CASE STUDY

MARKETING STRATEGY & LEAD GENERATION FOR A SOFTWARE DEVELOPMENT HOUSE

T / +4 021 313 56 85

F / +4 021 313 56 85

E /office@nnc-services.com

W www.nnc-services.com

HQ / Str. Constantin Aricescu 15, et.2,
     Bucuresti, Sector 1, Romania

PL / Lumen Building, 59 Zlota Str, 00-120,
     Warsaw, Poland

US / 50 Milk Street, 16th Floor, Boston, MA
     02109, United States

THE CLIENT

SoftwareMill is a Polish software development company with over eight years of experience in creating tailored solutions for businesses in the Banking, Insurance and Financial industries.

SOFTWAREMILL

The company includes Senior Developers exclusively who work remotely in various parts of Poland, and who rely on cutting edge technologies to build innovative systems, while still maintaining a strong focus on Scala and Java.

CHALLENGES

Establish SoftwareMill in the U.S. as a trustworthy, agile software development partner specialized in building software solutions using Scala, Java, A.I., machine learning and Blockchain Systems.

OBJECTIVES

The client required assistance:

- // Positioning on the new market
- // Identifying the target audience
- // Defining the strong points of the software development house
- // Establishing a U.S. market entry strategy based on the new customer profiles
- // Generating leads via various channels

SOLUTIONS

The collaboration with SoftwareMill started in Q4 of 2017 and continues to this day. After correlating the U.S. market demand for the services they offer with the areas they excel at, we have created new customer profiles. Following that, we needed to establish a strategy for specific geographical areas to be targeted.

NNC Services also outlined the best channels to be used in the lead generation process, and as such, LinkedIn and email were chosen. Setting up the lead generation tasks was also part of the solution.

RESULTS

NNC Services did not only manage to meet the client's requirements in terms of leads generated in the established amount of time, but also exceeded that number considerably. Following our lead generation efforts on LinkedIn, 8 leads were generated over a period of three months. Moreover, the email campaigns

generated 11 leads over the same period. Most notably, the open rate for the email campaigns skyrocketed to 82% and even 97% in one instance.

With a good strategy and clearly-defined customer profiles at hand, SoftwareMill has made a great entry on the new market.