

HOW TO RELEASE YOUR
COMPANY TO MEDIA AND
BUSINESS SPOTLIGHTS BY
MEANS OF **CUSTOM-
TAILORED MARKETING
STRATEGIES.**

CASE STUDY ON A IT
OUTSOURCING COMPANY.



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THE CLIENT:

The client is a company specialised in IT services and consulting. It is one of the most important Romanian IT outsourcing companies and also the biggest IBM partner in this country. Its services also cover hardware and networking.

THE CHALLENGES:

Launched on the IT services market in 2000, the client's business has grown naturally. The process of acquiring clients had been dealt with through references.

The company partnered with Data Marketers Group because it wanted to extend its sales reach both regionally and internationally. In order to do so, a strategic marketing plan had to be developed for the first time. This was the biggest challenge because the client had never approached marketing activities before, therefore a thorough analysis process had to be carried out. Furthermore, several tactics and markets needed to be tested in order to identify best ways to attract visibility.

MEETING THE CHALLENGES – STRATEGY APPROACH AND IMPLEMENTATION. SOLUTIONS:

- The Data Marketers Group dedicated team firstly carried out a market research in order to identify the client's position, as well as the competitors', to establish targets and priorities etc. This step proved to be essential in setting the way for the marketing action plan.
- Short, medium and long term marketing strategies were created for the client.
- The proposed marketing activities covered:
 1. website content in 2 languages
 2. on-line presence on relevant channels (LinkedIn in particular)
 3. the promotion of valuable content such as white papers and case studies through relevant channels, interest groups etc.
 4. the elaboration of presentations and brochures for potential clients
 5. management of the relationship with the press (writing press releases)



THE RESULTS:

- The analysis that the Data Marketers Group team carried out on the client helped it achieve a better and external organization.
- The press release was published by the most important newspapers and magazines in the industry. As a result, the client was invited for interviews with several publishing entities.
- The initial campaign with the client was delivered in just 4 months. The client re- signed the business partnership with Data Marketers Group afterwards.
- The client's visibiliy has grown significantly thanks to the on-line presence, promotion of materials and the networking activities carried out by Data Marketers Group in relevant groups and associations.
- The client's business obtained testimonials from its own clients, through Data Marketers Group.