



INCREASED NUMBER OF OPPORTUNITIES AND ONLINE BRAND AWARENESS FOR A FINANCIAL SERVICES PROVIDER

FINSMART

Read the following case study to discover how we helped Finsmart increase their website traffic by 20% in just two months and generate new business opportunities. Through SEO optimization, website analysis, and targeted content, we increased our client's online presence and attracted valuable leads, positioning Finsmart for sustained growth in the financial market.



Client: Finsmart

Industry: Finance, Accountancy

Location: Romania, Bucharest

Company Size: 50 Employees

Solutions: Company registration, accounting, tax consulting, and financial management

Client: Finsmart

Finsmart is a new company on the Romanian market, founded by a team of financial professionals. The company offers financial consulting services, accounting, debt management, financial analysis, assistance with merges and acquisitions thus improving the cash flow and profitability of its customers.

Challenges

Being a start-up company, Finsmart needed to accelerate its consumer-direct business, but the internal resources weren't yet in place to help guarantee success. Leads were acquired and tracked individually by company's representatives, and the marketing activities didn't follow a strategic plan to achieve the objectives set.



Project Objectives

- ✓ Website analysis and content development, relevant for Finsmart's services and for the established marketing strategy.
- ✓ Increase brand awareness in the financial market.
- ✓ Educating and informing managers, directors of companies and entrepreneurs, on the financial aspects essential for business development.
- ✓ The development of online presence by increasing visibility, website visits and social interactions.
- ✓ Identifying new sales opportunities.
- ✓ Creating and implementing SEO campaigns in order to increase traffic to the company website and thus the decision makers' interest for Finsmart services.



Solutions

The NNC team analyzed the Romanian market in terms of competitors and market potential. It has also been analyzed and identified the differentiators of Finsmart on the market in order to develop the marketing strategy suitable to achieve the objectives.

✓ **SEO and content**

- Structure and content analysis on the website
- SEO optimization
- Recommendations for SEO optimizations and website structure
- Google Ads campaign – creation and implementation.

✓ **Marketing collaterals :**

- Case studies
- Press releases
- Newsletters

✓ **Create and develop LinkedIn profile for networking activities:**

- Write and promote blog articles on LinkedIn

✓ **Create and implement lead generation campaign**

- Establish the profile target
- Create and develop the database
- E-mailing campaigns

Results

- ✓ The NNC Services team remade the entire website structure, optimized for search engines. Thus, in two months, the number of visitors on the website increased with 20%.
- ✓ In two month since the implementation of lead generation campaign, the client initiated discussions to collaborate with 10 companies.
- ✓ Increased visibility of products and services among Finsmart's potential clients.

„Throughout our collaboration, the NNC Services consultants have shown seriousness and professionalism. They quickly understood Finsmart's profile and objectives and supported us in establishing and implementing marketing strategy. For high quality marketing and PR services, I strongly recommend the NNC Services company.”

Mirela Girea, Managing Partner at @Finsmart



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.