



GENERATING BUSINESS OPPORTUNITIES FOR IT OUTSOURCING COMPANY

DIRECTPL

Read the following case study to see how we helped an IT outsourcing company grow in the U.S. market. By combining targeted lead generation, direct outreach, and content marketing, we delivered qualified leads, secured client meetings, and helped establish new partnerships.



Client: Directpl - Directio

Industry: Internet Technology

Location: Warsaw, Poland

Company Size: 51-200 Employees

Solutions: End-to-end software development, staff augmentation, data visualisation

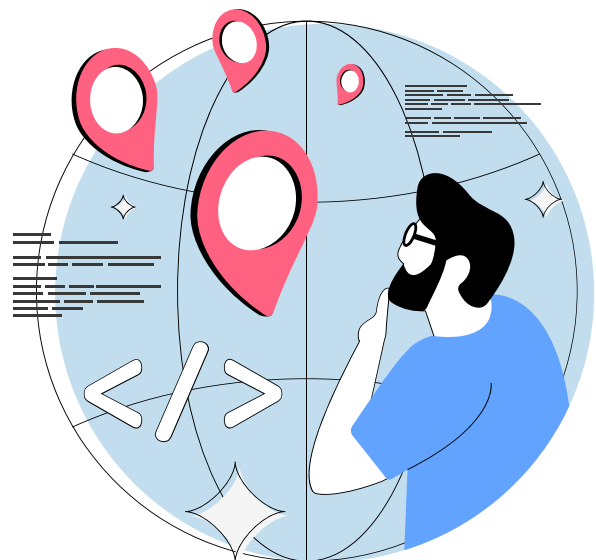
Client: Directpl

Directpl is a fast growing IT outsourcing company with its headquarters in Poland, founded almost 20 years ago. They have teams of developers based in Warsaw but can work remotely worldwide, keeping in touch with the client's project manager. At request, they can also send a team of developers at their client's headquarter to work there for the entire duration of the project.

Directpl is specialized in software development, software testing, and penetration testing. They can build talented teams of dedicated developers for some of the world's most innovative companies.

Challenges

- Strengthening the client's position in the software development market in the United States, a market that is already overcharged.
- Identifying new business opportunities in the United States of America and set up meetings





Project Objectives

- ✓ Schedule face-to-face meetings or teleconferences with potential clients.
- ✓ Obtain feedback from the market, either positive or negative, to develop new approach strategies
- ✓ Consolidate the position of Directpl on the US market using diverse marketing strategies, inbound and outbound – direct emailing, LinkedIn messages, telemarketing, inbound marketing activities.
- ✓ Continuously seeking for new business opportunities on targeted markets.

Solutions

The collaboration with Directpl started in 2015 and continues at the moment. NNC marketing professionals created a mix of marketing activities, to reach the needs of Directpl and provide the best results.

1. Lead Generation:

- ✓ Database development - Continuous research for US IT companies with prospects' contact details.
- ✓ Creating outreach messages and periodic direct emailing campaigns
- ✓ Script conception and Telemarketing campaigns with the purpose of informing the prospects about Directpl's services and identifying the interest in a potential collaboration.
- ✓ LinkedIn messages for new opportunities and directions

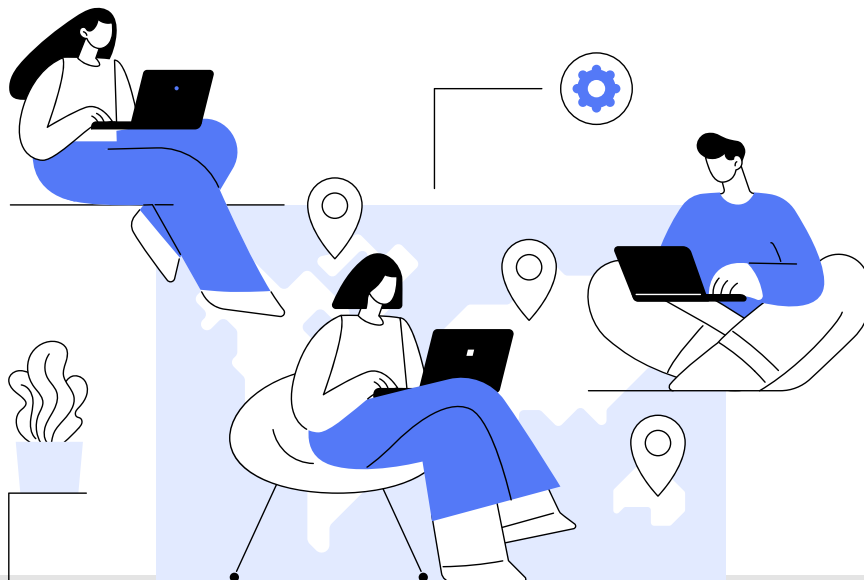
2. Content Marketing

- ✓ Developing marketing materials – case study, blog articles (about the evolution of IT outsourcing on the Polish market);
- ✓ Newsletters - campaign design and setup, content creation, testing and sending, follow up and reports.

Results

Our collaboration with Directpl is still in progress for almost two years, and NNC adapts its strategy according to the results and market feedback.. During these years the lead generation project have had a major growth:

- ✓ The lead generation campaign delivered between 3 and 4 leads per month;
- ✓ From the beginning of the project, we have succeeded in generating over 70 business opportunities, and part of them have materialized in meetings (face-to-face or teleconference);
- ✓ During the two years of our collaboration, Directpl managed to sign new contracts on the USA IT market.



Client Testimonial

"I decided to work with NNC after the collaboration with many others lead generation companies. I can sincerely say that it was one of the best decisions this year. The NNC team helped us in identifying and organizing our marketing approach, and the result was a stronger position on the software development market in the United States. They have combined "inbound" and "outbound" marketing techniques to deliver good leads and meetings.

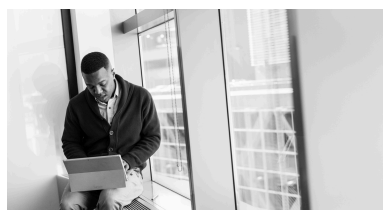
Moreover, communication with NNC is excellent, and the team is very flexible, so we continually adapt and modify our approach to obtaining the best leads. They always have good suggestions based on their own experience. I have already signed the first contracts, which I found with NNC, and we still have some promising potential customers with whom we are still discussing and negotiating. I honestly recommend NNC, we didn't have any objections towards our cooperation".

Angelo Pressello, CEO, Directpl



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.