

A lit candle and an unlit lightbulb. The candle is on the left, with a bright flame. The lightbulb is on the right, unlit. The background is a dark, textured surface. The entire image has a purple tint.

BACK TO LIVING

{BRAND}

Back-up Power Units

Take To Market Content Strategy

Situation



Task



Action



Results



Situation

Based on initial discovery conversations, {BRAND} have secured the sole rights to import and distribute a new range of back-up power units, adding to their already extensive catalogue of offerings.

Although this brand of units is established internationally, it is the first time to enter the South African marketplace and will need **a multi-pronged content approach to generate awareness and demand** both digitally and in physical store.

This new range consists of various model verticals and channel products and needs a route-to-market strategy for both direct-to-consumer markets as well as to existing and future new re-seller partners. (B2B and B2C)

There are 2 primary target audiences:
At home user (B2C) | re-seller partners (B2B)

The South African market is a large and growing competitive market.

Situation Analysis:

- The South African back-up power unit market is estimated to be worth R1.5 billion in 2023.
- This market is expected to grow at a compound annual growth rate of 5% from 2023 to 2028. This growth is being driven by a number of factors, including;
 - > increased frequency and duration of power outages.
 - > The growing demand for uninterrupted power supply from business as well as households.
 - > The increasing cost of diesel for generators as the only current alternative.
 - > The increased adoption of renewable energy sources.

Total Accessible Market (TAM)

- Currently estimated to be R10 billion.
- This market is made up of all businesses and households in South Africa that are potential customers for back-up power units.

Task

Positioning & Messaging

Investigating the digital campaigns of current competition it is clear their positioning is one of 2 directions. Either the messaging is very product visual or very wordy with lots of confusing specification acronyms and far too much information on the static images that make up the bulk of the campaigns that are out there at present. There is very little to no emotional connection to consumer needs and the limited understanding of this power sector and what would work for them.

Our aim is to generate awareness and demand in South African consumers in order for them to seek out our resellers and purchase. So the focus needs to be on the consumers wants and needs.

I propose our product-market fit at this take to market stage be one of consumer centric lifestyle.

A strong, positive OVERARCHING messaging theme of;
WITH {BRAND} YOU CAN GET BACK TO LIVING
LET'S GET BACK TO LIVING
LOADSHEDDING LIFESTYLE NEED NOT BE IN THE DARK
LIVE YOUR BEST LIFE RIGHT NOW WITH {BRAND}
SWITCH LIFE ON WHEN THE LIGHTS GO OUT
LIVE LOADSHEDDING IN STYLE
LIVE LOADSHEDDING STAGE ZERO

- Showing imagery of real-life installations
- Family homes across SA getting on and living loadshedding free



Task

Content and collateral

WEBSITE:

- New landing page, catalogue and partner / reseller info.
- Make use of long and short keywording in the copy throughout for SEO.
- Create a high quality content like blog page (call it News) creating articles, aligned with messaging theme, including video, infographics and images. Then promote this on social media and other channels.
- This website ecosystem will allow for search, SEO and retargeting tactics.
- Trade in inbound backlinks with other websites and resellers.

B2B:

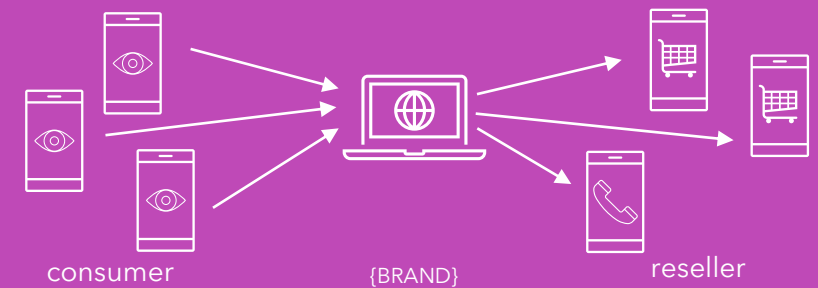
- Digital trade presenters including recommended retail price, terms & sales enablement.
- Visual and design collateral and device specification detail for use on their e-commerce site, their own advertising and in-store.
- Printed point of sale material for physical store.
- Consider **physical store reseller** footprint across different regions, customise opportunities per region.

Collaborative Campaigns;

- Partner collaborative "welcome" digital campaigns (short video, static image or slide show).
- Host thought leader webinars with partners.
- LinkedIn, Facebook, Instagram, Twitter, Google Search top of funnel, display & performance max.

WEBSITE:

{BRAND}'s existing website will need a new section hosting a new landing page with access to catalogues as well as partner stockist listings. Each of these clickable through to the partners eCommerce page, where the sale can be easily processed, or have contactable details of the physical store.



B2B:

It is vital to support the reseller from demand generation through to marketing collateral and staff training / sales enablement tools.

For collaborative campaigns

- where {BRAND} runs a digital campaign welcoming {reseller} as a stockist, the click through must go straight through to the reseller's eCommerce page or in the case of a physical store the user is taken to {BRAND} new product page.
- run a webinar with 3 reseller partners discussing values and pitfalls of choosing the right power device, consumer feedback and the value and benefits of {BRAND}

Task

Content and collateral

B2C:

- Themed campaigns.
- Video advert - social media and YouTube (paid).
- LinkedIn, Facebook, Instagram, Twitter, google search top of funnel, display & performance max.
- Engage with users by responding to comments and questions.
- Infographics - by model showing usage and types of devices that can be powered.

SEO:

- Optimise website for search engines.
- Keyword monitoring and adjusting (long & short).
- Paid search ranking.
- Optimise images including descriptive titles and alt test.

PR:

- launch articles in MyBroadBand, TechCruch, BusinessTech, BusinessDay.
- Create content that is evergreen so that it does not date.

OTHER:

- Influencer collaboratives.
- Run social media contests and giveaways.
- Nurture pool cadence - Email, targeted digital campaigns, content and blogs.

B2C:

- Run a selection of customer focused digital campaigns aligned with messaging theme. As these products are new to market a focused process of A/B testing will need to take place and adjust as results come in.

SEO:

- Maintain analysis of keyword strength and adjust copy and messaging accordingly to maximise on search.
- Bid for optimisation.

PR:

- Align with publications that reseller decision makers and consumers read. Own the articles as paid for ensuring exact messaging is achieved.

OTHER:

- As this is a new to market venture, I would suggest leaving this until a later campaign quarter when we have better understanding of our consumer markets, popularity of device options and footprint in stores (eCommerce and store)

Action Platforms/Mediums

Why these platforms/mediums?

Target markets consume their content (B2B and B2C)
Competitors are succeeding on these

Google	Search + Display + YouTube + Discovers + Performance Max + Shopping
LinkedIn	Whilst LinkedIn is more pricey for paid campaigns than the others, the quality of leads are always much stronger. Also, setting up a LinkedIn business profile and running campaigns through that and having teams share it as well, gets product in front of both consumers as well as reseller decision makers. Videos, carousels and slide shows are popular.
Facebook	Facebook is inexpensive for paid, but the leads are very poor. However, this approach is strong for awareness impressions and click through to website. Primarily for the Boomer and Gen X markets.
Instagram	Instagram is strong on awareness and shareability and is the preferred medium with Millennials and Gen Z consumers. High quality video and image content as well as company culture is a popular driver here.
Twitter	I have included Twitter here because in my investigating I noticed 2 South African competitors running campaigns here. I would suggest an A/B test at first to determine if this will be a strong lead generating platform or not.
YouTube	YouTube is rising in viewership and is Netflix's main competitor. This very popular streaming platform's ad supported offering is most common with consumers. It is a vital medium for a take to market strategy.
News Media	News Media are always looking for content especially surrounded by a feelgood founding story and/or themed offering like "helping SA get back to living" and they are relatively inexpensive and far reaching.
Blog (News)	Own quality blogs are very popular for consumers wishing to make an informed purchase choice.

B2C:

Drive awareness and demand.

Our consumer demographic is vast and crosses all age groupings and personas;
Boomers, Gen X, Millennials and Gen Z as the electrical energy situation affects the elderly right through to scholars and their assignments.

Some identified pain points;

- Remote, working-from home
- Family living needs
- At home medical device
- Outdoors (portable)

B2B:

Drive traffic, information and collateral.

From trade presenters showing ROI and sales enablement, our reseller C-suite and procurement team need to see commitment and support not only in sales, but and confidence in value delivery, consumer engagement and sales chain procedure. This can be achieved by well designed marketing tactical campaigns.

Recent request for costs as a sample;

News Site	Readership (Unique Visitors per Month)
BusinessTech	4 million
TechCrunch	1 million
MyBroadband	2 million
BusinessDay	300,000

Action Keywords

Short-tail Keywords

- backup power supply
- uninterruptible power supply (UPS)
- surge protector
- battery backup
- power conditioner
- power inverter
- power strip
- power outlet
- electrical surge
- power outage

Long-tail Keywords

- best backup power supply for home office
- how to choose a backup power supply
- backup power supply for small business
- backup power supply for server room
- uninterruptible power supply (UPS)
- how to install a backup power supply
- how to maintain a backup power supply
- backup power supply reviews
- best backup power supply deals
- where to buy a backup power supply

Events



Suggestion: <http://claireallen.co.za/wp-content/uploads/2019/05/Portfolio.pdf>
Claire Allen – occasional celebrity chef on Expresso & ETV presenter & Finalist in MasterChef South Africa
Life Uninterrupted - Cooking with Claire (campaign title)
The usual mobile kitchen is set up inside the physical store of {BRAND} reseller where she presents a cooking demo powered solely by The range of {BRAND} back-up power units.

Radio Campaign

1. Radio presenter driven **“wheel of fortune”** style campaign where the caller chooses a **loadshedding stage** they feel will be where the wheel lands. If it does, they win a {BRAND} home set-up. Daily or weekly game play. For measurement, the entrant will need to have visited the site.
2. Radio presenter driven competition where listeners send in links to their social media posts where they are showing **“living your best life, beating loadshedding”**. Entrants are shortlisted and the draw happens weekly during the radio slot.

Application - Keywords

- From research, these are some of the most popular keywords as the moment. This will need on-going re-examination and tweaking.
- Tags and meta descriptions on the website pages
 - In content copy of the website pages
 - In titles and descriptions of blog posts
 - In captions of social media posts
 - In email marketing campaigns (nurture pool)

Application - Events

Remaining inline with the overarching **Lifestyle Theme** a focused event campaign can be created in-store for **physical store resellers**. One such idea is to partner with a known remote event celebrity who can set up in-store with a power unit to perform their profession.

Application - Radio

Regional radio opportunities

Action

Campaigns Quarter 3

Digital budget - campaigns including paid search: **R640K - R900K**

Event budget: **tbc**

Radio budget: **tbc**

		Campaign	Volume	cadence	cost / medium	Focus criteria	Result goals measure
LinkedIn, Facebook, Twitter	organic	Blog with link (plus all below)	8 (1 a week)	Full quarter	free	organic	Clicks through, Website visits
LinkedIn, Facebook	paid	"Welcome" B2B focus	12	1 a week for a week	3-5k /month	specific targeting	Clicks through, Website visits
LinkedIn, Facebook, Instagram, Twitter	paid	Infographic	12 Per device model	1 a week for a week	3-5k /month	specific targeting	Clicks through, Website visits
LinkedIn	paid	Webinar hosting	2	A month apart	3-5k /month	specific targeting	registrations
LinkedIn, Facebook, Instagram, Twitter	paid	Themed campaigns	6 - 8 with A/B testing	Full quarter	3-5k /month	specific targeting	Clicks through, Website visits
YouTube	paid	Advert video	3 with A/B testing	Full quarter	3-5k /month	specific targeting	Views past 3 seconds + Website visits
Google	paid	Campaign Loadshedding Life	Ad group 1 + Ad group 2	3 weeks	200k	Search SEO	CTR
News Media	paid	article	1 each x 4 publications	1 st month	1-3K each	readership	Clicks through, Website visits
Event (physical store reseller)	paid	Live Demo	10	1 a week	tbc	Reseller customer	Direct sales for that physical store
Campaign (QR code scan for code to discount - instore)		Physical store	tbc	Full quarter	tbc	Reseller customer	Lead generation
Radio	Paid	Listener participation 1 or 2	2 months	weekly	tbc	Consumer awareness and engagement	Lead generation

Action Calendar & Funnel

Month 1 Awareness

“Welcome” campaign (1 a week)

Infographic (1 a week)

Themed campaigns

YouTube Advert 1

News Media 1

Lead Gen

campaigns & research, events,
direct mail, search, analytics

Month 2 Consideration

“Welcome” campaign (1 a week)

Blog (1 a week)

Infographic (1 a week)

Webinar x 1

Themed campaigns

YouTube Advert 2

News Media 2 and 3

Event campaign

Radio campaign

Lead Nurture

Engagement, positioning,
emails, targeting, sales tracking,
analytics

Month 3 Decision

“Welcome” campaign (1 a week)

Blog (1 a week)

Infographic (1 a week)

Webinar x 1

Themed campaigns

YouTube Advert 3

News Media 4

Event campaign

Radio campaign

Sales

Engagement, positioning,
emails, targeting, sales tracking,
analytics


On-going lead nurturing;

- Lead qualification = lead scoring per channel to rate and encourage higher intent.
- Work with {BRAND} to address leads through eCommerce cart abandonment.
- Engage with potential customer contact lists to maintain interest through their decision process. Direct, emails, display and performance max.
- In-store QR code to catalogue lead gen tactic for re-engagement.

Action Visual samples

(BRAND) Sponsored

Get back to living your best life with power units from {BRAND}.
Go ahead, SWITCH ON, LIVE!



**LIVE LOADSHEDDING
STAGE ZERO**

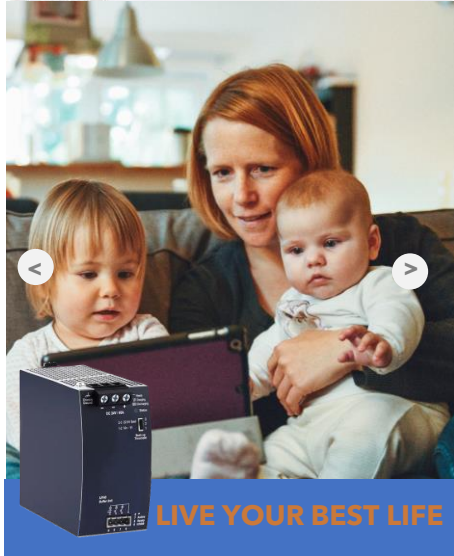
(BRAND).COM
Go ahead, SWITCH ON, LIVE!
Back-up Power offerings by (BRAND)

Learn More

137 38 comments

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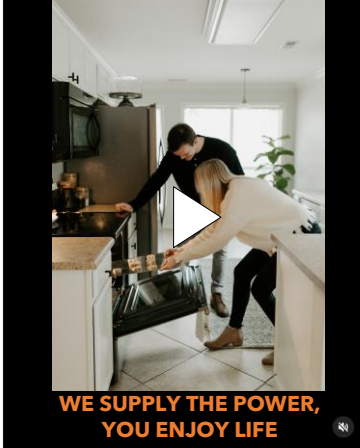


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Results & Review

As this is a new take to market offering, there may not be legacy sales volumes or marketing measurement analytics to leverage off for making campaign goals. However, there are important tracking elements we can focus on.

Our objectives are;

1. To generate awareness on both consumer and reseller markets that this new product range is locally available.
2. to generate "good fit" & "ready to buy" top of funnel consumer MQLs to our reseller partners.

Engagement Metrics

	spend	impressions	clicks	conversions (leads)	CPC	CPL
LinkedIn						
Facebook						
Google Display						
Instagram						
Twitter						
YouTube						

	Month 1	Month 2	Month 3	Total
Leads				0
MQL				0
SQO				0

Sales Metrics	Revenue, growth rate, conversion rates, customer acquisition costs, customer lifetime value, retention rate	Brand Awareness	Brand recall, reach, sentiment
Market Share	Based on TAM, ROI	Customer Satisfaction	NPS, CSAT,

Thank you for allowing me to prepare this take to market content and awareness presentation for your review. I would be happy to provide a live presentation if you would like to hear more about my ideas.

