



Energy Partners & Collaborators

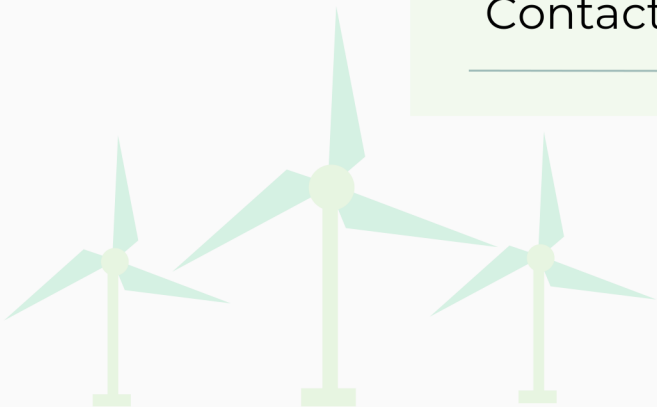
“exposure, engagement & advocacy”



AN OVERVIEW FOR
ENERGY COMPANIES
NATIONAL AGENCIES
& OTHERS

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THE CHALLENGE



Building public awareness, acceptance, and support for clean energy initiatives is crucial for successful implementation. Governments may encounter challenges in communicating the benefits of clean energy, addressing misconceptions or skepticism, and engaging diverse stakeholders, including communities, businesses, and civil society organizations.



“

Getting buy-in and early adoption from citizens around the world is a major hurdle the world must overcome if we are to transition effectively to clean energy!

Introduction

Our goal to become the world's foremost source for clean energy news, resources, insights & tech begins with our partners.



Energy Companies

Becoming a pro energy partner will give you access to a variety of benefits. Partners enjoy added exposure, the ability to gather consumer information and feedback, share content, sell products, host podcasts and vlogs, post jobs, share events, get a free assessment and even raise funds.

Agencies

We partner with and support, via added exposure, experiential content and events, online and APP promotion, news feeds, and more our Agency/Organizational page/partners, small and large local and international organizations who are committed to supporting the advancement and development of alternative energy solutions, products and new technology.



Objectives

By aligning our objectives with your overall marketing strategy, we aim to achieve measurable results for your business.

Our goals are two-fold; Boost awareness and engagement for each partner and educated and inform members to new clean energy technology.

By working closely with energy partners, The Energy Portal can play a vital role in providing exposure for partners, as well as education and awareness for individual members and citizens. Through our collaboration, the portal can help build a more informed, empowered, and engaged community that is committed to driving the transition to clean energy and sustainability. The portal will provide a spotlight, collaborations, education, engagement, sharing & networking opportunities for all portal members and partners.

- 01 Create a proven strategy
- 02 Increase engagement
- 03 Boost awareness
- 04 Implement Collaboration
- 05 Build metrics

Collaboration

“working together to achieve a greener world”

The Greening
COLLABORATION

IGNITING
SUSTAINABLE
FUTURES

This collaboration marks the commencement of our initial engagement with governments who are moving towards sustainability and energy companies who are launching green products & technology. Through The Greening Collaboration, we support a diverse range of energy companies, agencies and organizations in fostering, implementing, and communicating all aspects related to green or clean energy. Within this collaboration, our partners gain the opportunity to infuse sustainability into their marketing, PR, sales, and beyond. Via The Energy Portal and other energy blogs, they also have the platform to showcase initiatives, campaigns, products, software, or other green technologies they possess. An Energy Portal advocate will collaborate directly with you to develop the strategies necessary to achieve the uncovered goals.

Green Business Advocacy: We help businesses go green by adapting a variety of green policies and practices

Boost brand & company awareness with an extensive marketing, PR and advertising campaign

Work in specific sectors to help implement green technologies for increased efficiency, savings & more.

Engage in national campaigns to help governments educate, inform and empower citizens to go green

The Greening Program is all inclusive and can include advocating, consulting, marketing, promotion, advertising, development, manufacturing and more. We work with a variety of 3rd party companies and we will seek out others who match the goals and objectives of program participants. Ultimately, our DONE WITH YOU approach will ensure the goals of added exposure, engagement, trackable metrics and more will be achieved in a timely manner.



Strategy

“the how behind the why”



Our **DWY** approach combines the latest tactics in Digital Marketing to reach partner and participant Co.'s target audience and drive results.

The "done with you" marketing and promotional campaign for our clean energy partners and participants is a collaborative approach where we work closely with partners to plan, execute, and optimize marketing and promotional activities aimed at promoting your clean energy solutions, campaigns products, or services. Our "done with you" approach involves active participation and involvement from both TEP advocates and our partners throughout the process.

1

Online Marketing

We will develop and execute a content marketing strategy to establish each partner as a leader in the clean energy industry or forward thinking agency. This will include a highly engaging marketing campaign that will engage the target audience.

3

Advocate Engagement

Advocate engagement is essential for fostering collaboration, sharing, and relationship building. By actively participating and contributing, advocates help maximize the value of your partnership, while helping you expand your network and organically extend your reach.

2

PR & Advertising

We will develop custom press releases, targeted ads, special events, and a all inclusive engagement campaign designed to keep your “brand” in from of our target audience throughout the year. The goal will be to make your tech or initiatives more familiar with citizens and future customers.

4

Influencer Marketing

By strategically partnering with influencers who share a genuine passion for sustainability and environmental stewardship, organizations can harness their influence and reach to drive meaningful change, inspire action, and accelerate the transition to a cleaner, greener future.

Audience

“who and how we target to create exposure & engagement”

TARGETED PERSONAS

Key Reach Metrics

Our overall marketing reach and engagement covers a broad demographic, however our campaigns will achieve the following:



1M+
impressions/mo

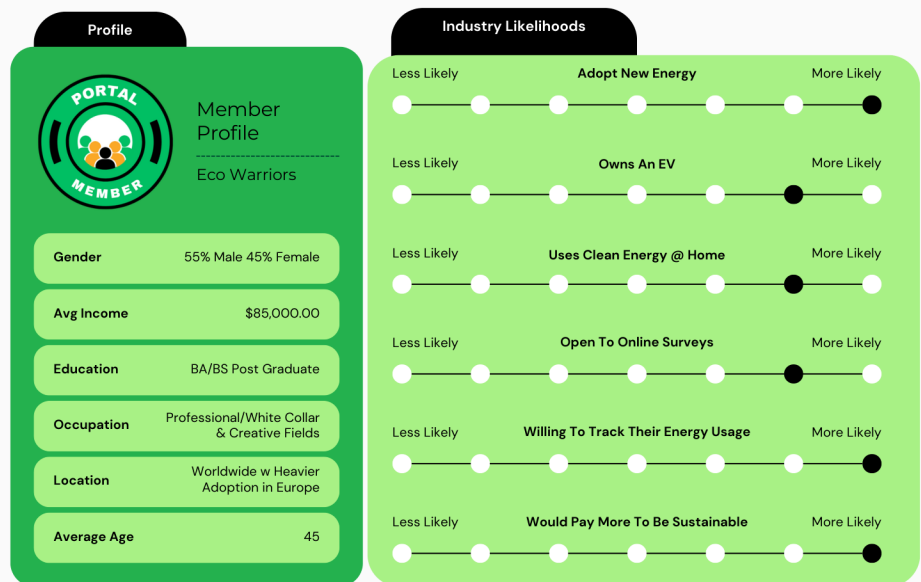


200+
media outlets reached



5+
member personas targeted

There are many challenges but our focus is on winning over your citizens, we will do so, with a custom marketing campaign designed to inform, educate and convert.

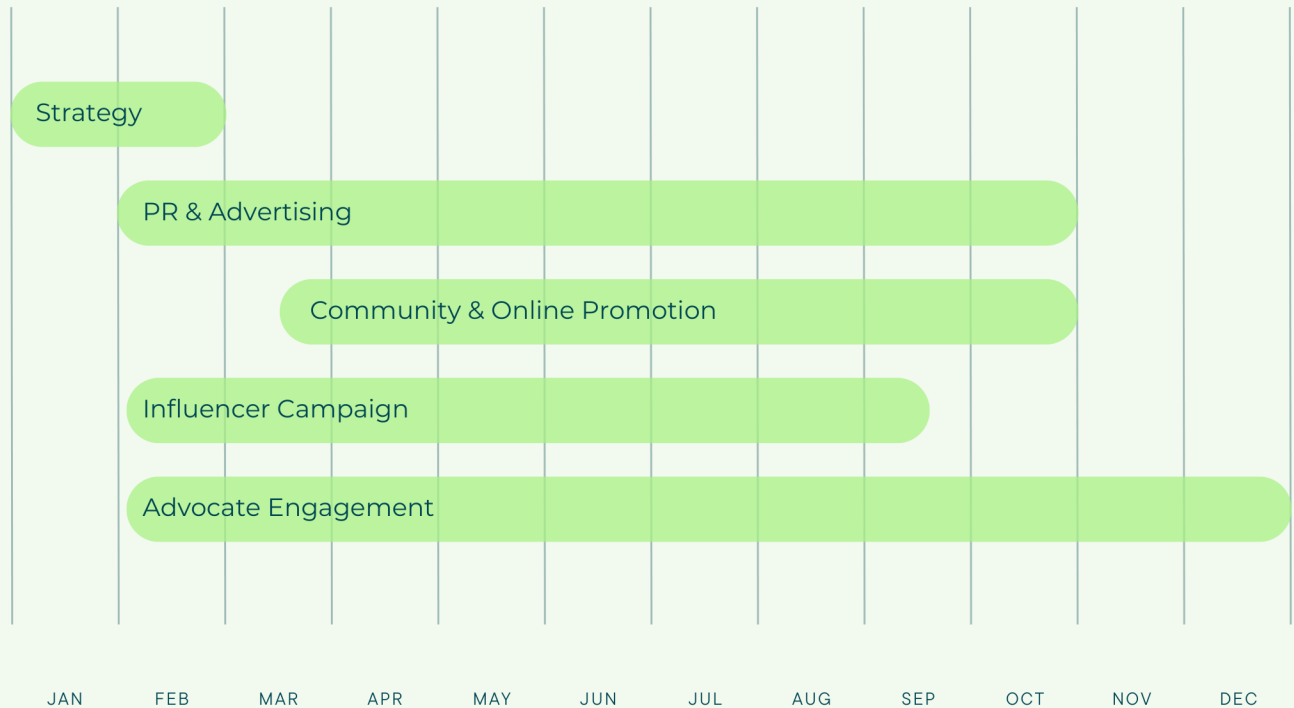


RESULTS & METRICS

Overall, we connect with the ideal audience for marketing clean energy technology or initiatives consisting of individuals and organizations who are committed to environmental stewardship, sustainability, and the transition to a low-carbon economy. Our audience is motivated to adopt clean energy solutions that offer economic, environmental, and social benefits while contributing to a more sustainable future for generations to come. Every interaction, click, share, like follow, read/open is captured and quantified for usage by TEP and our partners and collaborators. This data will go a long way in helping you make marketing, investment and develop decisions now and in the future.

Proposed Timeline

“we start immediately and stick with you til the goal is achieved”



The above timeline is an example of the annual strategic implementations we will undergo. After a thorough consultation, assessment and plan is developed, a more accurate and descriptive timeline will be developed.

Proposed Timeline Actions:

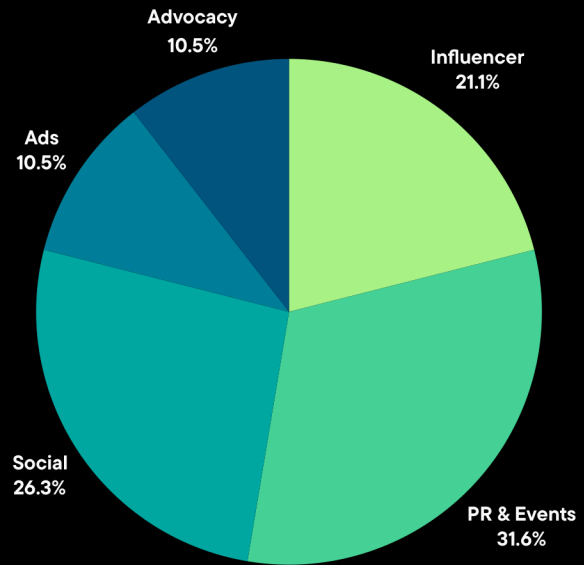
- Introduction
- Preliminary Discussion
- Initial Consultation
- Detailed Proposal
- Follow Up
- Closing
- Implementation & CRM
- Provider Engagement
- Campaign Roll-Out
- Ongoing Reporting & Metrics
- Ongoing Engagement & Adjustments
- End Of Campaign Report
- Re-Ignite For Year 2



Investment

“your ROI will speak for itself”

The investment amount will depend wholly on the size of the collaboration which is contingent upon the participant and their objectives. However the following chart will show the allocation of funds in a typical collaboration. (partner pricing and plans can be viewed on theenergyportal.com)



Collaborations	Budget
<p>The Greening Program (NATIONAL) Our all inclusive program that includes marketing, PR, advertising, influencers, events, advertising & more...</p>	\$ 80,000 / MONTH
<p>Greening Your Business (50-100 Employees) Size of company, details of program and requested metrics will affect overall pricing</p>	\$ 5,000 / MONTH
<p>Strictly Digital (converting to digital marketing) Due to the sheer number of digital solutions available, the investment in going digital will fluctuate significantly</p>	FROM \$ 3,500 / PACKAGE
<p>Eco Boost+ The level of PR, Advocate engagement and other factors will influence the monthly investment</p>	\$ 10,000 / MONTH

Frequently Asked Questions

“let’s get started”

What is The Energy Portal’s primary focus and mission?

The Energy Portal’s objective is to be the worlds most comprehensive alternative energy platform. The platform provides sponsors, advertisers and investors with a range of data and analytical tools to monitor the direction of the clean energy industry. Our model includes a variety of interactive tools that will provide real time and period data from individuals, companies and organizations.

What Demographics does the program focus on?

The program focuses on adults aged 18-65, however, we market to each age, income, educational and other personas appropriate to the most effective channels and methods utilizing the most effective methods for conversions. Please review our “Targeted Personas” section for more details.

What is comprised in the Influencer Marketing aspect of the project?

We utilize a variety of methods to identify the right influencer for each partner, program country etc. The size, reach and network of the influencer is not as important and their ability to drive traffic. We will also provide influencer profiles that will allow partners to select desired profiles for upcoming products and services.

What does the Online Advertising component of the project encompass?

This component leverages online advertising platforms and techniques to raise awareness, drive engagement, and generate leads and conversions within the clean energy ecosystem. Key areas of focus include: Paid Search Advertising, Social Media Advertising, Remarketing/Retargeting, Email Marketing, Programmatic Advertising & more.

What is included in the Email & Content Marketing component of the project?

Implementation encompasses a range of strategies and tactics aimed at delivering valuable content to members through email communications and various content channels. Components include: Email Newsletters, Case Studies, Webinars, Infographics, Drip Sequences and more.





How will the success of the project be measured?

The success of each partnership and collaboration can be measured using various key performance indicators (KPIs) and metrics that reflect its impact, engagement, growth, and effectiveness in achieving its objectives. Specific measurables include: Active Participation, Content Consumption, Referrals, Impact, Business Outcomes, Feedback and Surveys and more.

Contact



You can reach us for any questions or to move forward with our proposal.

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