

ENERGY SECTOR INTERACTIVE CONTENT STRATEGY WITH CALCULATORS & QUIZZES



TOP OF THE FUNNEL

KNOWLEDGE & OCCASION QUIZZES

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



INCREASE **SOCIAL**
ENGAGEMENT

LINKS TO LIVE INDUSTRY EXAMPLES

- [Pollution Calculator](#)
- [Thermal Power Station Quiz](#)



GROW **AWARENESS**



SPARK
CONVERSATIONS

MIDDLE OF THE FUNNEL

PRODUCT RECOMMENDATIONS

- Find out which energy sector should you invest in!
- Which geographical location best suits you for your power plant set up?
- What equipment should you use?



STAY **TOP OF MIND**

COST CALCULATORS

- Calculate the cost of setting up your dream power plant.
- How much resources do you waste while transmission in your power plants? Find now!



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 how cost effective your energy transmission set up is!



CREATING **LOYALTY**



INFLUENCE DECISIONS

COMPETITOR FOCUSED

- Find out how does your power setup ranks among competition!
- How higher is your saving as compared to XYZ's?



GROWING **MQL**