

**prodware**  
REPOSITIONING  
THE BRAND



***HOW TO SHIFT  
TO SERVICE?***



***PRESENT THE NEW PRODWARE STORY  
AND ATTRACT NEW BUSINESS***

# prodware

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## #SHIFTIT

- ▲ **PERFORMANCE**  
OPTIMISATION OF THE B2B SALES FUNNEL IN EUROPE
- ▲ **BRAND CONTENT**  
INFOGRAPHICS ABOUT THE FUNNY STORIES OF CHANGE
- ▲ **AMBASSADOR PROGRAM**  
PUBLICATION OF ARTICLES ON TECH & MARKETING



1 year



France, UK, Belgium,  
Germany, Netherlands

# prodware REPOSITIONING THE BRAND

# 40%

COMMUNITY  
GROWTH

# 85

CONFIRMED LEAD  
GENERATED

# 32,144

VIEWS ON  
LINKEDIN PULSE

