



DEMAND GENERATION CAMPAIGN FOR A FAST- GROWING BULGARIAN WEB DEVELOPMENT COMPANY

GOPLER

Read the following case study to find out how we helped our client by creating a mix of demand generation activities that enabled our client to establish business connections with American and Western-European web development companies and marketing agencies.



Client: Gopler

Industry: Software Development

Location: Bulgaria, Sofia

Company Size: 20 - 50 Employees

Solutions: Web development, business process automation, E-commerce, and IT outsourcing

Client: Gopler

Gopler is a fast growing web development company, based in Sofia, Bulgaria. With a wide expertise on Java and PHP, as well as on Oracle Middleware and Business Intelligence, the company addresses clients from the United States, Canada and Western Europe, in order to deliver a wide variety of websites and web-based systems.

The client works with both web development companies that need to outsource part of their work as well as with marketing agencies that need to provide web development services to their clients, besides their main offerings.

Challenges

Although Gopler's interest was to start the demand generation campaigns as soon as possible, we had to face a considerable delay due to the fact that the new website was not ready to be launched.

The client had company presentations and other collaterals, but they needed to be updated in order to be used in our demand generation campaign.

Being a young company, although with great expertise in various technologies, Gopler did not have the actual experience in some of these areas, so we had to conduct strategic discussions with the client in order to identify the most relevant differentiators as an East-European outsourcing company.



Project Objectives

The project's main objective was to schedule each month at least 2 call conferences with qualified prospects. In order to achieve this, several secondary objectives have been set:

- ✓ Increase the attractiveness of the website, at that time still a work in progress
- ✓ Update the company's marketing collaterals
- ✓ Assist Gopler with professional advice and strategy in order to correctly profile the target market





Solutions

NNC's marketing professionals created a mix demand generation activities that helped our client to establish business connections with American and Western-European web development companies and marketing agencies :

✓ **Website audit :**

- NNC Services audited Gopler's new website, before launching it online; in order to improve its appearance and content.

✓ **Content Marketing :**

- NNC Services rewrote the content for: case studies, portfolio presentations, company overview/profile presentation.

✓ **Create the messages for the emailing campaigns, for LinkedIn Outreach, and the follow-up messages.**

✓ **Update company's LinkedIn profile and approached decision-makers within LinkedIn groups.**

- Establish the profile target, create and develop the database, E-mailing campaigns.





Results

- ✓ In three months of activity NNC Services delivered 11 qualified business meetings
- ✓ Throughout our collaboration, NNC managed to deliver a constant number of leads every month; tripling, in some months, the number of targeted prospects
- ✓ The client signed one contract and received quotation requests from another 12 companies.

„NNC Services provided us excellent solution to our problem and met our expectations. We were assigned with a team of highly qualified and motivated professionals, who were eager to achieve results and help our business grow. For 1 year NNC was our key partner in promoting all our services.”

Hristian Kostov, Managing Director @Gopler

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.