

Solgas Energy

Digital Marketing
Case Study





About Company

A company in the renewable energy sector that recently completed a 5 megawatt solar power plant worth US\$7.3 million in Hwange and are moving onto the 2nd phase of the project.

Their focus is on generating clean energy and eliminating the use of fossil fuels that harm the environment.

PROBLEMS

01

ONLINE VISIBILITY

They struggled with how to get noticed online let alone bring qualified traffic to their website.

02

BRAND AWARENESS

They wanted to share their story with the world ahead of the United Nations UAECOP28 conference on climate change.

03

BRAND LOYALTY

One of their goals was to build a loyal following of stakeholders either interested in investing or those that shared their vision.



Solution & Strategy

ONLINE VISIBILITY

A website revamp for a modern look and optimised for SEO for easier search engine visibility.

Update the message/copy to speak to their target audience.

BRAND AWARENESS & LOYALTY

An awareness campaign using a combination of paid ads and content promotion on channels that their target audience would be.

Social media marketing strategy focusing on branded content. A content strategy that would appeal to ESG investors and people with sustainability at heart by showcasing their impact - social, economic and environmental.



Website Redesign

BEFORE

(Click Image For Preview)

AFTER

(Click Image For Preview)

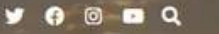
OUR PURPOSE OUR WORK OUR STORY OUR PROJECTS WHO WE ARE CONTACT US



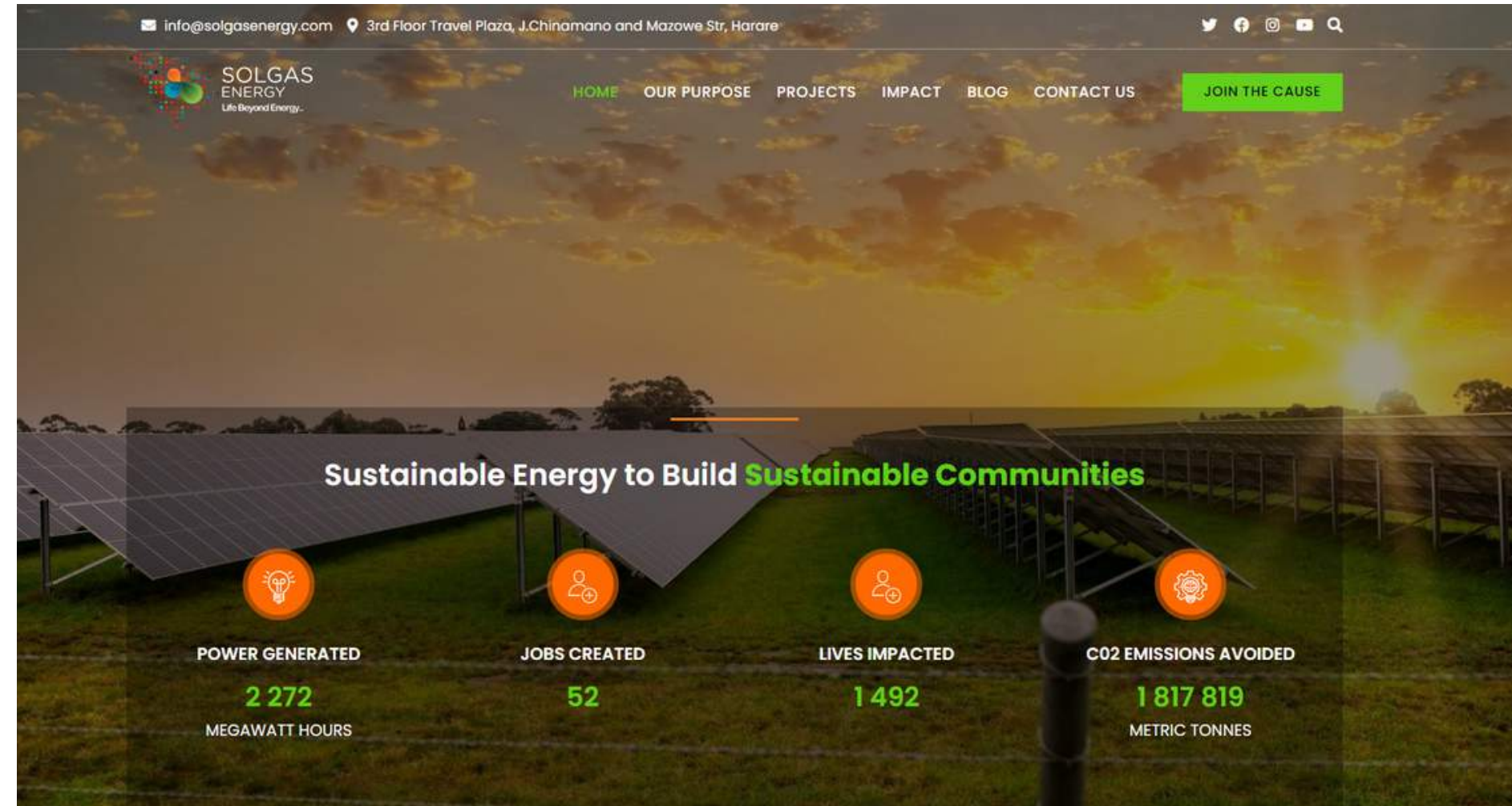
— Our Purpose —

Sustainable Energy to Build Sustainable Communities.

info@solgasenergy.com 3rd Floor Travel Plaza, J.Chinamano and Mazowe Str, Harare



SOLGAS ENERGY Life Beyond Energy. HOME OUR PURPOSE PROJECTS IMPACT BLOG CONTACT US JOIN THE CAUSE



Improvements

- SEO Optimised
- Better user experience (UX), with audience targeted messaging.
- Site architecture improved for easy search engine crawling.
- Analytics installed for marketing campaign performance tracking, for better results through conversion rate optimisation (CRO).
- Email opt-in to capture leads for email marketing campaigns & nurturing down the road.

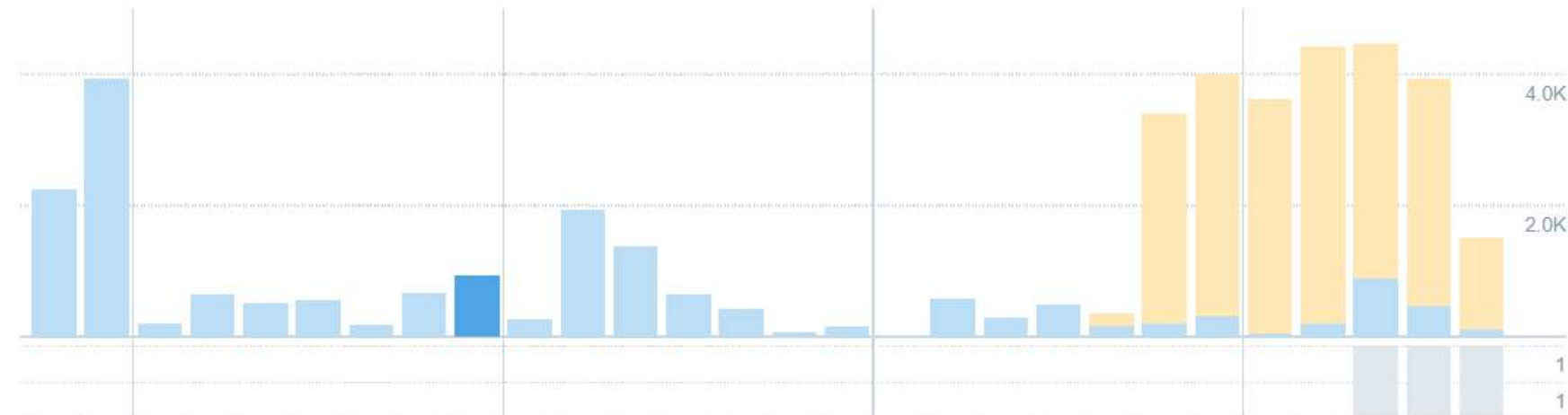
Brand Awareness Campaign

Tweet activity

Last 28 Days

Export data

Your Tweets earned **40.7K impressions** over this **28 day** period



YOUR TWEETS

During this 28 day period, you earned **1.5K impressions** per day.

Category	Value
Impressions	980
Engagements	29
Engagement rate	3.0%

Solgas Energy @SolgasEnergy · Dec 5
As we continue our walk in the renewable energy space, we can see the vast opportunities that lie ahead. Imagining life after all our energy needs have been met. The journey is just beginning... [#lifebeyondenergy](#) [#sustainability](#) [#brightertomorrow](#) [pic.twitter.com/7D7TpN4bQp](#)
[View Tweet activity](#)

Engagements

Showing 28 days with daily frequency



Channel analytics



Overview Content Audience Research

ADVANCED MODE

Nov 9 - Dec 6, 2023

Last 28 days

Your channel got **1,099 views** in the last 28 days

Views 1.1K ↑ <i>>999% more than previous 28 days</i>	Watch time (hours) 53.4 ↑ <i>>999% more than previous 28 days</i>	Subscribers +31 ↑ <i>>999% more than previous 28 days</i>
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Realtime

Updating live

33

Subscribers

[SEE LIVE COUNT](#)

64

Views · Last 48 hours

- Grew brand channels by aligning the brand voice across all channels.
- Engaged the audience by adopting a content strategy based on the target audience's preferences and the company value propositions for growth and nurturing.
- Increased the YouTube page subscriptions by 1000% within a 30 day period.
- Improved brand visibility in Dubai, EU and the US ahead of the United Nations climate change conference.

In Summary

Solgas Energy managed to secure some great deals at the Dubai climate change conference and were able to demonstrate what the company was about and stood for through the digital marketing campaign that had the goal of attracting and nurturing their target audience.



**International online
visibility**



Brand Awareness



Brand Following

Get in Touch

Let's Grow Your **B**rand!

Contact us to get more info



tafmre8@gmail.com



14187 Borrowdale, Harare



+263778750135



[Book A Meeting](#)

