

# ENERGY SECTOR INTERACTIVE CONTENT STRATEGY WITH CALCULATORS & QUIZZES



TOP OF THE FUNNEL

## KNOWLEDGE & OCCASION QUIZZES

- Find out how environmentally friendly your energy plant is!
- Is your energy power plant sustainable? Find out Now!
- Find out which alternative form of energy you are most likely to use!



INCREASE **SOCIAL**  
ENGAGEMENT



GROW **AWARENESS**



SPARK  
**CONVERSATIONS**

## LINKS TO LIVE INDUSTRY EXAMPLES

- [How big is your environmental footprint?](#)
- [Test your solar IQ quiz!](#)
- [Find out if you're eligible for getting these solar panels!](#)
- [How much does it cost to go solar?](#)

MIDDLE OF THE FUNNEL

## PRODUCT RECOMMENDATIONS

- Which geographical location best suits your power plant setup?
- What equipment should you use?
- Should I get a solar panel?



STAY **TOP OF MIND**

## COST CALCULATORS

- Calculate the cost of setting up your dream power plant.
- What resources do you waste while transmission occurs in your power plants? Find out now!
- What is the cost of a solar panel?



BRAND **AUTHORITY**



CLIENT **EDUCATION**

BOTTOM OF THE FUNNEL

## SAVINGS & ROI CALCULATORS

- What is your current ROI on your energy related exchange traded funds (ETFs) ?
- Find out how cost effective your energy transmission set up is!
- Find out which energy sector you should invest in!
- What is the ROI on Solar?



CREATING **LOYALTY**



**INFLUENCE** DECISIONS

## COMPETITOR FOCUSED

- Find out how your power setup ranks relative to your peers in the industry!
- How do your costs compare to XYZ's?



GROWING **MQL**