



MANAGE ONLINE LEAD GENERATION CAMPAIGNS FOR A WEB AND APP STUDIO

BRANDUP

Read the following case study to see how we helped a Bucharest-based web and app studio refine its positioning and expand into Western Europe and the U.S., generating business appointments that exceeded lead generation goals threefold.



Client: BrandUp

Industry: Information Technology

Location: Bucharest, Romania

Company Size: 11-50 Employees

Solutions: Branded mobile and web applications, corporate websites, social media applications

Client: BrandUp

The client is a web and app studio based in Bucharest. BrandUP collaborates with highly rated brands and agencies in order to provide them with creative web, social and mobile applications. BrandUP is addressing both final clients from a wide range of industries, and agencies that need developing apps for their clients.

The markets BrandUP usually targets are UK, Northern Europe, USA.



Challenges

The client started as a branding agency, slowly shifting its focus towards video platforms and digital apps. They knew they needed a change in terms of positioning and profiling, since they wanted to start promoting their own digital services. Given this context, some of the main challenges we confronted with are:

- The client needed to understand how to position and define its new solutions and strategy;
- The client had a highly skilled and innovative technical team, with an impressive portfolio, including tailored online video platforms and online video production, but these were not well-known;
- The client needed to promote its services based on a value proposition that outlined quality not the price, although the market expectation for a CEE outsourcer was lower rates.

Objectives

- ✓ Identifying BrandUP selling points opportunities in Western Europe and USA;
- ✓ Identifying the companies that would need customized apps and video platforms for their clients
- ✓ Actively seeking for new business opportunities on targeted markets
- ✓ Creating visibility for the client's services to UK, USA and Western European markets.

Solutions

- ✓ NNC analyzed the USA and Western European markets in terms of competition and industry trends.
- ✓ NNC, together with the client, clearly identified the solutions that BrandUP will promote.
- ✓ NNC developed prospects database through list-building.
- ✓ NNC created a new LinkedIn profile, reflecting the new positioning and fit for lead generation activities.
- ✓ B2B lead generation activities.



Results

- ✓ NNC provided market analysis and positioning suggestions for the new services that BrandUP wanted to promote;
- ✓ The team managed to generate a constant flow of quality business appointments, surpassing the initial objectives of 4 leads/ month to triple.

Our partnership with NNC began once we've realized that our new line of business needed a totally different approach. NNC helped us perfecting our strategy according to our new business objectives and assisted us in identifying new markets and new potential clients. We are impressed by the promptness and professionalism with which NNC approached every stage of the project, delivering in a small amount of time a great number of highly qualified business opportunities. What I especially liked was NNC's knowledge and experience in our industry and the high value advice and consultations. In a word, working with you has been a breeze and we plan to continue our collaboration and we recommend them to any company in need for consulting services

Colin Whitfield - CEO at BrandUP Interactive

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.