



KICK START YOUR MARKET ENTRY IN GERMANY

BW BUSINESS BRIDGE

Read the following case study to see how we helped a our client company connect international IT firms with new opportunities in the German market. Through strategic research, targeted outreach, and an engaging webinar, we enabled Romanian IT companies to navigate the complexities of market entry, access key networks, and position themselves for success in Germany.



Client

BWBB is a German company that delivers solutions for international IT companies that are looking for new business opportunities in the German market.

The promise BWBB makes to its clients is to provide them visibility in Germany, regional and international sales support, networking and personal introductions, digital marketing strategy, a market entry roadmap, and to plan the participation in relevant events and exhibitions.

Their portfolio is built up based on a strong network as a German-based business, network represented by Baden-Württemberg, Federal Ministry for Economic Cooperation and Development, Outsourcing Verband, Deutsche Gesellschaft für Internationale Zusammenarbeit, BITKOM, Baden-Württemberg International, Cluster Agentur Baden-Württemberg, and Region Stuttgart.

Challenges

Due to the lack of more than 50.000 IT experts on the German market, the client wanted to enable the German IT industry to actively seek and contract Romanian IT partners to help the German IT industry grow and thrive. The following challenges led them towards a reliable and experienced marketing partner:

- The implementation of a market entry strategy
- Identifying the relevant IT&C companies from Romania, interested in entering the German market
- Bringing a personal note to the client's services



Solutions

After the discussions with BWBB, we came to the conclusion that the most efficient way to inform the Romanian IT&C companies on how to plan a market entry strategy on the German IT market, was to plan and deploy a webinar, later on, named Kick start your market entry in Germany.

The discussions with the client helped us define the most important aspects that were also included in the webinar's agenda:

- ✓ Understanding the two main obstacles that German companies have with foreign vendors
- ✓ Sharpen companies' profiles for the German market
- ✓ Generating marketing traction with messages that resonate in Germany
- ✓ Access the networks of the German IT industry
- ✓ How to avoid pitfalls and traps in a company's German market entry



Action Plan

The proposed solution needed to be planned and executed in a number of precise steps, as follows:

1 Pre-Webinar Activities

Planning the strategy direction

The strategy focused on planning and deploying the specific activities of the webinar so that the outcome will generate business opportunities for BWBB.

The initial touch was to establish the goals of the webinar, in a well documented and clear manner. Deciding the overall content direction was the lead our client needed in order to promote the webinar in a consistent and effective way.

Target the right audience

In order to target the right audience, our main actions consisted of researching and targeting IT&C companies from Romania that were planning to enter the German market. The tactics used by the NNC team for accomplishing this goal encompassed list building from specialized communities in forums, which helped us to efficiently build and manage a database, a key driver in accomplishing the final goal of the webinar.

This was followed by direct emailing, a tactic that enabled the first contact with potential participants to the webinar and the constant contact with those who confirmed.

Implementing and monitoring an online promotion campaign

Thanks to the fact that our client had a strong presence in the online environment, as IT&C companies, the NNC team decided to promote the activity through blog posts, the landing page of the website, as well as Twitter feeds.

The main tool for promoting the webinar in the online environment was to create blog posts that focused on the benefits and opportunities of participating in the webinar.

Planning the logistics

Amongst the first steps was the decision of what format the webinar will have, and came to the conclusion that the most adequate way was to choose an interactive webinar so that the participants can receive a deeper understanding of the topic, as a result of their engagement in the discussion.

Preparing the webinar presentation

After discussing with the client, the NNC team had to create an agenda in order to determine what are the main points of the presentation. The suggestions we made gave a final touch to the client's presentation, which resulted in an organized and insightful arrangement.

2

Webinar Day

After a time of efficient planning, the webinar was ready to start, so the NNC team had to ensure that everything goes as planned.

Testing the necessary materials for content use

To make sure we will be able to share the content after the webinar, as proof of the presentation's results, we tested if the presentation was uploaded, the webinar recording, the polling, and Q&A session ready.

Managing the logistics

The NNC team brought value by choosing the most adequate webinar platform and setting up the webinar, sending login details to participants and ensuring they will participate by sending reminders before the webinar started.

The team had to bring added value by maintaining a clear, strong working relation with the client, while constantly keeping the client up to date. Under these terms, we shared the Q&A with the presenters, whom involved our client, BWBB, to ensure the success of the webinar.

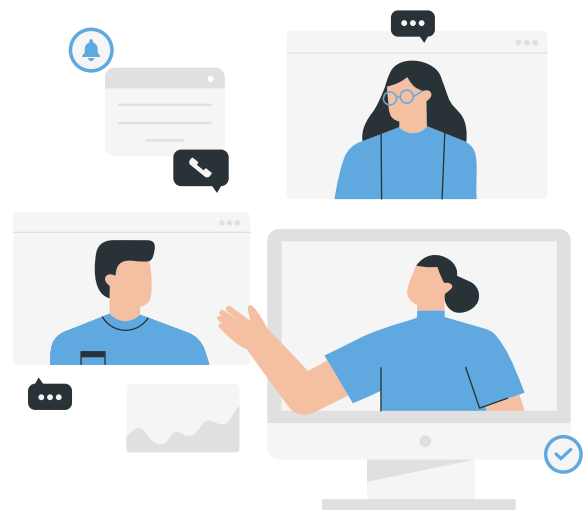
3 Post-Webinar Activities

Preparing a detailed analysis of the webinar

To pinpoint the outcome of the webinar, a detailed analysis of the registration, attendance conversion, and engagement was essential. Post-webinar activities of the NNC team consisted of uploading and sharing a recording with the webinar, creating a PDF of the presentation, downloading and sharing Q&A results with the sales team as a tactic of evaluating the webinar.

What highlighted the outcomes of the webinar was the engagement of the participants, for which the team prepared a follow-up plan:

- ✓ Preparing a target list
- ✓ Sending an archive link with the presentation via email
- ✓ Updating the website and blog post with the archive link
- ✓ Posting the webinar link on Twitter



Results

The overall project delivered the information and insights that helped BWBB to:

- ✓ Have a presentation of 45 minutes about the German market entry
- ✓ Have a presence of 32 registered participants
- ✓ Have their presentation sent to all the participants
- ✓ Convert 2 participants into clients

Not only the solution we offered was favorable for the client, but also for the participants, who gained more knowledge about the German market and the existing situation of the IT industry in Germany, at that point.

Their interest in the topic was shown even during the webinar, considering how interactive it was.

Last, but not least, it was also worthwhile for NNC, since we have responded excitedly to the challenge of the client, gaining more experience, and finally becoming a trusted partner of BW Business Bridge.



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.