The main channels Cango Mobility communicates with its audience are LinkedIn, Facebook, and Twitter.

In the course of 2 years, the results are the following:

 The total number of followers has increased by 320% on LinkedIn

 The total number of followers has increased by 133% on Facebook

 The total number of followers has increased by 130% on Twitter

✓ Lead generation campaigns & Hubspot implementation

In the beginning, a lead gen expert conducted the research and proposed the sales call, so eventually, both teams decided that Cango Mobility would make better use of an internal sales team, which NNC offered to recruit, train and mentor during the first three months of the newly created sales team; The campaigns were running for 6 months, targeting decision makers from countries hosting big companies owning fleets of all kinds of vehicles. The sales cycle was tracked in HubSpot.

Result: Cango Mobility benefits from a trained and fully dedicated in-house sales team.

✓ Expanding the sales team

Another important step for Cango was to decide that they need a dedicated sales team, and they trusted us to recruit three people and train them as well. After going through the recruitment processes and the training session, the onboarding went excellent, and the two people are currently still in the team.

✓ SEO Optimization

The SEO optimization occurred in two main steps:

The initial analysis

It included an SEO Audit, competitor's analysis, keyword analysis, and the external links profile.

The technical optimization

It included work on the website's architecture and solving the errors. The new structure restricted the unresponsive pages from being scanned to highlight the ones that bring added value to the user.

✓ Social media ads

Promotional ads were delivered on demand within campaigns of 2 to 3 months, based on the new releases of products or for the ones that needed more focus during a certain period of time. The campaigns were either aimed to generate leads, or to drive traffic to a certain webpage.

Results:

- A reduction of the total number of pages from 146 to 63
- A reduction of the crawling budget.
- The initial on-page optimization score was 39.61, after the optimization, the score increased to 83.57.
- A traffic increase of 61.05% in users.
- A total of 395 keywords are now in the top 5 pages in the Google search, of which 126 are on the first position.

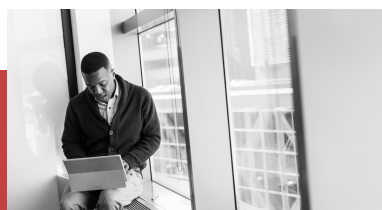
Outcomes:

- The audiences are defined and created based on their current database so that the customers are targeted through multi-channel.
- The leads from the paid campaign are now part of the emailing campaigns and are up-to-date with the company and product news.

Our client's words.

Working with NNC Services has been a game changer for Cango Mobility. Their team brought fresh, creative ideas that really resonated with our audience. The boost in our social media engagement and the surge in website visitors are clear indicators of their impactful strategies. More importantly, they understood our vision and worked seamlessly with our sales team, enhancing their skills and confidence. I'm genuinely impressed by their commitment and the results we've achieved together. They're more than a service provider; they're a partner in our growth.

BIANCA BARBU,
CMO @CANGO MOBILITY



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.