



U.S. BASED DIGITAL AGENCY EXPANDS BUSINESS THROUGH DEDICATED WHITE LABEL SERVICES

BLIND CASE STUDY

Read the following case study to see how we helped a U.S. public relations agency boost its online presence through website optimization, social media growth, and content strategy, leading to increased web traffic and expanded service offerings.



Client

A U.S.-based digital demand generation agency that offers services in website related activities (design, creative copywriting and content editing, site audit) as well as branding, inbound (e.g. SEO/PPC campaigns) and outbound marketing (e.g. lead generation) – dedicated to emerging technology firms.



Challenges

With initial core expertise in website related services, our customer decided to expand its available packages by turning to online marketing activities such as social media, SEO, lead generation and personal branding to name a few.

Their challenge was to offer these new types of services in a cost and time effective manner that would not require additional personnel or technology investments. The option was outsourcing these range of services to a competent marketing team – NNC Services.



Solutions

- ✓ Analyze our partners' clients' business, necessities and goals. Propose suitable activities in order to attain best results (depending on the end client profile, activities could concern lead generation, social media maintenance as well as a wide range of activities specifically addressing the clients' needs).
- ✓ Maintain constant and open communication with the agency in all phases: from new client's needs analysis, strategy creation and implementation to follow up.
- ✓ Augmented our partner's team with 5 specialists in social media, lead generation and SEO consulting – always available to take over new projects.

Results

- ✓ The agency has successfully extended their service packages by partnering up with NNC Services for their delivery.
- ✓ Major cost and time savings for the client-agency.
- ✓ Competitive results delivered by NNC Services and end clients' satisfaction. Both translate into brand reputation gains for our partner.
- ✓ Meeting the lead target number estimated each month for all our partner's customers.
- ✓ Long term partnerships with the agency-client, as well as their end clients (more than 2 years and still going).
- ✓ New types of strategies and tactics have been identified and are now being offered to clients. This is a result of NNC's dedication to finding niche solutions, customized for each end client's need and goals.
- ✓ An efficient communication relationship was built with the agency-client.

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.