



EFFICIENTLY IMPLEMENTING
B2B MARKETING STRATEGIES
FOR A STAFFING AGENCY
SPECIALISED IN IT

IT STAFFING AGENCY

Read the following case study to see how we helped a brokerage and staffing company in the IT sector connect Western European companies with Romanian software development specialists through strategic research, targeted outreach, and community engagement.



Industry: IT Services and Software Development

Location: Romania, Bucharest

Company Size: 20-50 Employees

Solutions: AI-powered recruitment solutions through Inctrl.ai, customized IT services and data analytics

Client

The client is a brokerage and staffing company in the IT field, connecting Western European companies in need of software development specialists willing to work on-site with skillful human resources from Romania.

The client is addressing mostly small and medium enterprises activating in a wide range of industries, that need IT personnel for developing software in-house.



Challenges

The Western European job market in countries such as Germany, Denmark, Norway, UK, Switzerland, Netherlands, Belgium or Austria finds itself facing an acute lack of available IT specialists in their home country.

According to a research study carried out by NNC Services for the client, this is one of the top three reasons (among the need to cut the high costs of in-house software development and slow time to market) why consider outsourcing the IT component of their business.

Some of these companies, mostly in Switzerland, Germany or Norway would consider outsourcing mainly because of the lack of personnel, which indicates the stringent need to have IT specialists on-site. Other countries such as Austria are dedicated to inhouse IT because they want 100% control on their business and teams.



Project Objectives

- ✓ Identifying the problems and opportunities in the IT job market in Western European countries
- ✓ Identifying the small and medium enterprises that would be interested in keeping their in-house software development and placing Romanian IT specialists in-house
- ✓ Effectively communicating to the clients' potential business partners why in-house software development remains a strong alternative to outsourcing (strategic reasons)
- ✓ Creating visibility for the client's services to Romanian senior IT specialists on the look-out for a job and engaging them with the client





Solutions

- ✓ Intensive research on the IT job market in Western Europe to clearly identify the problems and opportunities for the client's business.
- ✓ Community outreach (creating a discussion group in LinkedIn, addressed to IT senior specialists).
- ✓ Database building
- ✓ Telesales
- ✓ Lead generation

Results

- ✓ Valuable and unique research for the client's business.
- ✓ Surpassing the initial objectives of 4-5 leads/ month to double.
- ✓ Creating a buzz around the LinkedIn group promotion with 1000 interested people joining in and interacting, in just one month.

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.