

Sunbelt

Sunbelt Biofuels is a small company building on the business acumen of its founder and CEO, so-called “SodFather” Phillip Jennings. Phillip supplies much of the world’s turf market, famously carpeting the ground for the Superbowl.

CONNECTING BIOFUELS AGRIBUSINESS TO THE SUPPLY SIDE OF ITS MARKET

LEADING THE INDUSTRY

Sunbelt now has national attention through their work with Write2Market and the Triple-A methodology-- Access, Awareness, Awards.

RESULTS

After their engagement with Write2Market, Sunbelt Biofuels

- is featured on national television shows such as The Georgia Farm Monitor.
- receives firm PR support through video shoots, with media training.
- is positioned as the knowledge leader in front of their target audience.
- is recognized through speaking opportunities at ethanol and biofuel conferences.
- is interviewed with radio stations such as NPR.

MAIN OBJECTIVE

- Wake up the target market for Sunbelt Biofuels.

PROBLEM

How can a start-up company organized around the future of energy reach the heart of its potential supply chain, American farmers?

THE TRIPLE-A INDUSTRY LEADERSHIP METHODOLOGY

Create access for speaking opportunities with local and national press. Leverage Sunbelt Biofuels as an industry leader by getting them in front of their target audience and the decision-makers in their industry.

DO YOU WANT TO BE RECOGNIZED AS AN INDUSTRY LEADER?

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WRITE2MARKET.COM