



EFFICIENCY AND EFFECTIVENESS IN MARKETING AUTOMATION

BLIND CASE STUDY

Read the following case study to see how we supported a digital marketing automation agency in improving their Pardot platform capabilities. Facing challenges with resource management, front-end design limitations, and the need for experienced developers, our certified team provided tailored solutions.



Client

This case study refers to a digital marketing automation company with a team of certified Pardot and Salesforce specialists.

In business since 2017, this agency is focusing on improving the marketing and sales process by applying marketing automation, CRM implementation, training, and managed services.



Challenges

- The client needed developers with certification on the Pardot platform that could take over some clients tasks and solve them quickly and efficiently;
- Another challenge was closely related to managing the teams of developers and estimating the correct number of resources needed for a client;
- The Pardot platform has some limitations and needs front-end design development to solve a number of flows;
- Building dedicated and specific landing pages or newsletter templates can be challenging if you are trying to integrate them with the limitations in Pardot;

Due to the fact that our collaboration was based on quality communication and extensive experience, there are some future projects that they are considering to develop with NNC.

Solutions

In order to achieve the objectives set by the digital marketing automation agency, NNC developed an extensive work methodology that included:

- ✓ Experienced Pardot development from specific modifications on websites to building new landing pages;
- ✓ Support, availability, and efficiency on urgent and unexpected tasks;
- ✓ Specialized developers that could quickly take over the assigned tasks and solve them efficiently

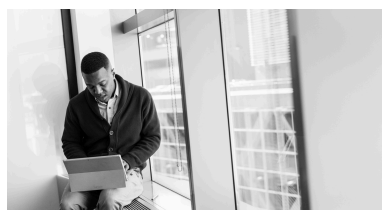
Results

After the collaboration, NNC' support generated for the client:

- ✓ An objective overview of the technical challenges that can be solved in an exact period of time;
- ✓ The NNC team of developers built a specific landing page with an integrated image carousel and other similar tasks in design;
- ✓ New available and specialized resources for future collaborations;
- ✓ Deliverables for different clients managed efficiently with a quick turnaround time

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.