



BRANDING AND CONTENT MARKETING STRATEGY

SALESFLOW CONTROL

Read the following case study to discover how our marketing strategy helped Salesflow Control boost brand awareness in the US and Western Europe, generate qualified leads, and position themselves as key Salesforce consultants. Through website development, digital marketing, and networking, we expanded their client base and created new business opportunities.



Client: SalesFlow Control

Industry: Information Technology, Software Development

Location: Bucharest, Romania

Company Size: 11-50 Employees

Solutions: Salesforce outsourcing

Client: SalesFlow Control

Salesflow Control is a Romanian Salesforce outsourcing start-up, the result of a Romanian-American partnership, with a team of certified Salesforce specialists, certified ISTQB experts and project managers.



Challenges

- The client needed to quickly increase brand awareness on the US and Western Europe market and position themselves as key consultants in the Salesforce ecosystem.
- They also needed to expand their client portfolio and business opportunities beyond the referential stage and identify new channels to generate qualified leads



Solutions

In order to achieve the objectives set by Salesflow Control, NNC developed an extensive action plan for a 12 months period combining activities for both inbound and outbound marketing. These activities included:

- ✓ Development of a brand new website
- ✓ Digital demand generation (AdWords, SEO)
- ✓ Networking in Salesforce communities
- ✓ B2B appointments with potential clients approached using emailing campaigns and LinkedIn outreach
- ✓ Content marketing (creation and distribution on social media and through newsletters of blog posts, whitepapers, eBooks, videos)
- ✓ Social media activities (create and scale up Facebook, Twitter & LinkedIn accounts)
- ✓ Support for attending Salesforce events (Dreamforce 2017) - set up face-to-face meetings during the event



Results

After a 3-month set-up period, NNC' s marketing activities generated for the client:

- ✓ 27 call and direct meetings with potential clients
- ✓ 25 open business opportunities with companies and decision makers interested in Salesflow Control's services but not ready to close the deal right away.
- ✓ SalesflowControl owns today a highly qualified prospect database of over 630 companies, with the latest and most accurate business information about more than 8,000 salesforce partners and consultants worldwide. A comprehensive database that they can use for further lead nurturing.
- ✓ Over 1,000 new LinkedIn connections
- ✓ Over 400 new Twitter followers acquired in just 6 months

The collaboration with NNC Services came at the right moment, as our brand needed a rapid image boost and valuable content. Shortly after, our online visibility grew quickly in Europe and the USA due to the efforts we put together. We are very satisfied with our collaboration, and the NNC team was prompt, providing us with the solutions we needed in a short time.

Anca Comaneciu - CTO @SalesFlow Control

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.