



EXTENSIVE MARKETING MIX FOR A BUSINESS CONSULTING START-UP

DAIO

Read the following case study to see how we helped a start-up business development company establish its presence in a competitive market. Through in-depth research, strategic positioning, and targeted marketing efforts, we enabled DAIO to increase brand awareness, build trust with potential clients, and accelerate its sales cycle.



Client: DAIO

DAIO is a start-up company, offering business development and administration services.

Challenges

In the first stage of its development, DAIO was facing three major challenges: achieving a level of awareness on the target market, building trust on the target market and shortening the time for closing a sale.

Adapting the features of the service with the market changing requirements at a fast pace.

The local market still being uneducated in the field, SMBs meet difficulties in creating a name for themselves, due to clients being forestalled by large companies.





Solutions

- ✓ The project's primary phase was the market research that would determine the exact positioning and differentiating factors, as well as the target market's acquisition behavior.
- ✓ Then followed the marketing plan for DAIO's services, in order to assess marketing and communication strategies, shortly followed by the start of communication actions: sales tools (website copywriting, PPT presentation, brochure copywriting, etc.) and direct marketing actions (e-mailing)s.

Results

- ✓ Our client has gained an extensive and appropriate marketing mix, positioning and differentiators, as well as a detailed action plan of what should be done in order to increase market awareness and eventually sales. The promotional materials we've created were highly appreciated and proved useful in our client's communication to prospects.



Client Testimonial

„It was a pleasure to work with NNC Services. Their team has helped me get organized and plan ahead in one of the most critical stages of my company’s development, being responsive and professional with everything they do. NNC’s step by step strategic approach to the project was backed-up by perfectionism with every detail and high quality client service. I am sure they can make a positive difference in any company’s development.”

Cornel Dinu - Managing Partner @DAIO



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.