



WEBSITE DEVELOPMENT & DESIGN IMPLEMENTATION FOR A FIELD SERVICE SOFTWARE COMPANY

FIXIFY

Read the following case study to find out how we helped our client by dedicating resources to web development, SEO, and content copywriting to introduce new ideas and approaches for the client's website, as well as for lead generation strategies. All activities were carried out in close collaboration with the client to meet their specific requirements.



Client: Fixify

Industry: WEB Design, WEB Development, IT Solutions

Location: Arlington, Virginia

Company Size: 50 - 100 Employees

Solutions: AI-powered IT help desk solutions, combining automation with human experts to enhance user support

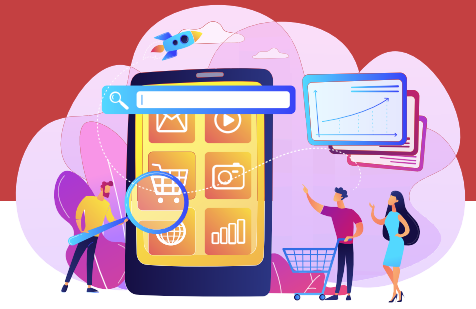
Client: Fixify

FIXIFY is a field service software company established by a team with over 20 years of experience in enterprise field service implementations across various industries. Their objective is to create one of the most intuitive and simple solution, without upkeep and cost.

Challenges

The collaboration between FIXIFY and NNC Services began at the beginning of 2016 following the client's need to update their website (using Hubspot) regularly for various inbound campaigns and for a more user-friendly look and feel. Services required from NNC Services included content writing, SEO and Adwords analysis.





Solutions

NNC's solution was to dedicate resources for web development, SEO and content copywriting in order to come up with new ideas and approaches for client's website, as well for lead generation strategies. All activities took place by working collaboratively with the client to meet all needed requirements that came from the client.

NNC's activities included:

- Redesigning existing website
- Writing blog articles
- SEO optimization
- Setting and managing an Adwords campaign
- Web development updates

Results

- ✓ NNC Services managed to deliver a new, improved and more responsive website with new landing pages and SEO optimized articles.
- ✓ As a conclusion, collaborations between NNC Services and FIXIFY are expected in the future on web development.

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.