



GO-TO-MARKET PROGRAM FOR START-UP SAAS SOLUTION PROVIDER

AGILEWORDS

Read the following case study to find out the outcomes of a marketing plan for our client, Agilewords, a leading company in the document collaboration and management industry. NNC refined the client's strategic priorities by improving solution branding, marketing, and sales approaches. Expansion strategies, client segmentation, and budget forecasts were also developed to ensure targeted growth.



Agile Words
Documents Technology

Client: Agilewords

Industry: Document collaboration and management

Location: San Francisco, CA

Company Size: Small to midsize (SMB)

Client: Agilewords

AgileWords operates in the document collaboration and management industry with a focus on intelligent document processing (IDP) technology. The company helps teams streamline and collaborate on digital documents in real-time, improving productivity and compliance.

Their web-based application allows teams to gather instant feedback, engage collaborators in real discussions, make edits and manage deadlines.

Challenges

Our client, Agilewords, had put together a leading online document collaboration service that needed marketing strategy refinement and go-to-market program execution.



Solutions:

- ✓ NNC helped refine the strategy to articulate priorities from a solution branding, marketing, and sales perspective.
- ✓ NNC analyzed and benchmarked competitors' strategies and developed an optimum customer segmentation.
- ✓ Our dedicated team took charge of ramping up social media on all channels, developing online marketing actions, and demanding generation through list building & lead nurturing efforts.

Results:

- ✓ The client pursued the strategy recommendations and engaged our team into operating the whole marketing campaign.
- ✓ The NNC team developed an entire community around the client's solution, aiming to educate their customers and drive new business.
- ✓ Our team handled all marketing operations, bringing results on measurable KPIs.



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 became 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.