

# DIGITAL MARKETING

## FOR YOUR RENEWABLE ENERGY COMPANY

DEVELOP YOUR BUSINESS WITH  
THE BEST DIGITAL MARKETING STRATEGY.



**sociable**  
media

IN THE RENEWABLE ENERGY SECTOR, it's essential to understand who your ideal customer is and the best way to educate your customer on what you offer and its importance.

This e-book will discuss digital marketing and how you can use a digital marketing strategy to attract your ideal target market. And by the end of this e-book, you'll have the confidence to start.

# WHAT IS A DIGITAL MARKETING STRATEGY?

To understand at a high level what a marketing strategy is and to get you familiar with the terminology, first, let's talk about the difference between traditional and digital marketing.

Traditional marketing is all around you, even if you don't realize it. From prominent publications to local newspapers and billboards to radio ads, we're constantly being marketed to in a "traditional way," meaning not on our computers, tablets, or smartphones.



Even in a digital world, traditional marketing is essential to reach a broader target audience, especially if that audience is older, doesn't use a computer or have profiles on the hottest social media apps.

Understanding digital marketing should be straightforward, especially if you're reading this e-book. Digital marketing is what you see when you are connected to the world wide web. It's ads that pop up on search pages or that play when watching YouTube videos. It's content that you scroll through on social media, podcasts, e-books, websites, blogs, vlogs, and, yep, even TikTok.

In business, it's a no-brainer that you will need a traditional or digital marketing strategy, but ideally, you'll have a mixture of both. You might wonder how you know which to choose and which is best for you and your business.



# DEVELOPING YOUR TARGET MARKET

When building a brand, you must understand who you're talking to. You do this by developing a target market and breaking that down even further into a target profile. Doing this research will help you narrow down where your ideal customer is, where they gather information, and how they make purchase decisions. Developing a target profile will help you define your target market in more detail.

## TARGET MARKET noun

Definition:

**"A particular group of consumers at which a product or service is aimed."**

When you're defining your brand's target market, you want to consider the following as a starting point:

## DEMOGRAPHICS PSYCHOGRAPHICS

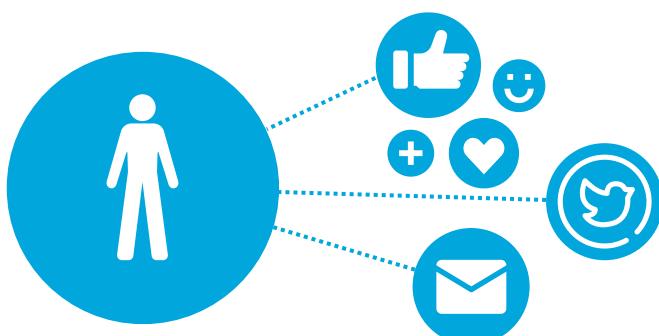
Age, ethnicity, gender, and economic status

Interests, personality, values, beliefs, and social status

Understanding who you're talking to and how they gather information will help you narrow your marketing approach. If you're trying to sell your renewable energy product or service to someone who actively searches the New York Times for information, but you're posting on Snapchat, you might not be in the right place. If your ideal target audience enjoys coffee shops, but you're putting up flyers at an electronics store, you're going to miss capturing the attention of the people that would be interested in what you have to offer. Once you develop your target profile, you can start reaching them through inbound marketing efforts.

# WHAT IS INBOUND MARKETING?

Now that you've narrowed down your target market and target profile(s), you need to decide how you're going to generate interest and bring users and potential clients into your business bubble or, better yet, community. Think, how are you going to get people excited to learn more? How will you show them the next step in your funnel from awareness to purchase or subscription? What are you going to do to give them a reason to stay? That's where inbound marketing comes in.



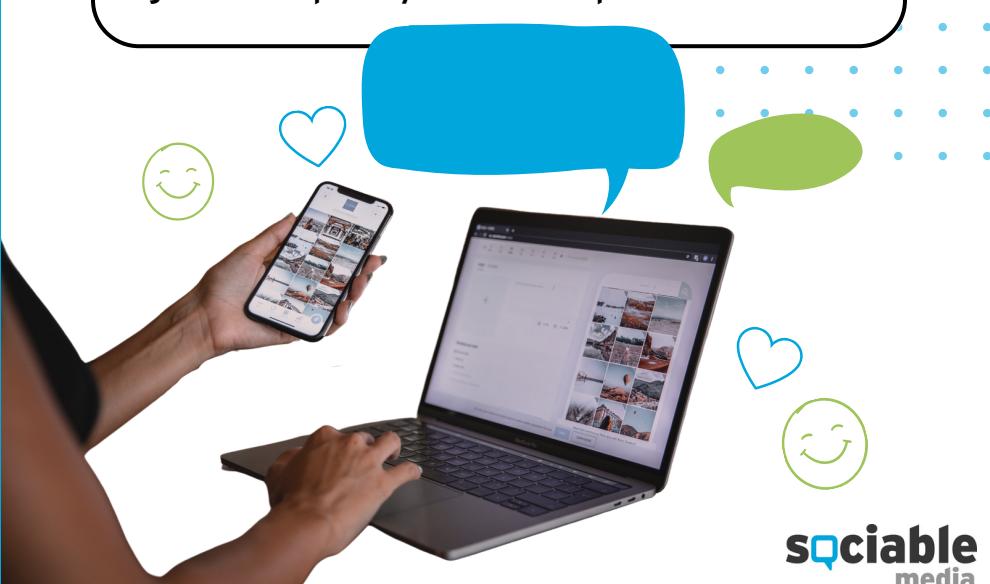
Inbound marketing is creating and distributing valuable content and messaging that attracts potential clients and prompts them to take further action. It entices the viewer, scroller, or reader to take the next step. That next step could be a click to a website or landing page or purchasing your product or service. Generally, users will opt into your community to learn more about you and what you offer before they buy, but this is your time to shine. Let your audience know your mission and values, why they should come to you to solve their problem, and why you're the best. Use that messaging to develop blog posts, articles, ads, and social media posts.



Below are five examples of digital marketing strategies with inbound marketing tactics to help get you started. You can start with one and then incorporate more as you become comfortable.

## 1 SOCIAL MEDIA MARKETING

A way to broadcast your messaging around the foundational business details you created when you developed your mission, vision, and values. How can you get someone to take action? Let them know who you are, what you're about, and why you're the leader in your industry. Use this information to create graphics, posts, stories, and even blog posts and get that up on your social profiles.



## **2 EMAIL MARKETING**

Give users a way to opt into your communication strategy and stay up to date on your business activities by sending out a weekly, bi-weekly, or monthly newsletter. Put a pop-up with a prompt to subscribe on your website, or include a signup form in your footer. The more ways you can capture leads, the better, and email marketing is a great way to keep leads warm and people informed.

## **3 SEARCH ENGINE OPTIMIZATION**

Search Engine Optimization happens when you write relevant and quality content on your website, link your social and online platforms to each other and offer valuable information to users. Optimizing your website and online media tells search engines like Google that your online presence is worth a higher rank and, after some time and consistency, will rank you higher on search engine results pages. Everyone wants that coveted first-page spot, and a good SEO strategy will get you there - without spending a ton of \$ on ads.

## 4 VIDEO MARKETING

According to multiple marketing and media sources, over 80% of online users take action due to video marketing. Short, educational, attention-grabbing videos effectively capture interest, share information, and prompt users to take the next step. If you want to learn more about video marketing and how it can increase engagement and your brand's ROI, send us a message!



## 5 USER-GENERATED CONTENT

People look to reviews and social media for social proof to decide if you and your brand are worth listening to and following. User-generated content shows others using your product or service and speaking to its value and the problem it has solved. Send emails to customers and ask them to write a review on Google or tag you in their brand-relevant posts.

## SOCIAL PROOF noun

Definition:

a **phenomenon where people follow and copy the actions of others in order to display accepted or correct behavior, based on the idea of normative social influence.**

As a result of implementing the strategies above, you'll find that your customer acquisition will steadily increase over time. You'll attract, entice, and retain customers by generating brand awareness by creating quality content that shares information about your brand and what you offer.



Renewable energy is a growing industry, and thousands of potential customers are looking for accessible ways to add green initiatives to their everyday lives.

Understanding your audience's needs and developing a digital marketing strategy, in conjunction with traditional marketing efforts, will help you spread the word and reach the right customers for your brand.





TO LEARN MORE ABOUT HOW  
TO DEVELOP A DIGITAL  
MARKETING STRATEGY OR  
WHICH METHODS WOULD BE  
BEST FOR YOUR COMPANY,  
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As an agency focusing on  
the renewable energy  
sector, we can get you in  
front of the right audience.

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