

NEWSWIRE

CASE STUDY: energyware™

Learn how Newswire's holistic approach to media and marketing communications helped energyware capitalize on opportunities that have led to increased brand awareness, strengthened authority, and more.





energyware
a better energy future

WHO IS ENERYWARE™?

A national provider of Energy Efficiency technology, energyware™ eliminates the guesswork of Energy Efficiency by bringing engineers, designers, best in breed manufacturing, and trained energy technology installers all under one umbrella.

Since 2002, energyware™ has been a trusted advisor to both private and public sectors and countless enterprise organizations across the country.

From school districts, smart cities, residential communities, to hospitals, sports arenas, and car dealerships, energy efficiency technology permeates all business and community environments, and all walks of life.

NEWSWIRE & ENERGYWARE™

As the conversations about energy efficiency intensify, energyware™ has a unique opportunity to stand out from the competition and articulate how it's bringing to life its mission to provide the highest quality services at below-marketing pricing.

energyware™ is a consulting company with proven experience in assisting customers in determining the best options in financing, design, implementation, oversight, and return-on-investment accuracy.

By leading the charge to a better energy future, energyware™ is partnering with Newswire to leverage its experience and expertise to turn its owned media into earned media.



NEWSWIRE & ENERGYWARE (continued)

Through the Media Advantage Plan (MAP), our team of experts continues to help energyware™ earn valuable media mentions, position the company as a thought leader in the energy efficiency industry, and capitalize on new opportunities to expand its reach.

NEWSWIRE'S APPROACH

As part of the MAP, energyware has direct access to Newswire's 5 P's - **people, plan, platform, production, and performance.**

People - We invest in our clients' success by leveraging our team of experts who serve as an extension of energyware™ 's team to meet and exceed their goals.

Plan - Newswire creates a personalized strategy and content plan that's tailored to each client and takes into account their specific needs and goals. To help position energyware™ as a top brand in energy efficiency, Newswire's plan is geared toward building brand awareness, securing earned media coverage, and positioning the brand as a thought leader in their industry.

Platform - From wire distribution to media databases and more, energyware™ has access to Newswire's enriched press release distribution network and robust SaaS platform.

Production - energyware™ leverages the production capabilities of Newswire's platform to maximize its marketing campaigns. By handing media and marketing off to Newswire's specialized team, they can ensure quality and achieve the successes they need without investing in costly internal resources.

Performance - Newswire and energyware™ dig into monthly reporting on progress related to performance-based goals in earned media, lead generation, and search engine optimization and traffic.

VALUE CREATED

Beyond earned media mentions driven by Newswire's MAP, energyware™ has seen an uptick in opportunities that are putting them in the spotlight, positioning them as thought leaders, and much more.

Below is a snapshot of the value Newswire created for energyware since joining the MAP in January 2020.

EARNED MEDIA MENTIONS

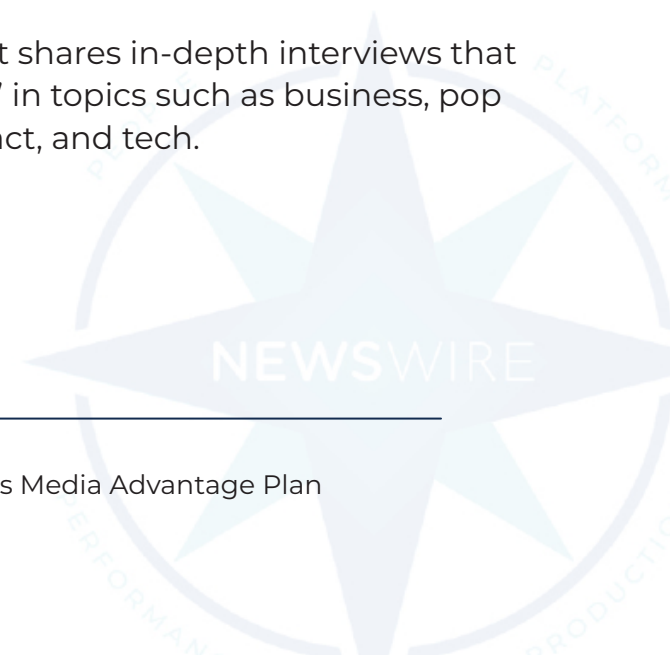
THRIVE  GLOBAL

Thrive Global was founded in 2016 by Ariana Huffington and is an American company that provides behavior change technology and tools meant to help people live and work with less stress, more productivity, and greater well-being.



Authority Magazine

Authority Magazine is a Medium publication that shares in-depth interviews that feature people who are considered “authorities” in topics such as business, pop culture, wellness, social impact, and tech.



REBRAND SUPPORT

In 2021, energyware™ went through a rebrand, and Newswire's team of experts assisted the company with the creation of website copy and brand messaging.

VIEWPOINT BY DENNIS QUAID

energyware™ was approached by Viewpoint by Dennis Quaid to be featured in a documentary that airs on Fox Business Network. Newswire's team handled energyware™'s strategy and educational message to share in the documentary.

SCHOOL LIAISON

Newswire acted as a liaison between energyware and the School Superintendents Association. The team handled the content and schedule for energyware™'s advertorials that were sent out to school superintendents to spread awareness about the benefits of energy efficiency for schools.

The power of the MAP continues to help energyware™ maximize the positive impact of press release distribution by increasing visibility, gaining credibility, and positioning the brand as a thought leader in their industry.

