



CASE STUDY

ALTERNATE ENERGY

COMPANY BACKGROUND

- A large alternate energy company engaged in solar panel installation for the residential market.

CHALLENGE & OBJECTIVES

- Challenge: The Company was spending significant marketing budget to promote its brand and services online, however, the results were not satisfactory.
- Objectives: The key objectives were to improve its online brand presence and recognition and online lead generation.

STRATEGY

- The Alenza platform then collected detailed online reviews and comments from varied online sources including:
 - Industry commentary
 - Blog posts
 - Social media: Facebook and Twitter
- Digital Footprint Analysis of the customer as well as the competitor's to determine the audience share.
- Source Analysis to validate marketing strategy as well as determine brand interaction and market segmentation.
- Geographic Analysis to determine potential unreached market segments.
- Cognitive Analysis to determine brand perception and the overall sentiment of the Company and competition.

RESULTS

- The Alenza platform's Digital Footprint Analysis realized that the Company had only 1% of the digital audience following compared to key competitors. The Digital Marketing Team modified the digital strategy to a more relatable, relevant message for potential customers.
- The Business Analyst, through Alenza's Source Analysis for brand interaction, found a unique perspective: most of the digital audience were interacting with the brand using a home computer.
- The Market Segmentation feature further corroborated that the digital audience was between the ages 45-54 and 55-64. The Client was catering to a younger audience and refined the messaging to the appropriate age group.
- A review of the Marketing budget demonstrated a key discrepancy: the advertising was targeting mobile users, mainly iOS users.
- Additionally, Geographic Analysis indicated that there was a greater demand for solar energy in the Northeast and West Coast, as opposed to the sun-belt (Southern US). The Company had under-emphasized the Northeastern US in its marketing efforts.
- Finally, Alvino's Text Analytics indicated that prospective customers were impressed with the technological edge. However, they were having difficulty in understanding the quotation and contract, due to which they were considering competitive solutions. The Client is working on simplifying the contracts and sales approach.



- The Alenza platform identified key online influencers and suggested a strategy to engage these influencers to promote the technology differentiation of the Company's solution.



- Finally, the Alenza platform helped the client to roll out a "Hypertargeting Solution". The platform identified the competitor's unsatisfied customers, and then tailored the message to draw these dissatisfied customers to the Company's products.

