



MARKET RE-POSITIONING PROGRAM FOR A FULL SERVICE ADVERTISING AGENCY

PICTAS

Read the following case study to see how we helped an advertising agency reposition itself as a full-service provider. Through targeted marketing strategies, market research, and direct outreach, we generated new leads, increased brand awareness, and created opportunities for business growth.



Client

Pictas Interactive is a full-service advertising agency with over 8 years market experience, in full wind of development. Their main competitive advantages reside in strong web development skills, their creativity and experienced team.



Challenges

Previously known for its web development specialization, our client wanted to re-position on the market as a full-service agency, by releasing a full-range of integrated advertising & PR services and appropriately communicate the new approach. Our client needed a solid marketing and communication strategy, which would create awareness on the target market, both locally and internationally, as well as generate leads to increase sales.



Solutions

The project, still in development, begun with assessing needs correctly and by establishing a clear approach to meet all objectives.

NNC Services developed an extensive marketing strategy, starting from market research to identify the profile of the target client, evaluate competition and appropriately position the company. We then came up with the plan to approach industry verticals and target markets, and decided on the marketing methods to be used, as well as the materials needed.

Results

Although the project is still in development, the results already show. Our direct marketing actions are already generating new leads and building opportunities.

“NNC Services performed an excellent job both in generating leads for our company and providing us with the communication tools to address prospects. They offered their services by delivering best-of-breed tools and strategies in the agreed timeframe and to an exact standard. Working with NNC Services enabled us to identify new potential clients and to uncovered revenue opportunities.”

Oana Dereli, General Manager, @Pictas Interactive

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.