

## Senior Expert Contact – a Program of Swisscontact POTENTIAL MEETS EXPERIENCE

The retired professionals of our Senior Expert Contact (SEC) are qualified experts on site. Through their consulting services, they provide hands-on, cost-effective support towards sustainable development of companies and institutions.

**SEC Remote Assignment in Nepal, 2021**

**Assignment No. 3857**

**Location** Kathmandu, Nepal  
**Client** Digital marketing agency  
**Expert** Romy Bohnenblust  
**Period** 08.07. – 18.08.2021



### Client Profile

Digital marketing agency that takes care of their clients' digital marketing needs. They focus on results-based marketing in the digital world and have profound knowledge in brand development and lead generation.

### Tasks

Show the client ways of approaching new segment(s), especially Government organizations, NGO's, UN offices, embassies. Consult how to convert leads into clients, who will use their services. These things will enhance their reputation and credibility.

### Results

Remote assignment: Written proposal of what they have to do:

- preparation before going after new segments
- proposal of how they could approach new segments starting with monitoring, analysis, preparation, and then actions
- due to lack of time, implementation had to be postponed until the end of October.