Solar Media key assets include:

- A strong core team for delivering a range of media products
- Content creation and distribution methodology with strong business relationships in all sectors of the global PV industry
- Market research methodology and knowledge
- A unique model to enable education, contact building and market entry for clients
- Data intelligence – collected from our current, clean database comprising of 100,000+ contacts in the solar and clean energy industries worldwide.

Background:
GPTech contacted Solar Media to run a webinar to generate leads for new prospects. The webinar was marketed effectively through PV-Tech’s vast multimedia channels – including 200,000 average sessions per month to PV-Tech, 23,000 engaged daily newsletter subscribers and a social media reach of 50,000+.

Results:
Through a multi-channel marketing campaign carried out over a period of two months, Solar Media worked closely with GPTech to deliver a webinar resulting in the business outcomes outlined visually below. A total of 652 new leads were generated, with 626 of those registering to the webinar and 224 actually attending the webinar.

Follow key Service:
Solar Media provides bespoke client offerings and if you would like to get involved and achieve something similar, please contact us at marketing@solarmedia.co.uk to discuss your requirements and goals.

WEBINAR CASE STUDY

Contact Us!