

# DISCOUNT POWER

Studio Brand uses inbound marketing to increase brand awareness and promote overall engagement for Discount Power.

## GOALS

- Generate new business by increasing Discount Power brand visibility and driving web traffic through a variety of inbound marketing tactics.

## APPROACH

- Studio Brand optimized Discount Power's marketing mix by introducing stronger platforms for generating content that will help promote the overall brand on sites like Facebook, Twitter, LinkedIn, and, of course, the Discount Power Website.
- Studio Brand also developed and executed enticing content to promote Discount Power and accumulate traffic among their various web platforms and build revenue.
- It was vital that Studio Brand position Discount Power as a leader in their industry with compelling and information-driven promotional materials.

## RESULTS

- Provided Discount Power with a fresh and intriguing content that allowed compounding brand awareness and influence positive sales.
- Increased website new users by 25%, sessions by 31%, and page views by 51%.
- Increased website session duration by an astounding 122%.
- Monthly tweet impressions netting as high as 47k users.

## THE CURRENT SITUATION

Discount Power is a Houston-based electricity company that focuses on providing energy for the lowest price available and quality service. In a timeline of five years, Discount Power planned to expand into at least six markets in four different states and have offices in each location. They were looking to expand into the Northeast and Midwest regions based on the deregulation of retail electricity and competitive market. Discount Power was also looking to increase their overall customer base by eight to 10 times their end of 2014 numbers. Discount Power needed to update its marketing mix to provide captivating content that will drive inbound traffic. In turn, this increased traffic will yield more customer acquisitions and generate higher profits for Discount Power.



Studio Brand's inbound marketing strategy was an incredible success for our brand and gave us the ability to attract clients from all over.

—Malik Jamal, Director Marketing and Sales, Discount Power



INDUSTRY: PROFESSIONAL SERVICE

YEAR: 2018

SERVICE SCOPE INBOUND MARKETING

PROJECT TEAM:

BRAND DEVELOPMENT · CONTENT MARKETING · SOCIAL MEDIA MARKETING · WEB DEVELOPMENT · INTERACTIVE MARKETING

## THE SOLUTION:

Studio Brand designed and developed content that would be most effective and appealing for the target market of professionals from 35-55 years old, families in Houston, and small-medium sized companies. Content for Discount Power maintained a professional tone to attract the appropriate audience while incorporating fun and inviting wording to bring light to the company's affordable rates and excite the audience about the company's services. Topics for various content relating to Discount Power included: their commitment to customers, affordable electricity plans, news within the company, community volunteering, industry related information, and tips for saving. These various topics will allow Discount Power to position itself as a thought leader within the industry and help drive traffic that will eventually turn into new leads. In addition, Studio Brand implemented various social media techniques like banners, ads, and boosted posts to generate more traction from sites like Facebook, Twitter, and LinkedIn. Lastly, Studio Brand offered fun and engaging contests for users to take part in the hopes of winning a free t-shirt. All of these strategies were immensely helpful for enticing consumers and building Discount Power's brand equity.

## PROJECT GOALS AND OBJECTIVES

Studio Brand's external objective for Discount Power was to position the brand as high-quality service while still offering inexpensive rates. The internal objective was to increase brand awareness, brand reach, and Discount Power as well as brand retention while increasing the company's bottom line. Additionally, Discount Power is looking to reach its five-year goal of expanding into six markets and increasing total clientele in both residential and commercial. The overarching goal is to generate further web traffic and positively influence sales through enticing inbound marketing tactics.

## MEASURE OF SUCCESS

Performance on each platform is monitored daily, and analytics reports are created monthly. Using Google Analytics to evaluate various metrics allowed Studio Brand to track and explore how the inclusion of inbound marketing helped generate traffic and drive sales.



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