OPTONY

SOLUTIONS FOR A CLEANER ENERGY FUTURE

POWERPOINT SHOW

Media Campaign: LinkedIn

June – August 2025

Presented by: **Grace Wills**

Outline

- Project Overview
- Brand Overview
- Competitive Landscape
- Target Audience
- Campaign Goals
- Schedule
- Strategic Plan

Project Overview

LinkedIn Media Campaign

WHAT IS THE PROBLEM?

Optony has **low brand recognition** amongst potential clients in the clean energy services industry.

WHY ARE WE ADDRESSING IT?

Investing in Optony's brand recognition via LinkedIn will lead to an **increase** in **targeted audience outreach**, support **lead generation** while increasing **engagement** and **network growth**. This in return will increase Optony's **awareness**, thus giving the company more **value**.

HOW DOES THIS PROBLEM ALIGN WITH LINKEDIN POSTINGS?

The marketing outreach challenge aligns well with LinkedIn's strengths in building **professional brand presence**, establishing **industry authority**, and fostering **thought leadership**, **networking**, and **business development**. Leveraging these features through a LinkedIn media campaign will help **elevate** Optony's **brand visibility** and **credibility** among current and prospective clients in the clean energy sector.

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Brand Overview

Optony at its core…

Pitch

“At Optony, we help cities, schools, and organizations turn clean energy goals into real-world impact. Through expert strategy, agile planning, and innovative solutions, we design and deliver sustainable energy systems that uplift communities and strengthen infrastructure. We don’t just consult—we build momentum toward a cleaner, more resilient future.”

Tagline

“Start your clean energy journey with Optony - where strategy meets execution.”

Values

Innovation, agility, strategic thinking, community impact, problem-solving, sustainability

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Brand Overview

Optony at its core...

Vision
"To lead the global transition to sustainable energy by empowering communities with innovative, resilient, and practical clean energy solutions."

Voice
confident, clear & professional, forward-thinking, collaborative, solution-oriented

Tone
optimistic, informed and pragmatic, empowering, respectful and supportive

Competitive Landscape

What our competition is doing…

- Post consistency: 3-4 per week
- Types
  - Webinar highlights *(CTA: join webinar link)*
  - Project highlights & reports *(CTA: read report link, image: high quality images from projects)*

- Post consistency: 1 post per day
- Post types
  - Report/case study/blog highlights *(CTA: read blog/report links to website)*
  - Volunteer/community events: team activities *(CTA: website link to company sustainable community engagement page)*

- Post consistency: 14 posts per week *(~two per day)*
- Post types
  - Reintroducing Sightline: data-powered platform *(CTA: learn more link, image: tech graphic promo)*
  - Promo whitepaper: utilities article on their website *(CTA: links to their website, image: happy person, text promo white paper)*

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Target Audience

3 Target Personas *(clients)*

Persona 1
Facility Managers / Operations Managers, Engineering Teams

Persona 2
Energy & Resilience-conscious Government Representatives

Persona 3
Sustainability Managers / Energy & Environmental Program Managers

Clean Energy Industry workers
(general)

- building reputation as brand is critical to increasing quality outreach

Potential Talent to Hire

- Increasing content quantity increases viewers and interest in company

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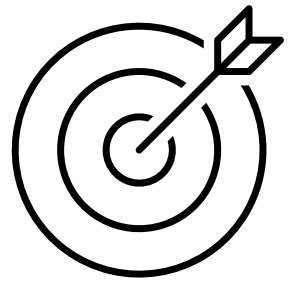
LI Summer Goals

KPI's to meet by August 15th

- Engagement
  - **Impression**: 140%
  - Reactions: 500%
  - Reposts: 66%
- **Followers**: reach 3,200 (11%)
- Reposts: 30%
- **Unique Visitors**: 120%
- **Frequency of posting**: 2x per week



Other Goals

- Delegate marketing content (LI) workload to marketing team
- Align content posting quality with competitor strategies

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Schedule

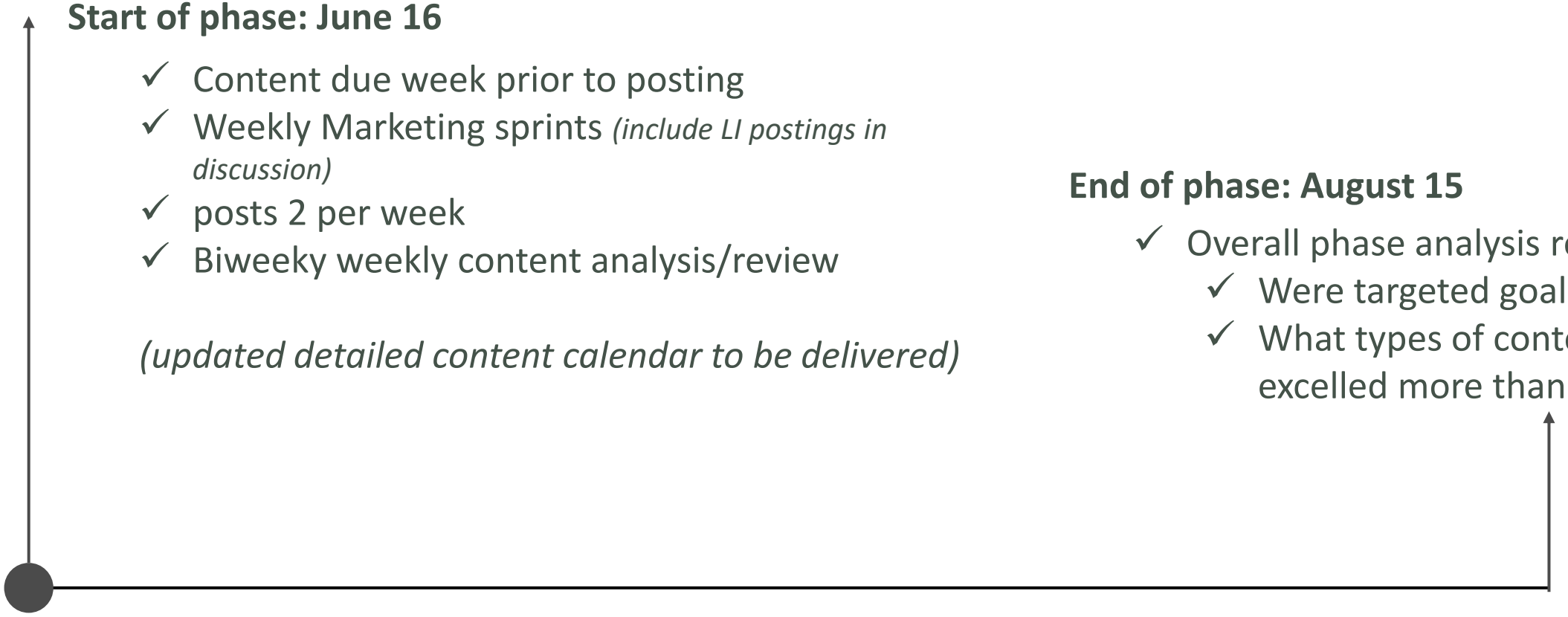
Start of phase: June 16

- ✓ Content due week prior to posting
- ✓ Weekly Marketing sprints *(include LI postings in discussion)*
- ✓ posts 2 per week
- ✓ Biweeky weekly content analysis/review

(updated detailed content calendar to be delivered)

End of phase: August 15

- ✓ Overall phase analysis review
  - ✓ Were targeted goals met?
  - ✓ What types of content excelled more than others..



June

July

August

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Strategic Plan

Marketing Sprints

- Grace & Sara to work with Natalie: LinkedIn content strategy/review/idea generation

Content deadlines

- Content ready one week prior to post
  - *exception of current event items: beginning of week (Mondays)*

- Byron to approve content in spreadsheet or via slack

If approval not received by Monday of current week, approval moves to Natalie Hanson for approval.

Biweekly Review Analyses

- Sara & Grace to send biweekly metric updates and optimization suggestions

Action Items!

Byron to provide Sara content posting ability

- Weekly action items

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