

Synergy Power CASE STUDY

What Happened
When Synergy Power
Met Inbound Marketing



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Before Catching the Inbound Marketing Vision

WHO IS SYNERGY POWER?

Synergy Power is a Utah based company that specializes in the design and installation of solar energy systems. They offer proven energy saving products that are associated with the sustainable energy world. They are proud to be the price leader in Utah's solar industry and have cornered the market on quality and customer service.

CHALLENGES

The primary goal of Synergy Power is to help customers find ways to reduce costs and achieve energy independence while providing stellar customer service. However, as a very niche market in the energy industry, Synergy Power was faced with the challenge of boosting their online rankings and achieving the visibility necessary for building a strong customer base.

Why Synergy Power Partnered with Digital Flavor

MISSING THE MARKET(ING)

Due to their superior products, Synergy Power felt confident that once they had earned customers it wouldn't be difficult to maintain a loyal following. Considering that the main challenge was finding their voice in the noisy online community, Synergy Power turned to Digital Flavor to help grow a solid inbound marketing campaign.



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Digital Flavor'S ROCKSTAR PROPOSAL

Digital Flavor analyzed the challenges Synergy Power expressed as well as their online performance. The inbound marketing team then created a marketing campaign that utilized many services outlined in the Digital Flavor Content Catalyst package. What came next was astounding.



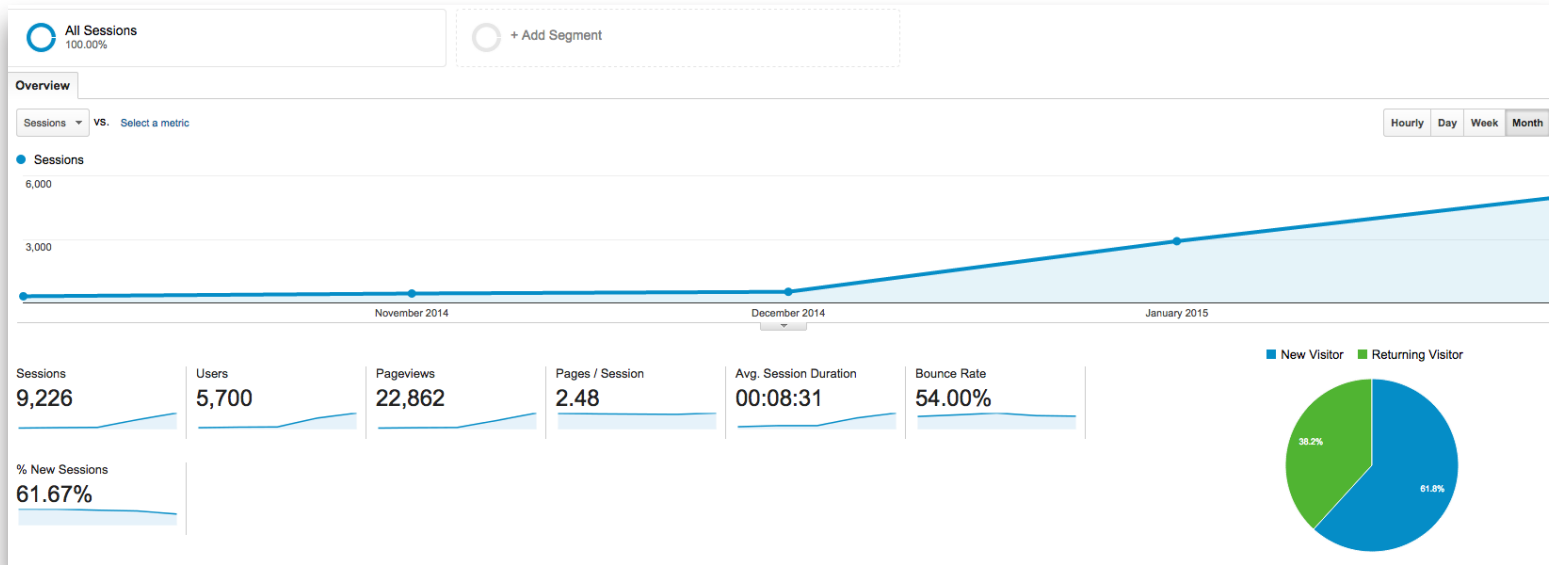
BEFORE AND AFTER: THE JAW-DROPPING STATS

The results Synergy Power experienced as a result of Digital Flavor's inbound marketing tactics were dramatic. In the first two months of the campaign, Google saw Synergy Power jump from a rank of 100th position or lower to a rank of 30 or better for 10 out of 13 searches relating to solar panels in Utah. That is a jump in search engine rankings of 70 points.

Traffic to the website also increased dramatically. In a two month period, visitors to the website went from numbers in the low hundreds to upwards of 13,000. This increase in visibility and traffic translates to more of the right customers connecting with Synergy Power's unique products and services.

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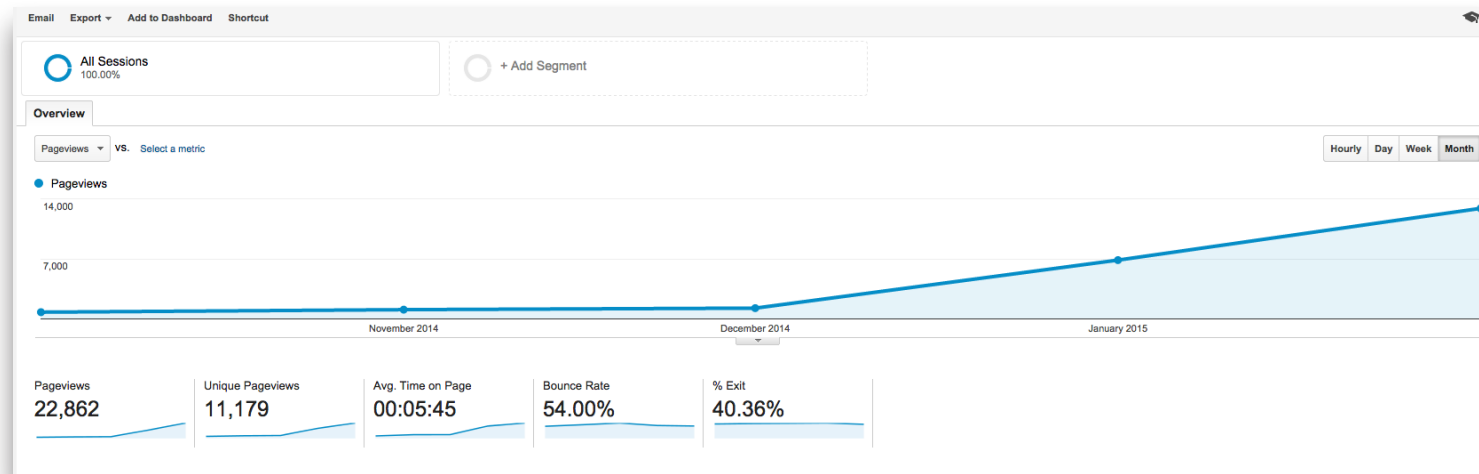
	Acquisition			Behavior			Conversions
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	
	9,226	61.67%	5,690	54.00%	2.48	00:08:31	<p>Set up a goal. To see outcome metrics, define one or more goals.</p> <p>GET STARTED</p>
1 Referral	7,181			53.57%			
2 Organic Search	991			46.82%			
3 Direct	897			62.21%			
4 Social	157			71.97%			

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THE UNDENIABLE POWER OF INBOUND MARKETING

Gaining the kind of traction that Synergy Power experienced (and has since maintained) in a mere two months is practically unheard of. That is the power of inbound marketing. Unlike traditional, in-your-face marketing, inbound marketing methods help you invite your customers to engage with your brand and the products and services you offer. Inbound marketing truly is the most effective, fulfilling, and genuine form of marketing you can choose for your business.



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Keyword	Target URL	Starting Rank	10/1/2014
solar panels utah	http://www.synergypowerpv.com/	100+	24
utah solar	http://www.synergypowerpv.com/about/	100+	62
solar installations	http://www.synergypowerpv.com/	100+	100+
solar utah	http://www.synergypowerpv.com/about/	100+	61
solar power utah	http://www.synergypowerpv.com/	100+	26
utah solar installers	http://www.synergypowerpv.com/	100+	89
utah solar panels	http://www.synergypowerpv.com/	100+	32
utah solar power	http://www.synergypowerpv.com/	100+	77
solar companies in utah	http://www.synergypowerpv.com/	100+	100+
solar energy utah	http://www.synergypowerpv.com/	100+	55
sunlight solar systems	http://www.synergypowerpv.com/	100+	100+
solar panels in utah	http://www.synergypowerpv.com/	100+	34
solar panel utah	http://www.synergypowerpv.com/	100+	33
power company in utah		100+	77

Keyword	Target URL	Starting Rank	10/1/2014	11/13/2014
solar panels utah	http://www.synergypowerpv.com/	100+	24	22
utah solar	http://www.synergypowerpv.com/about/	100+	62	24
solar utah	http://www.synergypowerpv.com/about/	100+	61	24
solar power utah	http://www.synergypowerpv.com/	100+	26	22
utah solar installers	http://www.synergypowerpv.com/	100+	89	24
utah solar panels	http://www.synergypowerpv.com/	100+	32	21
utah solar power	http://www.synergypowerpv.com/	100+	77	25
solar companies in utah	http://www.synergypowerpv.com/	100+	100+	24
solar energy utah	http://www.synergypowerpv.com/	100+	55	33
sunlight solar systems	http://www.synergypowerpv.com/	100+	100+	35
solar panels in utah	http://www.synergypowerpv.com/	100+	34	33
solar panel utah	http://www.synergypowerpv.com/	100+	33	21
power company in utah		100+	77	22

What you Should Know about Digital Flavor

Digital Flavor itself was built with inbound marketing and inbound marketing alone — bootstrapped, no funding, with little outbound sales efforts. The results speak for themselves. And guess what? We want to help grow your business with the exact same methods we've used to build Digital Flavor, Evolution Peptides, and many others. We don't talk a big game — we simply practice what we preach (because it works!). Find out more at www.digitalflavor.com.