DIGITAL MARKETING CASE STUDY:

MARKETING OUTREACH PROGRAM (MOP)

MARKETWELL SOLUTIONS

ABOUT MARKETWELL SOLUTIONS

MarketWell Solutions, a leading digital marketing agency, successfully developed a comprehensive Marketing Outreach Program (MOP) for its valued client, Centrix Energy Partners, in just a day. The program aimed to promote the client's upcoming TREA Conference and representatives' presentation while also generating positive publicity for the client.

Client: Centrix Energy Partners

Industry: Energy Sector

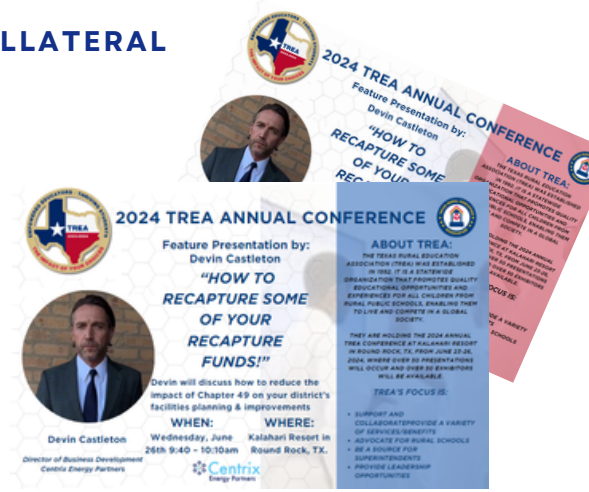
Project: Marketing Outreach Program (MOP) for TREA Conference Promotion

Client Objective:

Centrix Energy Partners (CEP) contracted MarketWell Solutions to create an effective Marketing Outreach Program that would drive awareness and attendance for the TREA Conference and CEP's presentation. They sought to maximize exposure and highlight the value of their conference and presentation.

SOCIAL MEDIA COLLATERAL DEVELOPMENT

MarketWell Solutions created engaging social media posts in five different color variations. These visually appealing posts were designed to capture the attention of the client's target audience and generate interest in the TREA Conference. [Attached: Example of social media collateral]



CEP CONNECTION NEWSLETTER

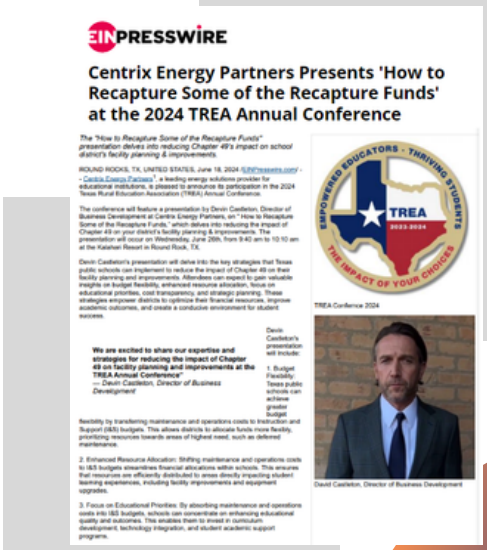
MarketWell Solutions featured the TREA Conference prominently in the customized CEP CONNECTION newsletter, which reaches a subscriber base of 5,600 individuals. This ensured that the conference received maximum exposure among industry professionals.

CEP TREA WEBSITE CALENDAR UPDATE

Centrix Energy Partners website calendar now has a dedicated section highlighting the TREA Conference. This allows visitors to easily access information about the conference and register their attendance.

CEP TREA PRESS RELEASE

A professionally crafted press release was developed by MarketWell Solutions, highlighting the significance of the TREA Conference and Centrix Energy Partners presentation. The press release was distributed through various channels, including the reputable PR Distribution Report "Today In Education." [Attached: Example PDF of the press release]


EINPRESSWIRE

Centrix Energy Partners Presents 'How to Recapture Some of the Recapture Funds' at the 2024 TREA Annual Conference

TREA Conference 2024

David Castleton, Director of Business Development

CEP TREA WEBSITE BLOG POST

MarketWell Solutions created a compelling blog post on the Centrix Energy Partners website, focusing on the key highlights and benefits of the presentation and attending the TREA Conference. The blog post served as a valuable resource for potential attendees, driving further interest and registrations.

LINKEDIN POST

MarketWell Solutions leveraged the reach and influence of Alan's 14K followers, a key industry influencer, by creating a compelling LinkedIn post promoting the TREA Conference to his network of 14K connections. This strategic approach ensured that the conference received visibility among relevant professionals.

RESULTS AND IMPACT:

MarketWell Solutions delivered a professional and aggressive **Marketing Outreach Program** within a concise timeframe. The program showcased the dedication and expertise of the MarketWell Solutions team and their commitment to efficient and effective service.

Centrix Energy Partners was delighted with the outcome of the MOP program, stating: ***"It looks great,"*** and appreciated MarketWell Solutions' ability to develop a comprehensive MOP in such a timely fashion. Furthermore, MarketWell Solutions encouraged the client to share the developed content for distribution through their social media channels, highlighting the agency's dedication to maximizing exposure and driving results.

MarketWell Solutions' success in developing a complete Marketing Outreach Program (MOP) for its valued clients, including the TREA Conference, highlights the agency's expertise in crafting tailored marketing solutions. Through the strategic implementation of various components, MarketWell Solutions effectively promoted the conference, the presentation and generated positive publicity, and drove increased interest and attendance and provided thought leadership.

FOR INQUIRIES,
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