



Green Business

DEVELOPING AND IMPLEMENTING MARKETING STRATEGY



SMART DEV[®]

Greenbusiness has repeatedly worked with companies from other countries and helped them set up sales processes. This case was special. First, it was the first time we worked with such a multicultural company. Second, our task was to create a marketing strategy and support it, which we did for the first time for a large foreign group of companies, which includes SmartDev.

About the customer

SmartDev is a friendly international team of Vietnamese, Swiss, French, Russians and Americans working together in a fast-paced and highly-collaborative environment. The headquarters is in Switzerland.

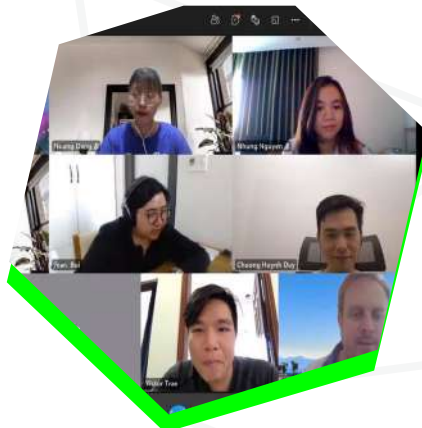
The company has an expert offshore hybrid mobile development team. And provides cutting-edge software solutions to middle and large businesses.

The main problem

SmartDev was acquired by VerySell and developed as an outsourced development team. At the time of the acquisition, the company had no marketing, only a simple website and minimal sales structure. All this had to be developed. The company found three salespeople by its own efforts, but it lacked positioning and focus on customers.

Nuances

Before the purchase, SmartDev was a low-cost outsourcing team, and it had to be brought into an attractive market niche. Another nuance was our work with other Verysell projects.



Why GreenBusiness?

One of the co-founders knew our company for a very long time and we already had similar cases, so he turned to Greenbusiness.

SmartDev Commentary

«We needed to take the company into a new niche and create a marketing strategy that would help create a flow of leads and increase SmartDev's visibility within the niche.»

Mikhail Krasnov, president of VerySell

Stages

01 Market analysis

Objective: to deepen understanding of the market and competitors for further positioning and creating a marketing strategy.

Conducted:

- ◆ analysis of the market environment;
- ◆ analysis of competitors;
- ◆ analysis of the site;
- ◆ analysis of slogans.

02 Segmenting the target audience

Objective: To segment the target audience in order to understand customer needs and market positioning.

Created four target audience segments with which to build a marketing strategy.

03 Developing positioning and strategy

Objective: to build against competitors and create a marketing strategy to achieve a sustainable competitive advantage.

Prescribed the competitive advantages of the company. Created a detailed strategy for 12 months, selected channels for promotion.

04 Implementation and maintenance

Objective: to introduce and implement a marketing strategy.

Maintaining marketing activities of the company for 4 months. Connecting to the work of different departments of the company.

Customer journey map

Financial companies in developing countries *



Channels	Marketing Positioning	No of Co's
✉	variety of applications	1
📍	digital transformation	2
📄	quality and reliability	5
📄	business oriented software development	3
📄	innovation & staying ahead of trends	2



Service Pages

1. Add button to Case Studies on this topic
Mobile app development -> BigPay

The screenshot shows a service page for 'Smart Mobile App Development'. It lists services: Mobile App Development, Web App Development, Mobile Game Development, and QA & Testing. A 'Case' button is visible at the bottom.

Development also included:

- ◆ Customer Journey Map
- ◆ Basic sales process (bonus)
- ◆ Advice on implementing the process in the CRM
- ◆ Recommendations for the website conversion rate
- ◆ E-mail scheduling
- ◆ SMM planning
- ◆ Creation of company cases
- ◆ Content generation
- ◆ Company creation in the ratings
- ◆ Selection of the semantic core for the site
- ◆ Searching for a marketing assistant

Key Customer Segments:

- International transport, logistics and automotive (AI) companies
- Finance in developing countries (banks in Asia, progressive microfinance companies, IFA's)
- Regional & International service providers (Uber, food deliveries, F&B services)
- Insurance companies

CAMPAIGN TYPE	OBJECTIVES	RESOURCES
I. PR	PURPOSE: Recognition, expertise (Our own webinars on specialized service providers). Goal: show your TA what opportunity you are working on and that you are looking for. Topic for example: mobile development potential employees.	
1.1. Own online events	Participation in major international conferences, attracting clients and finding partners. Selection of conferences based on...	

Our Tech Focus

- Microsoft Stack
- AWS and Google Cloud
- Javascript
- Rust?
- **Python & ML (+Blockchain = great projects)**
- Java
- C# (see MSFT stack)
- Blockchain
- mobile game dev
- AR/VR, IoT

GreenBusiness Commentary

«It turned out to be an interesting project, because in order to implement the strategy we created, we had to combine and work with different SmartDev employees and departments from different countries. It is truly a multi team effort. »

Andrey Maiboroda, CEO GreenBusiness

SmartDev Commentary

«Working with the Greenbusiness team proved fruitful. I liked that their team took up marketing activities energetically and focused on the main SmartDev promotion channels.»

Alistair Copeland, CEO SmartDev



Results

As a result of the work, the positioning of the company on the market was created. A marketing strategy was developed, which was implemented and managed by GreenBusiness from May to August.

SmartDev signed several major development contracts, including one with Ubisoft. Negotiations are underway to continue working together on another VerySell project.

SmartDev Commentary

«After the support phase, we decided to extend the contract with Greenbusiness and possibly work together on other VerySell products.»

Mikhail Krasnov, president of VerySell

Figures

BY  TIMES THE NUMBER OF
LEADS HAS INCREASED

During the 4 months of marketing activities, SmartDev has increased the number and quality of leads.



Marketing support

Managed by GreenBusiness from May 2021 to June 2022.

Infographics

Newsletters

Case-studies

Maintaining LinkedIn

POS products

Articles in Insights

Registration in ratings

Preparing for events

Webinars plan



Mobile App Development
Web Development
IoT Development

Stay in touch

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SMARTDEV
Delivering Outcome-Driven
Game-changing software development



SmartDev
1 376 отслеживающих
1 мес. • 🔒

2021 has been a very successful year for SmartDev as the company has achieved countless achievements such as:

- 5x growth since merging into VerySell Technology SA

...См. еще

[См. перевод](#)



Rethinking the Office

For pretty much any business in the world, the last couple of years have been



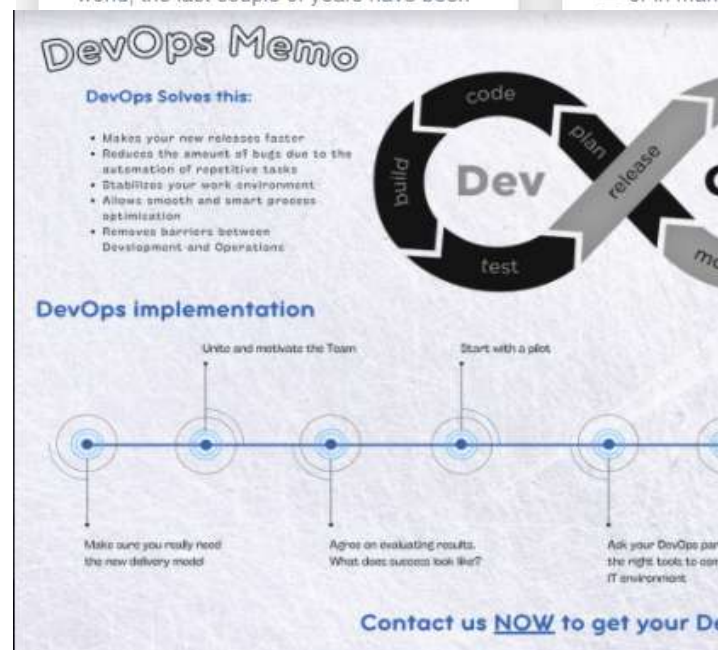
VeryPlay Studio's Independence: Strength in Roots

A new year often heralds new beginnings — or in many cases draws attention to



Why Unity Is the Best Framework for Developing Hypercasual Games

What makes a hypercasual game popular? When talking about hot



DevOps Memo

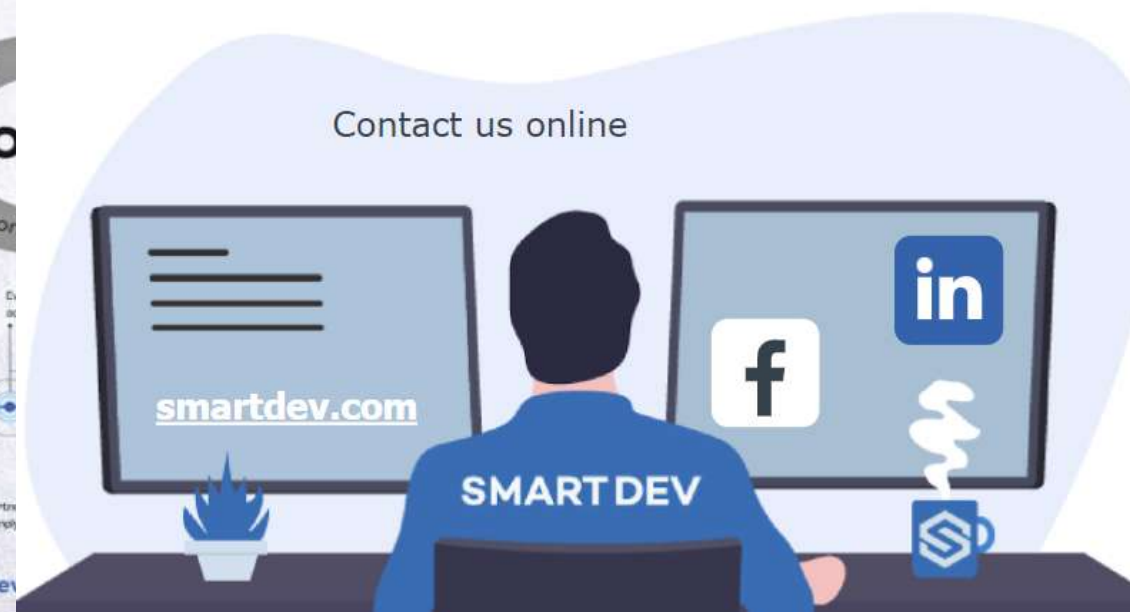
DevOps Solves this:

- Makes your new releases faster
- Reduces the amount of bugs due to the automation of repetitive tasks
- Stabilizes your work environment
- Allows smooth and smart process-optimization
- Removes barriers between Development and Operations

DevOps implementation

1. Unite and motivate the Team
2. Start with a pilot
3. Make sure you really need the new delivery model
4. Agree on evaluating results. What does success look like?
5. Ask your DevOps partner the right tools to assign IT environment

Contact us [NOW](#) to get your DevOps



Contact us online

smartdev.com

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