



EFFICIENT GO-TO-MARKET STRATEGY FOR A BLOGGING OUTREACH PLATFORM

BLOGDASH

Read the following case study to find out how we increased the user base by 100% for BlogDash, a blogger outreach platform. NNC developed a marketing strategy meant to attract new business opportunities for our client, while increasing the overall awareness, traffic and usage of the platform.



Blog Dash

CONTENT CREATION BY BLOGGERS

Client: BlogDash

Industry: Technology, Information and Internet

Location: Montreal, Quebec

Company Size: 11-50 Employees

Solutions: Blogging Outreach and Link Building Software

Client: BlogDash

BlogDash is a blogger outreach platform that acts as a meeting point for 1) individuals writing in fields as varied as marketing to music and 2) companies doing business in a similar wide range of industries. BlogDash works on filtering the information in order to match companies with the bloggers they need.

For the latter, BlogDash offers free subscription, visibility and a set of filters in order for them to position their blog in desired categories. In return, this facilitates companies with similar interests to find them. The service makes the entire blogger outreach workload significantly easier, not only by automatically researching bloggers through filters but also by offering information on how these people wish to be approached for doing business.

Challenges

Transforming the business opportunities into success. The lack of direct competition and a scarce presence of indirect competitors was an advantage. Nevertheless, this meant launching BlogDash's unique service to an unpredictable reaction from the market.

Adapting the features of the service with the market changing requirements at a fast pace.

Getting involved in the product development and database maintenance, not just the market strategy and promotion.

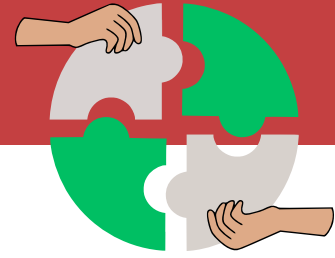
Responding to the client's new requirements as a result of the dynamic and rapid evolution of the service it offered.



Project Objectives

- ✓ Establishing a marketing strategy in order to reach bloggers, as well as companies, by promoting the service.
- ✓ Convincing the prospects to experience the platform and start doing business with BlogDash.
- ✓ Improving the service after it received feedback from the market.





Solutions

✓ **Market analysis for:**

Identifying the competition, determining the size of the desired market, defining the target-audience, setting the price, offering suggestions following interviews with key decision-makers from the targeted market.

✓ **Market Planning**

Market planning for an unique and highly dynamic service.

✓ **Consultancy in:**

Product/service development, feedback on usability, suggestions for improvement of features.

✓ **Maintenance**

Customer service and database maintenance for the platform.

✓ **Lead Generation**

Main activities: researching, identifying and inviting companies to sign up and experience the platform.

✓ **SEO Audit**

✓ **Blogging**

Writing a weekly roundup post on BlogDash's own blog.

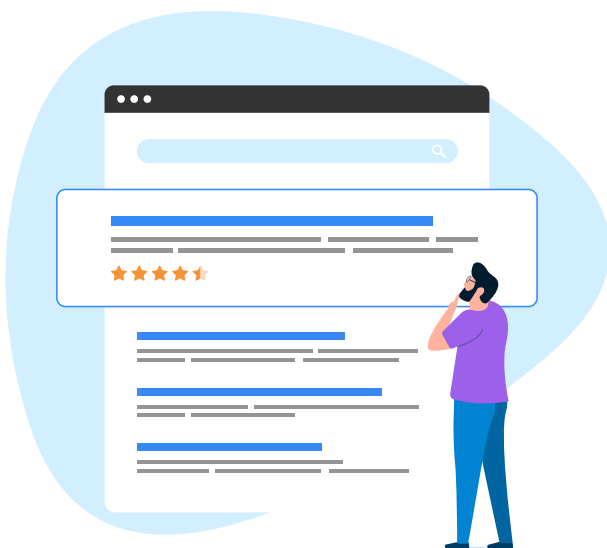
✓ **Social Media**

Promoting BlogDash on Facebook and X (Twitter).



Results

- ✓ 71.000 signed-up bloggers in less than a year since the BlogDash platform was launched (the number of bloggers exceeded the expectations by 100%).
- ✓ Efficient lead generation in attracting potential clients: companies who signed up to discuss with the bloggers in the BlogDash database.
- ✓ Constant growth in the number of monthly visitors.
- ✓ The service offered by BlogDash is continuously improving thanks to the strong interest and feedback it received from the market.
- ✓ The client was impressed by the quality of the team's services and extended the contract with NNC Services.



Client Testimonial

„Once the BlogDash tool was in full development, we realized that there were still many unknowns in our go-to-market strategy. Were there any other tools doing this? How should we price it, who should we sell it to and so on.

NNC Services helped us figure out how we should market our product, and what we should do to improve it. They also handle the demand generation part of the business, bringing in leads and meetings.

We now have our dedicated team of professionals, that help us keep a strategic vision on our product. They are result oriented and we'll surely continue our collaboration.”

Marc Duquette, Founder and CEO @BlogDash



NNC Services

NNC Services specializes in marketing for B2B IT and professional services firms. We integrate marketing strategies to ensure demonstrable outcomes in sales and communication. NNC Services will assure your company's growth and development by facilitating new prospects for financing as well as long-term development and expansion.



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.