

Uniway

The Best Productivity Experience across your PC, Phone and Browser



“Showing off your technological knowledge”

“In the past we regularly suffered from a lack of brand awareness,” says Kathleen Pierco, marketing manager of web builder Uniway. “We probably missed opportunities because of this. We weren’t always top-of-mind for companies planning a large website, even though we do have several well-known names in our portfolio, such as De Standaard and other sites of the Corelio group, the electrical retail chain Vanden Borre, book-seller Proxis, and so on.”



“That’s why we especially want to use mar-com activities to build brand awareness. We can do this for instance by taking part in fairs and other events. Occasionally we ourselves organise conferences, with the ambition of offering participants something concrete. Such as: how to set up a collaboration site with SharePoint or how to create a portal. Increas-

ing our brand awareness in this way also allows us to save on investments in advertising, which is still an expensive business.”

There are also other reasons why Uniway sets up different communication actions. “Sending out a message that you still exist, that you are not struggling with huge problems as a result of the economic downturn, is also important,” adds Pierco. “It builds confidence if people hear from you regularly. This is definitely important now that there is such a rapid technological evolution happening. If you are a technology company and you don’t keep on showing off your knowledge about all these innovations, you can quickly give the impression that you are no longer keeping up. So you could very quickly end up with an old-fashioned image. And obviously we also do it to announce innovations. Here we are talking about initiatives, services, customers, and so on.”

The people at Uniway view marketing and communication as somewhat of a necessary evil. People realise that it is absolutely essential to bring in new customers, but there is obviously a considerable cost attached to this. "This is partly due to the fact that it

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is difficult to show exactly what the results are," explains Pierco. "Even so, increasingly we hear from customers that they have seen one of our adverts or read an article in which we were mentioned, which then aroused their curiosity. So it certainly has its uses." As a result, the budget for marcom activities is not fixed. "You could say it has a life of its own," explains Pierco. "Of course, there is a minimum of activities that are planned ahead, but whether there is a budget for extras rather depends on the projects that we bring in. We are quite flexible about this – you could say pragmatic."

Benefits for sales and HR

"All in all, it helps us to tap into new markets," says Pierco. "Now that we are increasingly presenting ourselves as a specialist in e-commerce sites, we obviously need to include marcom actions. These pave the way for new customers. They are also good for relations with existing customers, to whom we can send a positive, confidence-building signal. I also think that it can increase our productivity because our developers can now work on more projects at the same time, so that there are no moments where they cannot be productive. Our internal collaboration also does well out of it because everyone feels more involved in the projects if these are getting some extra attention through the press or at events. Finally, it also has a positive impact on our relations with partners and suppliers. They can see that we are active and will probably be more

inclined to set up joint actions, which means that the costs are shared."

First of all, it is Uniway's sales team that mainly enjoys the benefits of the marcom activities. They can initiate sales conversations more easily and efficiently. "Our account managers also profit from the positive image that we create for our company," adds Pierco. "Moreover, this strengthens the relationship with the customer and definitely if their projects are featured in our actions. In a similar way, our case studies enable project leaders to win the confidence of our customers. Finally, our marcom activities help us to achieve brand aware-

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ness with recent graduates and so also help with recruitment. So you could say that even our HR manager benefits."

Working more professionally than before

Uniway mainly relies on Quadrant Communications for PR communications and we recently opted for the "opinion leadership" formula. So the aim is to be recognised by the press as an authority on e-commerce and so form an obvious point of contact for anyone working on this subject. Additionally, Uniway regularly has customer stories written by Quadrant Communications. In the future there may also

be Internet videos and training, if the budget allows this of course.

“We came to Quadrant Communications some time ago via Xylos. They are one of our customers and I know the marketing man-

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ager there well,” explains Pierco. “For a long time we had been working with a different communications agency, but it didn’t click between us. The people at Xylos were very enthusiastic about working with Quadrant Communications. We just contacted them and things went well. Right from the start we saw the benefits of Quadrant Communications’ approach. With our previous agency

the emphasis had mainly been on sending out press releases, which generally resulted in just limited coverage. Quadrant Communications has a clearer focus on communication actions with a greater impact. We also feel that there is plenty of collaborative thinking with the customer. What we appreciate even more is the personal contact – we don’t feel as if we are just a number on a list.”

Opting for a new agency had another, unexpected beneficial effect. “I don’t actually know for certain if there is a connection, but since working with Quadrant Communications there has been a great improvement in our internal communication,” says Pierco. “Because we are constantly being asked to supply news or other information, especially to use for press communication, we make more of an effort to get this information from the teams. And since we have this information anyway, it gets circulated internally more often. I think that we now work a lot more professionally than we did before.”

Why does Uniway communicate?

to be top-of-mind for companies that are planning a large website

