

Renewable Energy

# 4 Factors That Determine Success Of Energy Marketers

The world is now deploying more renewable energy in the production of electricity—more wind and solar power, in particular—than fossil fuels. According to the most recent projections from the Energy Information Administration (EIA) of the US Department of Energy, global consumption of wind, solar, hydropower, and other renewables will double by 2040, jumping from 64 to 131 quadrillion British Thermal Units (BTUs).

Here are four key factors that influence the success of marketers in the renewable energy industry, and how Deck 7 can help you with each of them.



## SEAMLESS INTEGRATION

For companies in a high-growth mode, it's critical to have a public web presence that reflects the full vision and capabilities - where things are now, and also where it's going. Leverage the web to paint the picture of the future you are working to create. There may also be back-end systems that need to be developed or integrated to move the concept further towards commercialization or better efficiencies.



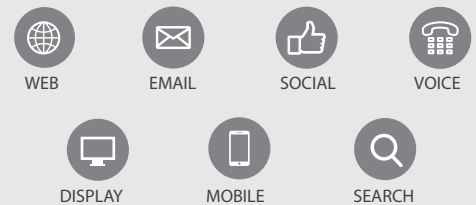
## SOCIAL MEDIA MATURATION

While wind companies are on the major social media platforms, they largely use them as cheap distribution channels and not as engagement tools. Social media platforms, and the closely related content and inbound marketing tactics, are built to facilitate two-way conversations.

***"I FEEL MORE  
CONFIDENT THAN EVER  
THAT THE POWER TO  
SAVE THE PLANET RESTS  
WITH THE INDIVIDUAL."***

**DENIS HAYES**

Deck 7 offers custom website and mobile application development that ensures an optimized device-specific experience for your prospects. Through a consultative approach with your team, Deck 7 will help develop your online presence across desktop and mobile devices that include a mobile-optimized website and apps that run across a variety of screen sizes and operating systems.



Crafting and supporting a solid social media marketing strategy requires expertise, attention to detail and on-going hard work to drive campaign performance. Deck 7 creates data-driven social media marketing strategies for our clients that engage prospects and encourage conversations from your target audience.



With two decades of experience listening to clients, Deck 7 helps their customers pay more attention to the quality of the content that represents them, and helps companies create digital customer experiences across multiple devices and platforms to reinforce customer loyalty and brand awareness.



Deck 7 provides clients with full-cycle content marketing services that incorporates various activities from strategy and planning, editorial calendar scheduling, content creation, multi-channel distribution, customization and measuring ROI.



## BRAND AWARENESS

"One of the greatest challenges the renewable energy industry facing is the public and policy communication challenge." This is what our industry CEOs repeat at conferences, year after year and readily acknowledge the heavy dependence of the sector on favorable policy frameworks. Developing high-impact communication campaigns that have the genuine potential to "move the lines" of public perception, and consequently drive the political process in a pro-renewable's direction, is critical.

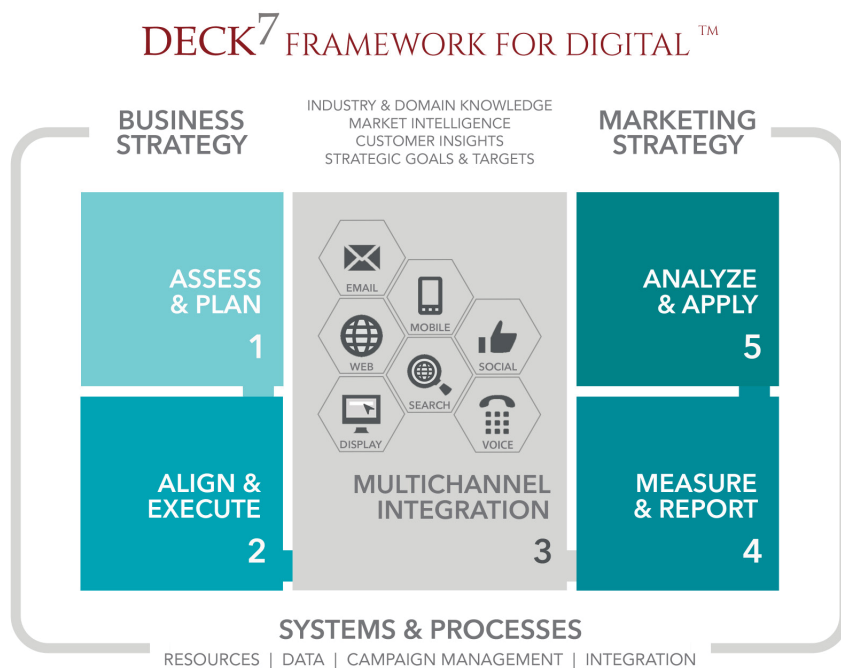


## CONTENT MARKETING IS THE NEW ADVERTISING

Content marketing will help you on many levels like improved customer engagement, improved search marketing, improved brand fidelity, improved sales, etc. Content marketing is the new advertising, but with a higher level of utility. This is why developing original content is a top priority for so many renewable energy businesses. It will boost your brand by promoting it to new places and widening its reach.

# Deck 7 Framework for Digital™

Deck 7's Framework for Digital™ helps marketers align their marketing strategy with their business strategy and leverage Deck 7's systems and processes to achieve their marketing objectives through a 5-step multi-channel approach.



## content

Email, newsletters, news and press releases, live and on-demand webinars, whitepapers, conferences and trade shows, infographics, blogs, podcasts, and video

Deck 7's experience in managing content and data across multiple inbound and outbound channels helps drive success for marketers at brands, agencies, publishers, and platform aggregators across the world.

## data

Business card, firmographic, demographic, geographic, NAICS/SIC, social media profile, content consumption, intent data, and install base data

## who we are

Deck 7 is a digital marketing and media company that provides brand awareness and lead generation services worldwide.

The Deck 7 team consists of over 300+ marketing specialists, data science experts, and martech engineers that execute and orchestrate over 2,800 campaigns each year.

## what we do

Deck 7 provides performance-based marketing services by orchestrating multi-channel campaigns across email, web, mobile, voice, social, search, and display.

Brands, agencies, platforms and publishers rely on us for lead acquisition at scale. Marketers from large enterprises to small and mid-sized companies use our experts for their marketing programs.

Media 7 is a network of media properties across 16 industries that provides marketers with multiple options to target markets, reach audiences, and develop accounts across 120+ countries.

Deck 7, Inc.  
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**DECK7**

Demand Generation. At Scale.

