Electric Inc. - Marketing Strategy & Internal Information

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1. Marketing Strategy Overview

Objective: Establish Electric Inc. as a market leader in sustainable energy solutions by leveraging data-driven campaigns, strategic partnerships, and thought leadership.
Key Focus Areas:

- **Product Launch Acceleration:** Align new product rollouts (e.g., EcoCharge Pro, GridSync Analytics) with targeted lead-generation campaigns.

- **Brand Authority:** Publish quarterly industry white papers and host webinars with key stakeholders.

- **Partnership Development:** Collaborate with utilities and EV manufacturers for co-branded promotions.

2. Branding & Messaging Guidelines

- **Brand Voice:** Professional, innovative, customer-centric.

- **Core Message Pillars:** Sustainability, reliability, and intelligence.

- **Visual Guidelines:** Use the primary color palette (#0052cc, #00a46c, #f5f5f5) and follow logo clear-space rules as outlined in the Brand Guide.

3. Customer Segmentation & Personas

1. **Residential Eco-Advocates:** Homeowners with solar panels and EVs.

2. **Commercial Facility Managers:** Mid-sized enterprises seeking energy-cost optimization.

3. **Utility Partners:** Regional providers integrating DER management solutions.

For each persona, maintain a one-page profile in the Marketing Folder with demographics, pain points, and preferred channels.

4. Campaign Planning & Workflow

1. **Ideation & Brief:** Marketing Manager drafts campaign brief in the Campaign Tracker template.

2. **Creative Development:** Designers and copywriters iterate using Figma and Google Docs.

3. **Execution & Launch:** Use HubSpot to schedule emails, LinkedIn posts, and paid ads.

4. **Analytics & Optimization:** Monitor KPIs (CTR, conversion rate, MQLs) in the BI Dashboard; adjust budgets weekly.

5. Digital Channels & Content Types

- **Email Marketing:** Monthly newsletter, product bulletins, event invites.

- **Social Media:** LinkedIn thought leadership posts; Twitter for real-time updates.

- **Website & Blog:** Optimize SEO with keyword strategy; publish two articles/month.

- **Webinars & Virtual Events:** Quarterly sessions featuring guest speakers.

6. Internal Communications Protocol

- **Announcements:** Post company-wide updates in Slack #announcements and via email digest.

- **Team Channels:** Use Slack channels for day-to-day coordination; avoid external discussions there.

- **Document Reviews:** Use Google Drive with @mentions for review requests; track feedback in Comments.

7. Collaboration Tools & Repositories

Tool	Purpose	Location/Link
Google Drive	Shared documents	drive.electricinc.com/marketing
Figma	Creative mockups	figma.com/electricinc/marketing
HubSpot	Campaign automation	app.hubspot.com/login
BI Dashboard	Performance analytics	analytics.electricinc.com

8. Meeting Cadence & Reporting

- **Weekly Stand-Up:** Mondays at 9:00 AM CET (Marketing team).

- **Monthly Review:** First Friday at 3:00 PM CET (Cross-functional).

- **Quarterly Strategy Offsite:** Half-day workshop for roadmapping.

9. Crisis & Sensitive Communication

- **Trigger Events:** Product recalls, data breaches, regulatory changes.

- **Response Team:** Marketing Lead, Legal Counsel, PR Agency.

- **Channels:** Issue pre-approved holding statements; coordinate media releases via Corporate Communications.

10. Approval & Compliance Processes

1. **Content Approval:** All external content must pass Legal and Compliance review in the Document Approval Tracker.

2. **Regulatory Compliance:** Follow GDPR and local data-privacy laws for all lead data collection.

3. **Archiving:** Store final versions of campaigns and reports in the Marketing Vault folder for 5 years.