



# GENERATING BUSINESS OPPORTUNITIES FOR A SOFTWARE DEVELOPMENT SERVICES PROVIDER FOR INDUSTRIAL APPLICATIONS

## ENEAA

Read the following case study to find out how we helped a leading embedded software company expand in the European industrial market. Through targeted lead generation and content marketing, we generated 20 leads per month and secured over 100 prospect meetings for ENEA Services Romania.



# ENEAA

Client: ENEA

Industry: IT Services and IT Consulting

Location: Romania, Bucharest

Company Size: 201-500 Employees

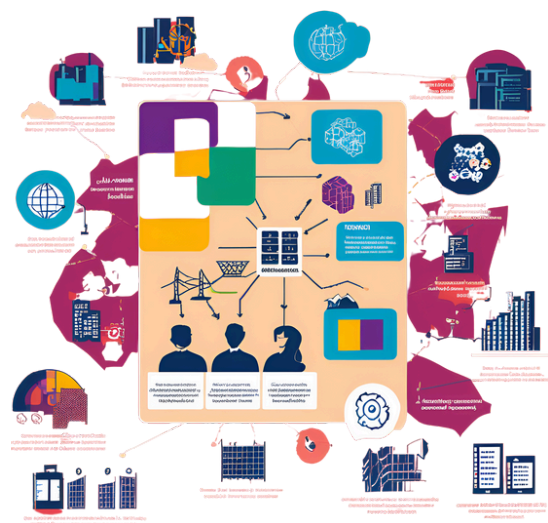
Solutions: Embedded systems, customized software applications

## Client: ENEA

Founded in 2000, ENEA Services Romania is part of the Swedish company ENEA, a world leader in embedded systems and advanced technical systems development. With over 14 years of experience, ENEA Services Romania delivers the best in class customized software applications for global players acting in industries such as telecommunications, wireless, multimedia, consumer electronics, navigation systems and microelectronics.

## Challenges

ENEA aimed to increase the number of business opportunities in the European market, targeting the industrial field. Due to their need for advanced marketing know-how, lead generation and content marketing specialists, ENEA chose the professional marketing services provided by NNC Services.





## Project Objectives

- ✓ Educate and inform the target audience about the services provided by ENEA.
- ✓ Generate a large number of business opportunities in the industrial services market in Europe (at least 20 leads per month).
- ✓ Increase brand awareness and position ENEA as a leader in embedded software systems and advanced technical systems.

## Solutions

The collaboration with ENEA Romania started in February 2013. NNC marketing experts increased Enea's business opportunities with marketing activities such as:

### 1. Lead Generation:

Establishing the target profiles (influencers – C-level decision-makers in production and business development)

#### ✓ Targeted Countries:

UK, Netherlands, Germany, Italy, Belgium, Austria, Switzerland, Sweden, Romania, Norway

#### ✓ Targeted industries:

Telecommunications, healthcare, automotive

#### ✓ Prospect Database Development

#### ✓ Emailing & Telemarketing Campaigns

#### ✓ Face-to-Face Business Meetings and Teleconferences Set Up



## 2. Content Marketing

- ✓ Creating collateral materials for selling activities:  
Case studies, Presentations, Newsletters

## Results

During our collaboration with ENEA which is still in progress, the project grew considerably:

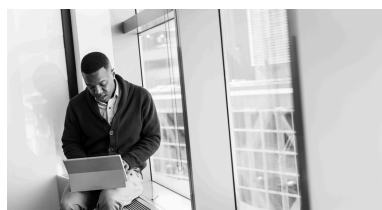
- ✓ The lead generation campaigns delivered approximately 20 leads per month
- ✓ From the beginning of the project we set over 100 meetings with prospects (face-to-face and teleconferences)

*"I was pleasantly surprised by their promptitude. The NNC Services team responded to our expectations and managed to work side by side with our team to offer ENEA the needed marketing solutions and results faster than we would have expected. We plan to continue our collaboration with NNC Services in other projects."*

**Bogdan Putinica, Senior Vice President, @ENEA**

## 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.