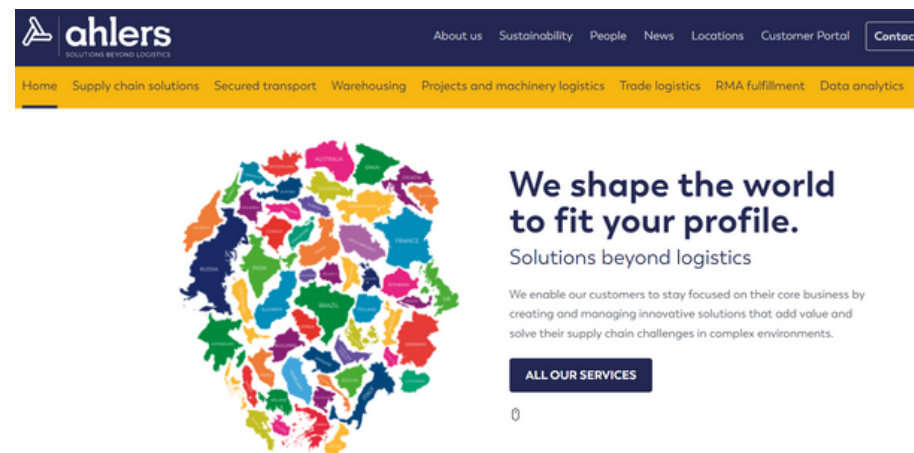


New website



Challenges

The business urgently needed to revamp its website with outdated content, increasing its online presence and drive more sales, but it had no technical or marketing expertise.

Solution

The selection process involved choosing a Drupal-based platform, building design templates, re-writing, customizing content and layout, configuring plugins, integrations, and testing functionality and usability in <6 months.

Benefits

This helped the business to increase traffic, leads, and sales. The content management system was easy to update and manage, allowing the client to make changes and additions as needed without needing to hire a web developer.

Digital Marketing

Klikken ▼

4,8K

Kosten ▼

€ 3,46K

CTR ▼

5,32%

Challenges

The business had no digital marketing presence, which was hindering its ability to reach new customers and increase its brand awareness. They relied on events, exhibitions, networking, and traditional advertising models.

Solution

Set up of Google Analytics, Business, Ads, and social media channels, as well as Leadfeeder allowing to track all traffic. Successfully running campaigns on social media, email marketing, search engine optimization (SEO), and PPC.

Benefits

By establishing a digital marketing presence, the business was able to reach a wider audience and attract new customers. LinkedIn +200% followers. Target markets 20% increased web traffic, driving 8770 conversions in just over 2 years.

Partner Marketing



Challenges

Identifying the right and key partners ready to implement Dynamics solutions, establishing clear communications, whilst managing language differences, and ensuring consistent messaging and customer experiences across the MEA region.

Solution

Creating a digital hub portal that served as a centralized resource for regional partners to access campaign & readiness materials, offering support from marketing, sharing best practices, and collaborating on joint marketing initiatives.

Benefits

This helped to streamline and optimize regional partner marketing efforts whilst providing lead-creation channels simultaneously across the region. With co-funding in place, we generated 1000+ qualified sales leads.

Launch-in-a-box



Solution

Whilst prioritizing key locations, we packaged all launch materials in a box such as translated event materials, registration process, allocating speakers, and leveraging local partners. We simplified event logistics to reduce costs.

Challenges

Coordination of the launch of DCMT6 in 24 countries with limited resources, budget, and language barriers. Effective communication, keeping quality control. Scaling the event execution over 6 weeks with different speakers was critical to success.

Benefits

By scaling our approach and making it easy for field marketing to do the execution, it was possible to successfully run the launch event in multiple cities removing some of the barriers that we were facing in a short timeline.

Revenue Models



Challenges

Move from a free to a paid publication, risk of losing some readership when transitioning to a paid model. What unique and valuable content attracts and retains paying subscribers? How to come up with new revenue streams in a downturn economic climate?

Solution

Providing unique and valuable content working with thought leaders in the industry. Launch a free trial, implementing a gradual transitioning model. Growing the ICT networking community by organizing new event ideas.

Benefits

Besides creating new revenue streams, the series of new events created opportunities for readers to engage with the publication journalists and ICT peers in person. The paid subscriber model also improved the overall quality and credibility of the publication.