

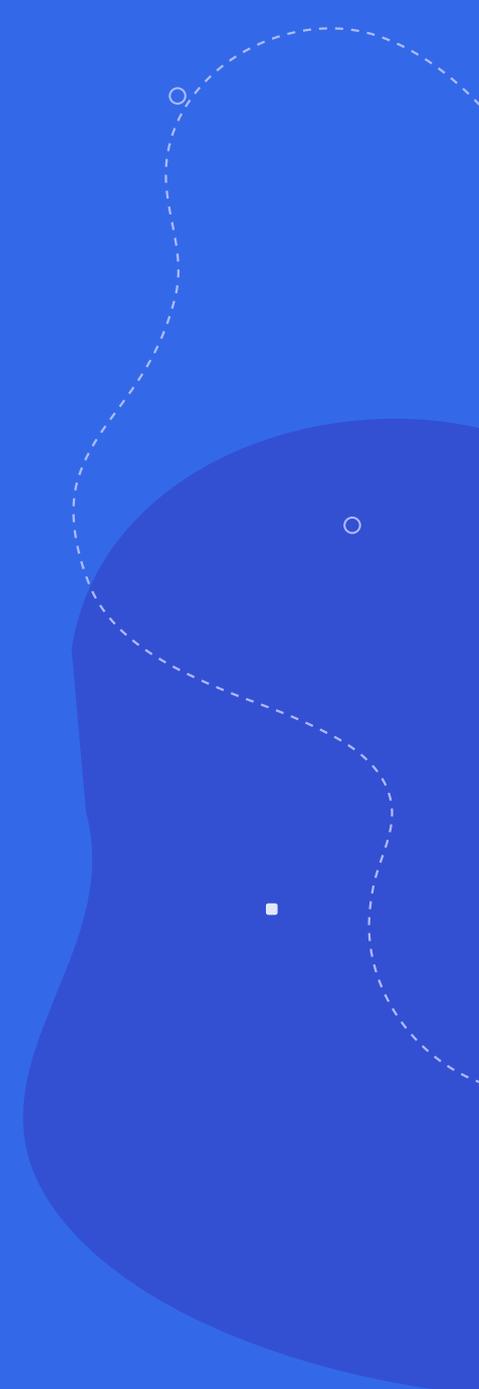


How is digital marketing changing for tech&software companies in Romania?

STOICA

August 2020

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About us

We are STOICA, a digital growth agency, helping B2B companies skyrocket their online presence and attract more clients through their website.

For more than seven years, we have been working with startups, corporations and small companies in Romania, Belgium, the UK and the Netherlands.

We work together with marketing teams and our clients' marketing managers, providing custom solutions in the following areas: inbound marketing, UX, Web Development, Marketing Automation, Design and Advertising.

At STOICA, people come first. As such, we focus on our colleagues' personal and professional development and on building long-term, trust-based partnerships with our clients. We understand that marketing and sales must work hand in hand to achieve business goals, and we are here to assist you and your marketing team on your journey. We became a HubSpot partner agency in Romania in December 2019.

Why this eBook?

Digital marketing is rapidly changing. New technologies emerge, online platforms change their algorithms fast, and consumers expect new types of content from brands.

But perhaps the most notable change is what role marketing plays in a company.

Marketing is no longer just a support department with the sole purpose of promoting the company. Marketing is now directly involved in attracting new clients and in growing the business. Marketing teams now, more than ever, should work together with their colleagues from the sales departments to understand customers' needs, create relevant content and meet those needs with solutions, experiences and personalised interactions. And this change of role and impact creates new opportunities, but it also challenges marketing and sales to be more aligned and to communicate in a more integrated manner.



This new context that we are in changed priorities and accelerated existing trends. We wanted to learn more about how key professionals from tech & software companies in Romania view these changes and how digital marketing evolves for some of the most dynamic tech companies in our country.



Elena Iordache-Stoica

Digital Marketing Strategist @STOICA

According to a global HubSpot study, there are a few trends in digital marketing in 2020. Here are some that caught our attention:

The most important priority for marketers in 2020 is lead generation.

Only 53.85% of marketing specialists measure the acquisition cost per client. 60% of them say that this cost has increased in the past three years.

Almost 40% of marketers say that content marketing is a very important part of their marketing strategy, and 70% of marketers constantly invest in content marketing.

Video has become the most popular format in content marketing.

The website is the most used content distribution channel.

68% of the marketers that participated in this study said that they automate their marketing processes in some way.

68% of marketers say that paid advertising is an important or very important element in their marketing strategy.

64% of marketers actively invest in optimising their websites for search engines.

61% of marketers say that they invest in Account-Based Marketing.

*A HubSpot study conducted among 3,400 marketing experts across the USA, Canada, Mexico, Brasil, Great Britain, Germany, France, Spain, Australia, New Zealand, Indonesia, Singapore, Japan, India, Austria and Sweden.

Special thanks

We want to thank the 12 marketing professionals that contributed to this eBook for their input and recommendations. We are grateful they joined our initiative of discovering what is changing and what trends we are going to witness in tech&software companies' digital marketing in Romania:



Erika Kramarik
Full-stack Marketer
Tapptitude



Ilinca Drăgănescu
Chief Marketing Officer
Jobful



Ioana Șerban
Growth & Digital
Marketing Director
FintechOS



Miruna Dragomir
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Planable



Miruna Ursache
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SmartBill



Monica Dumitriu
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Andrei Țiț
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Bogdan Pol
Growth Marketer
Moqups



Daniel Ionescu
Marketing Director
DRUID



Lorand Minyo
Head of Marketing
Blugento România



Vlad Ionescu
Global Head of Growth
Marketing and Marketing
Automation, UiPath

#1 Digital marketing tactics and strategies that work in the new context

The social and economic context, at large (and not just the one brought by the pandemics) has required companies to be more careful with their messages and the way they communicate. As a first measure, they adapted their communication style and maintained close interaction with customers and users.

At SmartBill, we remained faithful to the main strategy that guides our activity: a close interaction with the users of our products. Any update or improvement (except for legislative changes) is created based on customers' feedback, on their needs. We have adapted our communication style to the situation. If we used to talk about growth, we are now talking about resistance, survival. We are much more thoughtful to entrepreneurs' needs and also adapted our content strategy: for example, in addition to the industry-specific articles that we are regularly publishing, we created a series of materials on how to take your business online. Since April, we launched the Entrepreneurial Chronicle, which brings, twice a week, useful information about all the changes and news with an impact on the business environment. We try to help entrepreneurs by all means, not only through SmartBill products that help optimise any business but also through quality, verified and up to date content.



Miruna Ursache
SmartBill



The first strategic step was an immediate reaction to the new context. We communicated the uses of our technology as a relevant solution to the reality and challenges of the lockdown. DRUID is a digital conversation hub. We brought this hub closer to the companies' pain points created by the pandemics. And we did that by using messages that convey support, availability and assistance. We worked hard to create scenarios and case studies about end-to-end automation processes implemented through the DRUID platform.



Daniel Ionescu
DRUID



The current context reinforced the importance of content marketing as a tool for educating and attracting customers. Quality content created with the target audience's questions and needs at the core is essential to earning trust and staying top of mind.

We are focusing on providing high-quality content, thought leadership and account-based targeting for expansion in the existing accounts and upsell. Digital marketing has become the main focus of our marketing strategy.



Vlad Ionescu
UiPath



Tapptitude has a blog since 2016 and the articles we published, the technical and content optimisation that we've been doing throughout the years helped Tapptitude appear more and more often in the search results of those looking to build digital products.



Erika Kramarik
Tapptitude



Our main strategy is to bring added value to our users, even before they become our clients. We do so through educational content dedicated to professionals and through our business model, with our product being free up to a certain point. The most important decision making factor is trust, and this is how we try to earn it.



Bogdan Pol
Moqups



For us, a mix of content marketing and SEO has worked well since the beginning. Our audience is always looking for new content and appreciates the added value.



Miruna Dragomir
Planable



In my perspective, the current context has amplified the number 1 rule of marketing: if you want to be relevant, content is king. We maintained three communication pillars: communication through the digital press to reach a bigger segment of potential customers; direct communication with our clients and partners through newsletters and personal messages from our colleagues in the sales department offering solutions related to automation, digital signature, digital on-boarding for new clients or employees, FAQ virtual assistants for employees or clients; and the third pillar, which also involved a bigger content marketing effort - supporting the sales team with video content, references and testimonials, as well as case studies of clients that have implemented chatbots.



Daniel Ionescu
DRUID



Besides content, SEO, SEM, tracking and automation tools that allow for greater integration of all marketing and communication activities, continue to play an important role.

What has also helped us in-house was setting up our data and tracking infrastructure. Making sure that all the forms on our site are connected to the CRM and the automation tools.



Erika Kramarik
Tapptitude



The tactics we usually use, most of them being digital, are now even more efficient. Some examples I can give you: webinars, LinkedIn Ads, HubSpot workflows and complex automated workflows.



Monica Dumitriu
DocProcess



Tactics aside, the most crucial aspect remains the strategy - what clients to target, what benefits are relevant for them and how to communicate those benefits in a meaningful way.

The strategy has been and will remain the foundation of any business plan. However, what 2020 has proved us so far is that the ability to adapt fast to change is essential. It is as critical to understand the challenges the new context brings to your clients, to be proactive and to communicate transparently. Then, you need to adjust your products and services in real-time, so that they generate added value. When it comes to implementation, you have to adapt your positioning and communication channels to the behavioural changes of your audience. It is an excellent time to test various multichannel approaches to see what works best for you. Nowadays, more than ever, it is essential to offer your customers relevant content, co-create with them tailored campaigns and offer them quality services, adapted to the new reality. We are moving towards a holistic approach, towards having all departments aligned so that we can cover the entire customer lifecycle.

Digital marketing with an isolated role is slowly disappearing from our growth strategy, from what we call business as usual.



Ioana Şerban
FintechOS



#2 Digital Marketing tactics and strategies that no longer work

The current context has accelerated the rise of existing trends rather than surface completely new ones. Siloed marketing tactics, unaligned with the sales department and the rest of the business, communication focused on the features of the product or service rather than on the clients' needs at every stage of their acquisition process are becoming inefficient, as the experts we spoke to confirm.

Furthermore, while content marketing wins ground, specialists need to stay away from formal, general approaches, rigid language and to focus on communication based on empathy and clarity.

First of all, I think that messages or advertising methods that claim too much of the client's time have little chances to succeed. We need to adapt all communication so that it becomes more efficient, straightforward, transparent and empathetic.

Secondly, as in any crisis, we must analyse and understand the context very well and determine if the business model still fits in that context. We must rethink marketing strategies through the economic shift we foresee. It is partially a leap of faith, as no one can comprehend right now the complexity of this crisis' ramifications. Some changes, such as those related to offline advertising, are obvious. Thus, at SmartBill, we put on hold all the offline projects we were preparing or even running.



Miruna Ursache
SmartBill



I don't think that tactics such as direct email, print/outdoor/ very narrow user/lead acquisition campaigns are efficient any more. Offline events are out of the question, of course.



Ilinca Drăgănescu
Jobful



To reach “premium”, sophisticated clients, with a long sales cycle, siloed tactics or isolated sales efforts on a digital channel or another in the run for conversions don’t work anymore. Everyone uses the same digital media, the same tools. I was recently reading on HubSpot that the conversion rate for email marketing campaigns has significantly decreased since the beginning of the crisis, and so did the conversion rates in LinkedIn campaigns. There’s a lot of “digital noise”. Regardless of whether it’s email marketing, paid ads, content syndication, social media, virtual events, newsletters, website etc. What matters at the end of the year is the impact these tactics had on sales, conversions and the level of engagement you achieved with your potential clients. A short to-do list would look something like this: know your client’s end to end experience and needs; continuously improve your product to generate more value; align internal departments around your client’s urgent needs (Digital/Growth Marketing, Product Marketing, SDR, Sales, Customer Success and Ecosystem).

An aggressive campaign, targeting a high volume of contacts can generate as much as 1000 leads let’s say. But if your internal processes are misaligned, the conversion to clients rate can be very low. Furthermore, you might create the premises for negative impact on the conversions of future, integrated, personalised and smarter campaigns.



Ioana Șerban
FintechOS



Traditional marketing, trade shows, live events and conferences are not working anymore. Online marketing and e-commerce marketing will become more and more competitive, both in the paid area as well as in the organic optimisation one. The effects of the pandemic might be beneficial for niche areas in digital marketing: influencer marketing, relationship marketing. I think that software & tech companies will explore more, and they will try to create sales opportunities on all the available channels. At the same time, due to budget cuts, we will pay more attention to efficiency, ROI and CPL.



Vlad Ionescu
UiPath



I would say that formal approaches have already stopped working in almost all industries. Brand humanisation is a trend that has been around for many years, but the pandemics accelerated the whole process. It forced brands to produce as much content but with far fewer resources. This context has led to content being published in a more rough form. No studios. No strategies planned years before. Without all the necessary conditions to reach very high standards of professionalism and quality. And I think that this is what the audience wants: to see less perfection and more vulnerability.



Miruna Dragomir
Planable



What will undoubtedly stop working in digital marketing is generic content. Consumers want to obtain immediate value from the content they consume, so our attention should be more focused on personalised, human content, on newsletters and truly useful webinars.



Lorand Minyo
Blugento România



Obviously, the pandemics cancelled well-known tactics such as offline conferences, networking events and moving online also translates into bigger advertising budgets.

There are many elements to take into account when talking about what's not working anymore: company profile, the services it offers, the size of the company, the budget etc. For example, one of our competitors received an investment of over 100 million euros and is focused almost exclusively on online advertising (I will assume that this model works for them). But for us, this tactic doesn't bring results, primarily because of the scale of our budgets.



Andrei Țiț & Laurențiu Bancu
Paymo



We have tested PPC advertising on different channels (Google Search and Display, LinkedIn), but a short conversion funnel involves very high costs, and we haven't yet found a formula that works for us.



Erika Kramarika
Tapptitude



#3 Priorities for 2020:

The marketing experts we reached out to listed their priorities for this year and beyond:

Daniel Ionescu, DRUID	SEO, Social Media, Inbound & Content Marketing
Miruna Dragomir, Planable	SEO, SEM, Lead Generation, User Experience
Vlad Ionescu, UiPath	Account Based Marketing, Product Led Marketing, Reputation Marketing
Erika Kramarik, Tapptitude	Content Marketing, Nurturing Campaigns, SEO
Bogdan Pol, Moqups	Content, SEO, Partnerships
Lorand Minyo, Blugento România	Content
Monica Dumitru, DocProcess	Content, Automation, SEO, Hyper Targeting
Ilinca Drăgănescu, Jobful	Lead Generation & User Acquisition, Brand Awareness through Content
Andrei Țiț & Laurențiu Bancu, Paymo	Content, Automation, Partnerships
Ioana Șerban, FintechOS	Account-Based Marketing, Integrated Programs, Focus on Processes and automation, Department Alignment
Miruna Ursache, SmartBill	Automation, Lead Generation, Educational Campaigns

Our priorities are lead generation & user acquisition, brand awareness through content (blog, vlog).



Ilinca Drăgănescu
Jobful



SEO, SEM and lead generation will continue to be our priorities in 2020. But we don't stop at lead generation. Our marketing efforts are also focused on the journey of users trying Planable. We are carefully monitoring the experience of Planable registered users, and we are constantly trying to improve it. For us, conversion at every onboarding stage is essential, and it can heavily impact our growth.



Miruna Dragomir
Planable



We developed buyer persona profiles to bind our website, our inbound marketing platform (HubSpot) and CRM and to understand the connection between our marketing campaigns, generated leads and sales better. Some of our directions in 2020: on-page SEO and off-page SEO, AI-derived chatbots and conversational no-code platforms. Social Media: we are diversifying the content we publish on LinkedIn, Twitter and Facebook (videos presenting the benefits of the product and the impact it can have for clients during a crisis, case studies, client referrals), paid advertising (LinkedIn for potential clients and Facebook for brand awareness). Inbound & content marketing: we are diversifying the existing blog posts (that had more of an educational role) and added downloadable content (eBooks and infographics). Through our marketing strategy, we aim to position DRUID as a reliable, trustworthy provider that can offer relevant and up to date information from the industry. All our communications will be made through HubSpot to align the content with profile personas taking into account the industries, the processes and the roles within an organisation. Currently, all of our contacts are managed in the HubSpot CRM so that any lead associated with a communication process can be rapidly qualified and directed to the right person.



Daniel Ionescu
DRUID



For UiPath, the focus will be on ABM (account-based marketing) and quality content for each step of the buyer's journey.



Vlad Ionescu
UiPath



For the rest of 2020 and beyond, we want to continue with our work in content marketing. We want to create nurturing campaigns and to diversify our blog content to cover the interests of startups that have developed their MVP and are now scaling their business. Of course, this won't work at its full potential unless we cover SEO as well and unless we involve our team members in the process.



Erika Kramarik
Tapptitude



There are three areas we want to focus more in 2020: content, SEO and partnerships.



Bogdan Pol
Moqups



Content creation is a skill we master very well, and it is in-house. We are now focusing on automation so that we can grow the reach of our content and on expanding the hyper-targeting. SEO, as long as we talk about Google, will continue being a priority.



Monica Dumitriu
DocProcess



For us, content creation (text, video) and optimising it for search engines remains the number 1 priority. We're planning on growing our team, which means that we will pay more attention to marketing processes automation and optimisation. Last but not least, we will focus on building new partnerships that will help us in the awareness, distribution and advertising processes of our application.



Andrei Țiț & Laurențiu Bancu
Paymo



In our industry, where we target decision-makers on a global market, who go through a complex selling process and have a long customer lifecycle, the best strategies (and also the most resources consuming) are the Account-Based Marketing ones, or better yet said Account-Based Everything. We pay great attention to qualitative KPIs related to engagement. This engagement might translate into people who interact with the content on the website (whitepapers, video etc.), who participate in webinars, in our reports, who talk about us or recommend us, who return on the website several times. To achieve this, you have to prospect the market really well, to understand the needs of every target account, to position yourself in a personalised manner for every segment/target account, on those specific channels they use, at the right time. There is a lot of technology behind it, and we use a lot of different integrated marketing and sales tools.

This requires a lot of internal alignment effort. But on the medium/long term, it's the way to go. At the same time, we try to increase brand awareness at an international level. We started various digital marketing campaigns integrated with PR activities, awards/competitions and events that we've moved online. Last but not least, our focus is on building integrated, co-branded campaigns with our partners and clients.



Ioana Șerban
FintechOS



We want to automate our marketing processes better and to focus on lead generation. From the SEO and Social Media strategies point of view, we want to develop the educational campaigns through which we bring added value to entrepreneurs and accountants or to those who want to start a business. Since the beginning, SmartBill aimed to be the Romanian entrepreneur's best friend, so all of our initiatives are focused on this goal.



Miruna Ursache
SmartBill



Blugento will continue to invest in creating high quality content.



Lorand Minyo
Blugento România



#4 What has changed in the content you create for your communication channels?

Which is the best performing channel at this moment?

The way companies build and communicate their messages is changing.

Honesty, an open attitude, a human and personalised approach play key roles in the way we communicate now. Defining ideal customer profiles and targeting them with relevant messages are the foundation for other tactics. Also, we started seeing more and more video content and webinars, now that offline events have migrated online, but also more written content.

The blog and the website remain some of the most efficient communication channels for the experts we talked to, together with influencer marketing.

For us, the organic channel has always performed very well, as UiPath is the leader in RPA. For prospects, clients and analysts, UiPath is top of mind in RPA, and the search engines ranking also reflects this. Our content is becoming more and more specialised, our focus is on case studies and thought leadership.



Vlad Ionescu
UiPath



I am a supporter of integrated marketing campaigns, rather than focusing on a single channel. What I would advise other marketers regarding content: try to use as little direct and aggressive selling messages as possible. It is a sensitive context. We are all going through a difficult period, and many people are still reluctant to resume their lives. People are still scared by the lack of predictability. The economic crisis is still at the beginning, and we will feel its impact over the months to follow. When it comes to marketing, the messages we create must be, first of all, human, empathetic and emotional. Salespeople should convey the rational message of benefits versus costs, and it's their role to guide the client through the entire sales cycle, using creativity and flexibility.



Daniel Ionescu
DRUID



We have adapted our messages and positioning a lot. First of all, we have rapidly refined our offer for it to be as relevant as possible for our clients. We have some more performant marketing channels that are not necessarily digital - such as influencer marketing, ecosystem marketing, customer referrals. Regarding digital, I would say that live sessions, fireside chat debates or relevant webinars brought encouraging results. A big challenge for us - as for any other B2B technology company - is creating relevant, personalised, contextualised content. In the past six months, we have been looking for and found solutions - and I can say that the quality of our content improved.



Ioana Şerban
FintechOS



We generally have three types of content that perform well: written (such as white papers), video and efficiency calculators. White papers and calculators are excellent for lead generation, and video is excellent for awareness.



Monica Dumitriu
DocProcess



We have adapted our tone of voice and content across all our communication channels. We have been focusing on offering users a series of #crisis resources, such as educational materials, especially in a video format (webinars and conferences for the business environment), but also business tools, such as the SMEs Barometer. As for the content of our ads, during the lockdown, we adapted the message from "Whenever. From wherever" to "From home. Safely". Our website is still the best performing communication channel, where we described all the SmartBill products and the advantages they bring. Word of mouth is the most influential channel, and we are grateful for this.



Miruna Ursache
SmartBill



For us, the whole content strategy changed, from the topics we approached, to the format of the content. We have been focusing a lot on creating educational materials, and during this time, we created 150% more content, from videos to articles, ebooks etc. I don't believe in only one competitive channel, but in a mix that can bring the desired results. Looking at the numbers alone, Facebook seems to be performing a bit better than other channels.



Ilinca Drăgănescu
Jobful



Our blog is the most efficient channel, as we have been investing in SEO for the past two years. What has changed were the content formats we experimented with. During the pandemics, we organised four webinars with guest experts. The webinars were very successful. Marketing teams now needed as much advice and expertise as they can get.



Miruna Dragomir
Planable



I have become a better copywriter since I learned the UX design discovery and empathy mapping processes. We used UX research techniques (mostly interviews, empathy mapping, journey mapping) and I think that together with keyword research, you can generate a lot of content ideas that are interesting for your audience. Thus, we saw an improvement of our content's quality, especially on our blog.



Erika Kramarik
Tapptitude



Besides the campaigns we have been running during this period, the content stayed the same. At this moment, Organic Search is our main acquisition channel.



Bogdan Pol
Moqups



Similar to most people in the industry, we adapted our message accordingly. But this move is well-founded, as our app is suitable and helpful for those working from home. At this moment, the most performant channel is represented by organic search.



Andrei Țiț & Laurențiu Bancu
Paymo



We generate more humanised and immediately actionable content. All our channels perform well.



Lorand Minyo
Blugento România



#5 Successful digital marketing campaigns

A recent campaign is the one through which we announced how chatbots help financial and banking institutions in the process of delaying payments and digital onboarding. It was an integrated campaign that lasted an entire week: partnerships with digital signature suppliers, DRUID connectors development, end-to-end use cases, press releases, blog posts, amplifying the message on online channels, SEO, newsletters sent to clients and partners, co-branding and co-marketing with a Big4 partner, video content. Our sales team managed to add two new banks to our portfolio, to upsell to a strategic client and we have other four banks in the final sales step. We've learned that the most important thing is to offer a relevant solution to the situation a potential client might face at a particular moment. Payment delays were a reality, with tens of thousands of delayed customers overwhelming banks' call-centres in a few days. Our offer not only brought an elegant automation solution, but it can also be used to solve many other client service situations.



Daniel Ionescu
DRUID



We're running a lead generation campaign on LinkedIn as the main channel, promoting a downloadable white paper. It's a well documented and complex (20+ pages) white paper, created for the back-office departments. This campaign regularly brings us 20-30 marketing qualified leads per week, at a low cost per lead. What we've learned is that creating quality content and using several communication channels (LinkedIn, display ads in the business press, a PR campaign, social media engagement through our network of colleagues and business acquaintances) pays off.



Monica Dumitriu
DocProcess



We have lots of successful campaigns, built around product launches, results we get in analysts' reports or awards we receive. Recently, UiPath was included in the highly exclusive Disruptor 50 CNBC Top, in the Deloitte Technology 500 list, it won the 3rd place in Forbes Cloud 100. We are continually running marketing campaigns about these topics, and we have a few campaigns focused on multi-annual trends, such as HyperAutomation. One of our special campaigns was UiPath Live, the latest UiPath products' launching show. We realised that through online conferences we could reach a large number of users who are interested in our technology, so we are going to grow the number of online webinars in the following period. We're talking about hundreds of these types of online conferences scheduled over the next months.



Vlad Ionescu
UiPath



Before the lockdown, we were working on a campaign that we had to stop once the pandemics started. Now we launched a nurturing campaign using an ebook for founders that work on their first idea and are trying to validate its potential before investing in it. Of course, we still have things to learn, but until now, it has been an excellent flexibility exercise for us. I think it was important for us to take that step back and see what's important and relevant and what can help us from now on. It was important not just for us, but also for the clients we want to work with. It's a permanent marketing exercise that one must do, but it's even more critical when people are uncertain about what's next and are looking for opportunities.



Erika Kramarik
Tapptitude



At the beginning of March, we launched a campaign that permanently doubled the number of seats for team plans, including for existing clients. We think that it is essential for brands to support their clients during these difficult times.



Bogdan Pol
Moqups



We ran the #VreauOnline campaign together with a series of partners, and it was a great success. We learned that people want to be helped during a challenging time and that they are willing to move their businesses online with the support of the right partners.



Lorand Minyo
Blugento România



We're running a user acquisition campaign with five formats created in the current context, referring to specific situations we all find ourselves in during these times. I firmly believe that empathy and the very granular research we did beforehand were the ones that differentiated this campaign from others.



Ilinca Drăgănescu
Jobful



We are proud of all the campaigns and projects we've run lately. We tried to be present and to really help Romanian entrepreneurs. Thus, in the beginning, when the lockdown happened, we launched a governmental petition aiming to support the private Romanian business sector. Many of the addressed topics were approved. Also, we launched new features, such as the issuing and selling vouchers directly from the app, the SMEs Barometer - an overview of the economic variations in different branches, or the business partner monitoring, which allows entrepreneurs to find out, on time, about any changes in the status of their collaborators. Furthermore, given that various businesses use SmarBill products, we tried to learn from our clients: what works for them, what strategies they adopted, in order to share their know-how with other entrepreneurs. We've learned many different things from these campaigns, but all lead to the same conclusion: the need to listen to the market and adapt to changes.



Miruna Ursache
SmartBill



The webinars we organised during the pandemics were campaigns we are proud of. We managed to organise everything very quickly, and we were lucky to receive confirmation fast from all the experts we approached and who were close to us. We think that these types of activities are fundamental during a crisis. The first impulse is to try selling. But adapting is essential. We listened to our audience, and we offered them what they told us they needed.



Miruna Dragomir
Planable



We no longer follow the digital marketing campaign paradigm. We are now building integrated marketing campaigns where we address various client segments, in a personalised manner, developing specific activities (paid, owned, earned) planned for 3-6 months, using a multichannel approach and aligning other departments.

We're talking about: webinars, white papers, custom ads, newsletters, content syndication, articles, PR, blog posts, virtual events. We're talking about a mix of inbound and outbound campaigns supported by technology in the background for lead scoring and communication pacing purposes. For example, this autumn we're planning - for the launch of our technology's latest version - a virtual summit where we'll invite partners and clients to different co-branded marketing activities. Basically, we will turn a physical event that we have been organising in the past two years into an interactive hybrid experience. The event will offer only high-quality content that's relevant for our industry.



Ioana Şerban
FintechOS



We've recently signed a partnership with Revolut. I can say that we are happy with the way we did our part. What we've learned and will remain valid for the future is not to lose hope when your partner, a more important player in the market, is not as committed as you are, as they've initially promised. If you're patient and realise that in the end, you'll win, everything will turn out just fine.



Andrei Țiț & Laurențiu Bancu

Paymo



About our contributors:



Erika Kramarik

Full-stack Marketer @ Tapptitude

Erika Kramarik is Full-stack Marketer at Tapptitude, where she coordinates campaigns, creates content, automates emails and analyses data. When she's not in a call or workshop, she is writing about MVPs, business strategy, design, mobile products and tech. She has been working in the industry for 4 years and in marketing since 2013.



Ilinca Drăgănescu

CMO @ Jobful

She's been mixing marketing, employer branding and enthusiasm and creativity for over 8 years. Starting with the first job at a radio station during high school and faculty, moving to an advertising agency and then to aerospace producers and mobile affiliate marketing, Ilinca is now CMO at Jobful. She is a strong believer that unicorns exist and she is contributing to growing one.



Ioana Șerban

Growth&Digital Marketing Director @ FintechOS

Ioana is Growth and Digital Marketing Director at FintechOS. She has over 13 years of experience in B2B international marketing for tech companies. She is passionate about the practical side of marketing and about the way tech companies can best use their resources in order to bring tangible business results, combining the right infrastructure and right marketing tactics.



Bogdan Pol

Growth Marketer @ Moqups

Bogdan is Growth Marketer at Moqups, and he's been part of this team for almost 4 years. Although he started from a development position, he has slowly moved to the business and marketing areas.



Miruna Dragomir
Head of Marketing @ Planable

Miruna Dragomir is Head of Marketing at Planable, a collaboration platform for social media teams. Miruna leads the marketing efforts at Planable, and until now, she contributed to a 20x growth in terms of clients and revenues. Before joining Planable, Miruna was part of the marketing team at Uber and the social media team at Oracle.



Miruna Ursache
Content Manager @ SmartBill

Miruna is Content Manager at SmarBill, having a vast professional experience that goes from business consultancy to marketing and communication.



Monica Dumitriu
Marketing Director @ DocProcess

Monica is Marketing Director at DocProcess, where she is in charge of the international growth of the company, from product marketing to pricing strategy and customer experience to partnerships. She is passionate about psychology, business and the way people make buying decisions and how all of these can be used to create coherent and impactful marketing programs.



Andrei Țiț
Product Marketing Manager @ Paymo

Andrei is Product Marketing Manager at Payme, a project management platform, where he is in charge of product advertising in terms of marketing assets, product launches and messaging.



Laurențiu Bancu
Chief Marketing Manager @ Paymo

Laurențiu is Chief Marketing Manager at Paymo, where he is in charge of the marketing strategy and key partnerships, of prioritising most efficient marketing and advertising channels, as well as of internal processes optimisation and marketing team coordination. He has been working for over 17 years in the IT industry and has contributed to the development of various tech products and services.



Daniel Ionescu

Marketing Director @ DRUID

Daniel has experience of over 25 years in business strategy development for IT companies. He is actively involved in supporting Romanian entrepreneurs in their international growth, in raising financing or preparing for an exit. Daniel created the BitDefender story, one of the most successful Romanian IT brands, that started with two developers. His career includes 5 years of coordinating the sales and marketing strategies for TotalSoft, the most powerful ERP solutions provider in CEE, 2 years of operational coordination as COO in Majoritas, a digital tech company specialised in political campaigns on all continents as well as marketing consultancy projects for companies such as FintechOS, Bento, FairValue, SmarTree, Greentek or DRUID.



Lorand Minyo

Head of Marketing @ Blugento România

Lorand is marketing & product executive, and his focus is on science, evolution and education. He is interested in product leadership and innovation management for fintech, biotech, e-commerce, renewable energy, transportation and robotics. He is passionate about efficient management of products' life cycles, marketing, growth and supporting companies in being successful. He has worked with international brands - Jaguar, Land Rover, H&M, Duracell, Pringles, Microsoft, Regus, Colgate and HP; he has co-founded 3 startups - a cosmetics company, a facial recognition app and a healthcare company. He has 20 years of experience in tech, in building, developing and improving products and services using science and technology. He is also host and Twitch Streamer @ Techfam.



Vlad Ionescu

Global Head of Growth Marketing and Marketing Automation @ UiPath

Vlad Ionescu is an Angel Investor and mentors various startups (among which TypingDNA and Tokinomo) on their strategy and go-to-market approach. He joined the UiPath team in February 2015, he was the #12 employee and had various roles in the marketing team. At the moment, Vlad is in charge of Growth Marketing and Marketing Automation at UiPath.

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