



**Bringing you closer  
to your clients**



# NNC Services at a glance:

- Leading marketing & management consulting firm founded in 2006;
- Successful track record on PR & Communication, Digital Marketing, Outbound Marketing in both Europe and United States;
- Experienced multilingual team, able to deliver localized campaigns in English, German and French;
- Specialized in delivering value for IT companies, B2B partnerships and the corporate sectors.

# NNC Services in numbers:

**12**

Years of  
Experience in B2B  
(and counting)

**50+**

Certified Marketing  
Experts on all B2B  
marketing areas

**150+**

Worldwide  
Clients

**100+**

Marketing  
Automation  
Platforms

**1000+**

blog  
articles

**500+**

Social Media  
Accounts (Created  
& managed)

**500+**

Successful  
Projects

**300+**

Lead Generation  
Campaigns

**3000**

Average Qualified  
Leads Generated  
per Client

**100+**

Lead Nurturing  
Initiatives

**20+**

Employer Branding  
Strategies





# How are we **UNIQUE**

- B2B and Technology Marketing pioneers
- Integrative approach to marketing from strategy to implementation
- Goal oriented, tracking KPIs and measuring all activities
- Global footprint with offices in US, Romania & Poland
- Clear procedures and project management and communications procedures





# Services



marketing **STRATEGY**



**INBOUND** marketing



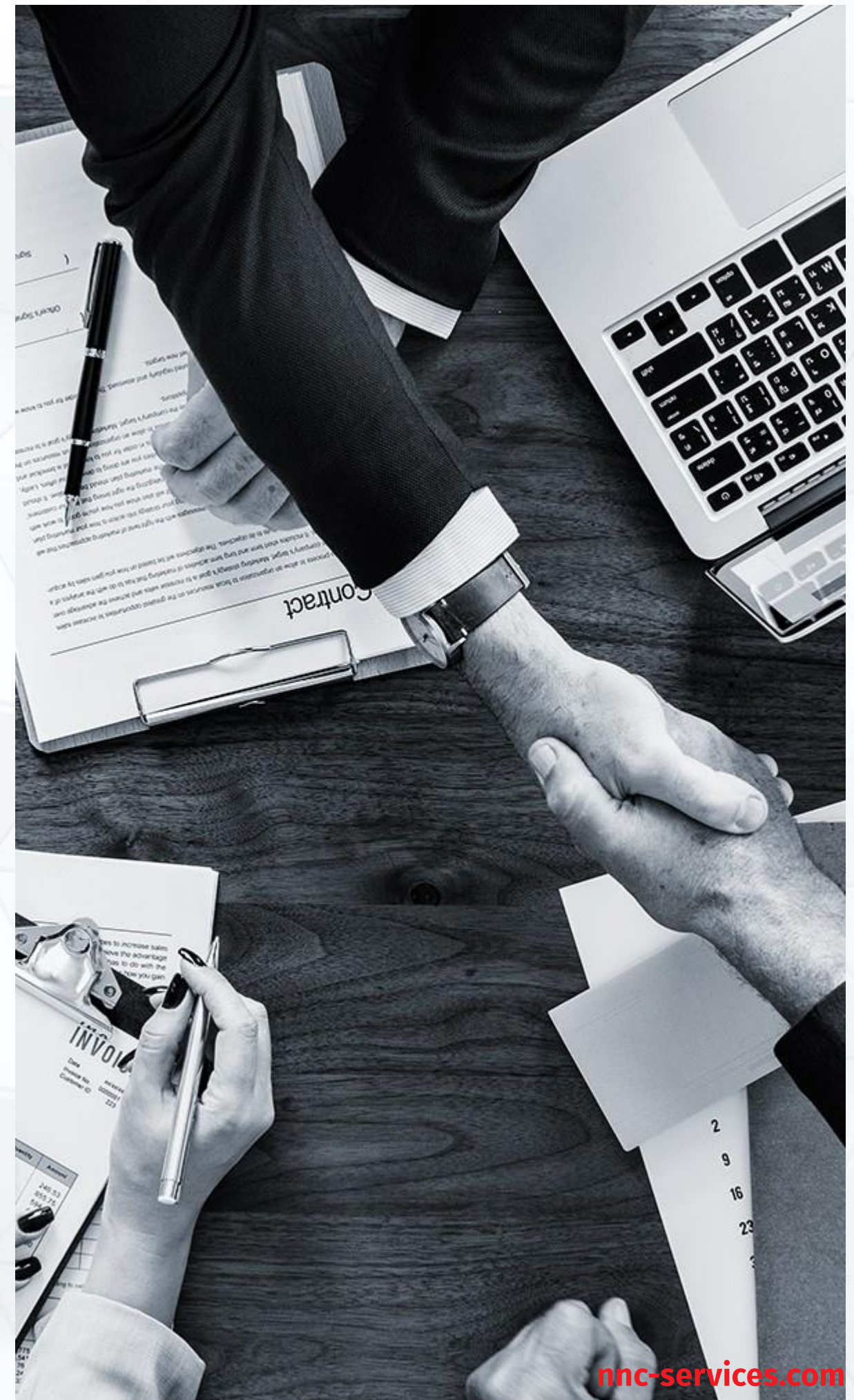
**OUTBOUND** marketing



marketing **AUTOMATION**



employer **BRANDING**





# marketing **Strategy**



Go-to-market Strategy



Product Marketing Strategy



Market Analysis



Pricing Strategy



Competitive Analysis  
and Benchmark



Start-up Strategy



Market Entry Strategy  
and Planning



Marketing Planning



Talk Marketing Strategy





### Strategy & Planning

Audience and competition research and insights  
Consumer and business profiles



### Influencer Outreach

Influencers identification and outreach  
Blogger relations



### Search Engine Marketing (SEM)

Paid online marketing campaigns designed to increase visibility and drive traffic



### Social Media

Strategy Development - Reach customers through social platforms  
(LinkedIn, Facebook, Twitter, Instagram etc)



### Online Content Marketing

Content creation and optimization  
Blog posts, video, infographics, whitepapers, reports etc



### Search Engine Optimization (SEO)

On site/On page optimization,  
Link building, Audits & Reports



### Mobile Marketing

Strategy development, Website optimization for mobile, Mobile advertising, App promotion



### PR& Communication

Influencer and target media identification  
Press releases, Guest Blogging

# Inbound marketing





# Outbound marketing



Lead generation



Data cleaning &  
Contact List building



Appointment setting



Email marketing  
Campaigns



LinkedIn Networking



Telemarketing



Social Selling





# marketing **Automation**



HubSpot



Marketo



eloqua



Microsoft  
Dynamics for  
Marketing

## Customer Journey

STRANGERS

### Attract

Blog  
Social Media  
Keywords  
Pages

01

VISITORS

### Engage

Cals-to-Actions  
Landing Pages  
Forms  
Contacts

02

LEADS

### Close

Emails  
Workflows  
Lead Scoring  
CRM Integrations

03

CUSTOMERS

### Delight

Social Media  
Smart Calls-to-Actions  
Email  
Workflows

04

PROMOTERS

# employer **Branding**



**Assesments & Insights**  
Market study. Internal/External Surveys.  
Data Analysis. Analytics



**Strategy & Planning**  
Culture & Values Definition. Competitive  
analysis. Detailed roadmap.  
Workshops & Focus Groups



**Branding**  
Culture & Values Definition. Competitive  
analysis. Detailed roadmap.  
Workshops & Focus Groups



**Influencer Outreach**  
Influencers identification and outreach  
Blogger relations



**Social Media**  
Strategy Development - Reach  
customers through social platforms  
(LinkedIn, Facebook, Twitter, Instagram etc)



**Content Marketing**  
Content creation and optimization  
Blog posts, video, infographics,  
whitepapers, reports etc



**PR& Communication**  
Influencer and target media identification  
Press releases, Guest Blogging



**Search Engine Marketing (SEM)**  
Paid online marketing campaigns designed  
to increase visibility and drive traffic





## what our clients say about us



I have the pleasure to recommend NNC Services as a trustworthy partner that has helped us find the necessary resources to extend our business objectives. The NNC Services team invested time to get acquainted with our company and its necessities. They executed their projects very well, with special attention for details. They have helped us get quality results and turned out to be the best partner for a consulting lead generation project.

**Gerard Szatvanyi** - CEO, OSF Global Services



I was pleasantly surprised by the promptness with which the NNC Services team responded to our requests and by the way it managed to work with our team, offering us the necessary background and solutions much faster than we would have expected. We plan to continue our collaboration with NNC Services in other projects.

**Bogdan Putinica** - Senior Group Vice President - Enea Software AB



Due to a previous collaboration with NNC Services, we've trusted them to manage the demand generation campaign when we decided to launch Luminix. Even if the deadlines were tight and the domain highly technical, NNC Services understood quickly the features of our product and provided on time all the deliverables. Besides that, the persons with whom NNC Services scheduled appointments were relevant decision makers that appreciated our product at its true value and were open to discuss of collaboration.

**Yves Dudal** - Co-founder and President Envolution

# what is **Next for you?**

**Understand**  
Customers journey

**01**

**Build the marketing system:**  
select marketing tools for CRM, content management, e-mail marketing, social media tools, etc.

**02**

**03**

**Harvest and measure the marketing results:**  
benefit of increased market awareness, new business opportunities, new business development channels

**04**

**05**

**Design a**  
“marketing machine” to set expectations, activities, KPIs and expected ROI

**Engage Customers**  
and enroll them in your journey; run the marketing campaigns, track, measure and review KPIs and progress, optimize and improve for optimum ROI





some of our  
**Clients**

WEBOPTIMO

OSF | Global Services

M247

passbraíns

sereviso

Direct<sup>pl</sup>

prodir®

Nordlogic

EUR Testing  
*The Way to GO!*

SOFTWAREMILL

CounterTack®

rivermeadow

TECH  
SERV[US]

ITSG  
GLOBAL

Vista<sup>SG</sup>

Symbol  
SECURITY

# we build **Relationships!**

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