

Prenova

Prenova, Inc. is a one-stop resource for multi-site companies who want to optimize energy spending.

ENERGY FIRM GLOWS OVER MULTIPLE HEADLINES

LEADING THE INDUSTRY

Prenova now has exposure in national media and is a recognized industry leader. Prenova is gaining solid exposure in the form of articles, press releases and case studies in targeted industry publications and key national media including *BusinessWeek*, *Morningstar*, *MarketWatch*, *Restaurant Business*, *Stores Magazine*, *Chain Store Age* and *Inside Supply Chain Management*.

RESULTS

After working with Write2Market, Prenova

- was featured on CNBC Wordwide Exchange as an industry leader.
- has robust PR support that's more effective and cost efficient than traditional marketing methods.
- boasts exposure in national media such as *Chain Store Age*, *ISM*, *BusinessWeek*, *MarketWatch* and *Morningstar*.
- saved a total value of exposure totaling over \$200,000 without one dime of investment in traditional advertising.
- has bylined articles in top industry resources such as *Environmental Leader*, *CleanTech* and *Smart Grid*.

OBJECTIVES

- Measurably raise awareness for Prenova services and facilitate access for the industry's decision-makers.
- Recognize and reach the target audience through media relations.
- Create industry leadership.

PROBLEM

How do we get better exposure?

THE TRIPLE A INDUSTRY LEADERSHIP METHODOLOGY

Create a public relations outreach program with a targeted focus on supporting sales. Work with Prenova on the strategy, work with publications to gain premium placement and work on content development on the articles and releases.

GET OUR PUBLIC RELATIONS TEAM ON YOUR PROJECT.

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