



HOW TO RELEASE YOUR  
COMPANY TO MEDIA AND  
BUSINESS SPOTLIGHTS BY  
MEANS OF CUSTOM TAILORED  
MARKETING STRATEGIES

## IT OUTSOURCING COMPANY

Read the following case study to discover how we helped a leading Romanian IT services and consulting company grow its regional and international sales reach through strategic marketing activities, promotional content, and enhanced online networking



Industry: IT Services and Consulting

Location: Romania, Bucharest

Company Size: 51-200 Employees

Solutions: Software development, digital business transformation & automation, system development

## Client

The client is a company specialised in IT services and consulting. It is one of the most important Romanian IT outsourcing companies and also the biggest IBM partner in this country. Its services also cover hardware and networking.



## Challenges

Launched on the IT services market in 2000, the client's business has grown naturally. The process of acquiring clients had been dealt with through references.

The company partnered with NNC Services because it wanted to extend its sales reach both regionally and internationally. In order to do so, a strategic marketing plan had to be developed for the first time.

This was the biggest challenge because the client had never approached marketing activities before, therefore a thorough analysis process had to be carried out. Furthermore, several tactics and markets needed to be tested in order to identify best ways to attract visibility.



## Solutions

The NNC Services dedicated team firstly carried out a market research in order to identify the client's position, as well as the competitors', to establish targets and priorities etc. This step proved to be essential in setting the way for the marketing action plan.

Short, medium and long term marketing strategies were created for the client

### The proposed marketing activities covered:

- Website content in 2 languages
- On-line presence on relevant channels (LinkedIn in particular)
- The promotion of valuable content such as white papers and case studies through relevant channels, interest groups etc.
- The elaboration of presentations and brochures for potential clients



## Results

- The analysis that the NNC Services team carried out on the client helped it achieve a better understanding of its business position. This translated into a better internal and external organization.
- The press release was published by the most important newspapers and magazines in the industry. As a result, the client was invited for interviews with several publishing entities.
- The initial campaign with the client was delivered in just 4 months. The client resigned the business partnership with NNC Services afterwards.
- The client's visibility has grown significantly thanks to the on-line presence, promotion of materials and the networking activities carried out by NNC Services in relevant groups and associations.
- The client's business obtained testimonials from its own clients, through NNC Services.



# 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.