

Cracking the Australian Market, Remotely

Organization: Empower Energy

Project duration: 18 months

Summary of skills used: DTC, brand development, brand management, business development, content development, content management, customer service, data analysis, data analytics, database management, digital marketing, document development, email/digital campaigns, gatekeeping, lead generation, logistics, multimedia marketing, multimedia content creation, product marketing, project management, relationship building, research, sales support, social media, strategy, website development

Project background: The company, an Australian green tech startup, was trying to establish itself in Australia where it planned on bringing its home battery system to market.

Challenges:

- The product was only available online via the company website. There was no brick and mortar building potential customers could visit to inspect the product beforehand.
- The ElektroBank was only available for customers in Australia.
- Overseeing the brand development and building relationships with local Australian customers, vendors, and partners remotely from California.

Approach:

Research

This included researching Australian marketing law, customers, the solar industry, and Empower's competitors.

Create Cohesion and Consistency

It was crucial to develop an accessible, engaging, consistent, and cohesive online presence.

Results:

Online customer submitted contact forms **increased by 2,700%** over six months.

More than 1,600 customer calls and emails were processed.

Instead of taking six months, **all 10 beta ElektroBank units (totaling nearly 250,000 USD)** were **sold within 3 weeks** of offering them to the public.