

CASE STUDY

HOW PANORAMIC POWER ACHIEVED INTERNATIONAL SUCCESS

INTRODUCTION



A startup with a promising technology, a relatively low profile, and a challenging path to market penetration, [Panoramic Power](#) knew that they would need help to stand out of the crowd. With the ultimate goal of tapping into the global market, the obvious first step was to increase exposure and generate interest in their solution.

In order to achieve this goal, Panoramic Power sought out a capable marketing agency with experience bringing brands to the international stage. In KeyScouts, Panoramic Power found a partner not only with a proven track record, but with a willingness to be creative and accommodating in satisfying their concerns and pursuing their shared goals.

The partnership proved fruitful, resulting in immediate and rapid growth, which paved the way for an acquisition that has opened up new strategic frontiers.

BACKGROUND

Panoramic Power's device level energy management solutions help strategically align people, processes, and technology with financial, operational and environmental objectives.



More specifically, Panoramic Power offers an advanced energy management system that pairs wireless, self-powered sensors with a cloud-based analytics platform to deliver actionable operational insights.

The company's energy management system constructs a virtual dragnet for early stage malfunction and waste detection. Acting on this information helps companies reduce costs, prevent failures and improve overall operational efficiency.

THE CHALLENGE

Panoramic Power was confident in the strength of its solution, but needed to increase exposure in order to generate demand.

With a small team in a small market, Panoramic Power had no obvious path to the larger markets it coveted. While the company's in-house talent was able to lay the groundwork for a [successful marketing program](#), it lacked the necessary resources to execute on a level commensurate with its ambition.

At this stage in their development, Panoramic Power could not afford to gamble on new marketing hires, invest in training them, and take the time to build core competencies in-house and from scratch.

THE SOLUTION

It was clear to the executives at Panoramic Power that they would need help in order to achieve their goals. After surveying their options and conducting due diligence, Panoramic Power quickly identified KeyScouts as their partner of choice. This decision was owed in no small part to the fact that KeyScouts had built a reputation for bringing startups to international markets.

While unable to field a comprehensive marketing team in-house, Panoramic Power was still wary of working with an agency. They feared, based on ample experience, that a second party would not provide the same understanding, attention to detail, and care that was required.

[KeyScouts](#) heard this concern and agreed to assign its most senior marketer to the Panoramic Power account, full time – with the rest of the KeyScouts team and resources put at the account's disposal as need be.

[Jon Rabinowitz](#), Panoramic Power Head of Marketing, explains, “The goal was to punch above our weight-class and partnering with a first-class agency would be the obvious path to that goal. I wanted to feel like I had a team around me.”

Indeed, Panoramic Power would enjoy all the capabilities and benefits of a devoted in-house marketing team, without the risks, the need for training, or the overhead costs.

With KeyScouts onboard, Panoramic Power launched a new website, created a high-quality, informative blog, began regularly running CEO-by-lined articles in industry publications, and took its message to social media. The team also implemented a rigorous SEO strategy to improve the company’s visibility and reach.

Using the HubSpot marketing automation platform to expertly manage and intelligently optimize these efforts, the KeyScouts team was able to leverage premium content (typically white papers and webinars) to generate leads. A process of constant refinement by way of incremental A/B testing ensured that the bar would be constantly raised.

Moreover, every action was taken with a specific purpose in mind. While other companies filled their blogs with content of a sales-y nature or without meaningful conversion potential, Panoramic Power – under the care of KeyScouts – was much more disciplined.

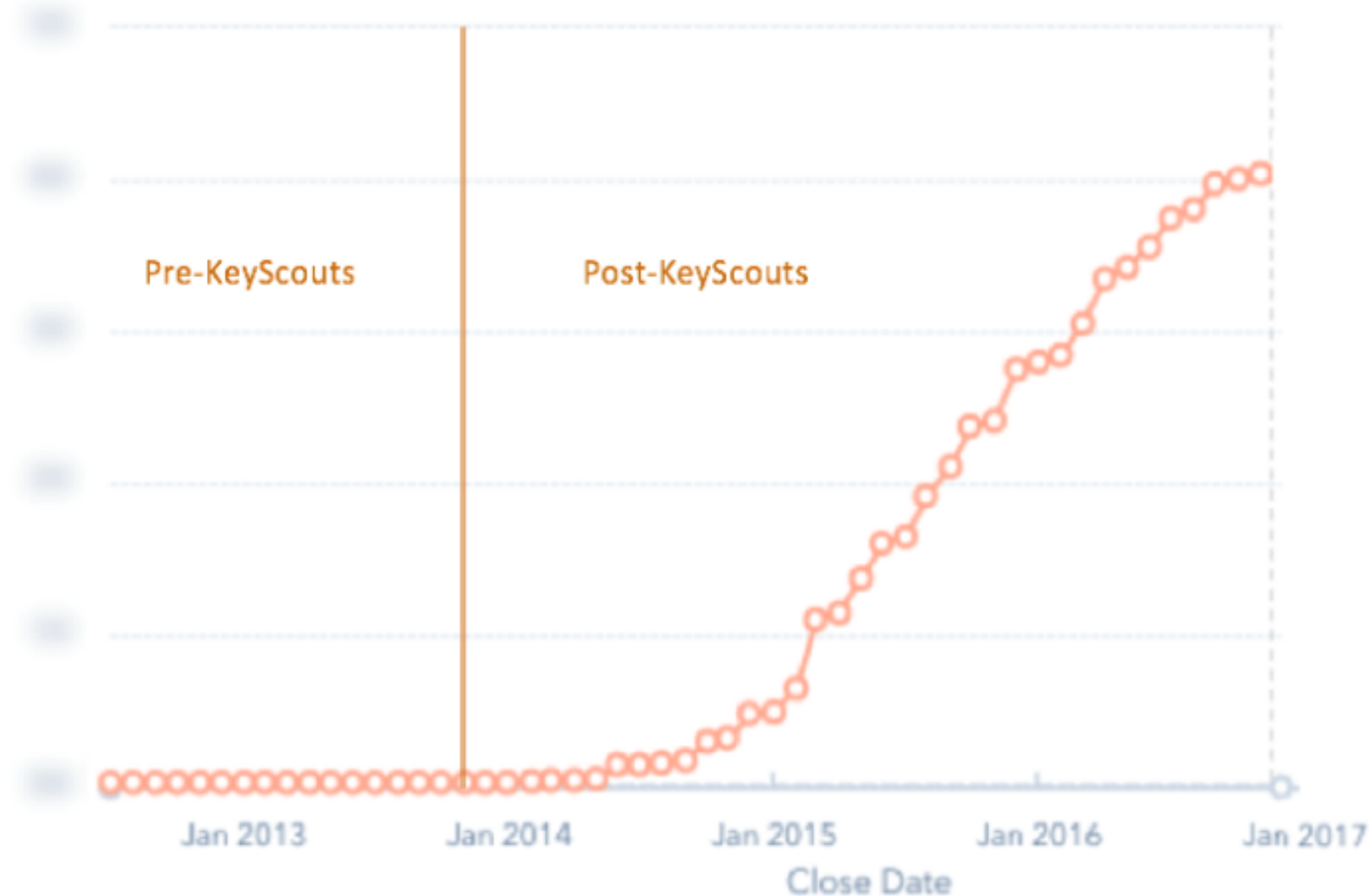
KeyScouts made a point of building Panoramic Power's content around well-defined buyer personas and to address each stage of the buyer's journey.

By so doing, Panoramic Power could be sure that its solution was genuinely relevant to its visitors, and that prospect interests and pain points were being appropriately addressed.

This emphasis on strategic results rather than raw numbers went a long way to putting Panoramic Power at ease in the knowledge that they found a partner they could trust.

THE RESULTS

Deals Closed



Almost immediately, buzz started swirling around Panoramic Power and their truly remarkable technology. The company started winning awards, their name sprang up all over the internet, and the industry began to take notice.

The company was making the industry inroads it sought, and within 7 months of starting with KeyScouts, sales were up 537%. From there, they kept growing – increasing monthly traffic by 290% while upping their contact conversion rate by 250%.

With more leads coming in from the website every month, Panoramic Power and KeyScouts worked together to form a well-oiled marketing machine. No longer the company with the amazing solution that no one had ever heard of, Panoramic Power was quickly emerging as an industry stalwart.

With so much growth in a short time, it would not be difficult for daily operations to become somewhat disheveled. But with KeyScouts serving as a fixture of the marketing program that was – by virtue of its independence – insulated from the company’s growing pains, things proceeded unencumbered in an orderly and strategy-forward manner.

As Mr. Rabinowitz explained it, “To be honest, I was worried that working from different physical locations might interfere with that. But I was really pleasantly surprised. When I was bogged down with company meetings or strategic pivots, the KeyScouts team kept on working. Anything I needed – at any time – the team was available by email, Skype, WhatsApp, or phone.”

Almost exactly two years to the day from bringing on KeyScouts, Panoramic Power leveraged its successes to the effect of a \$60 million acquisition by Centrica. To the brain trust at Panoramic Power, this move was not designed as an exit but a means to better position their company for aggressive market penetration.

Accordingly, the company negotiated the right to its operational independence, despite its position under the Centrica umbrella. Now with more capital and more resources at its disposal, Panoramic Power intends to continue punching above its weight-class with the help of KeyScouts.

YOUR TURN

KeyScouts
Internet Marketing Solutions

Benchmark
Comparison

THE FOUR METRICS TO MEASURE SUCCESS IN A NEW MARKET

Do you want to learn how working with KeyScouts can help your company achieve international success? Download our free benchmark comparison, "[The Four Metrics to Measure Success in a New Market](#)".

Are you ready to start working with KeyScouts and achieving international success? Our marketing experts have years of experience in helping B2B clients grow their businesses through SEO, content marketing, social media and more.

KeyScouts was founded in 2004 as an SEO firm with one goal in mind: to deliver superior results to our clients. Since then our company has evolved into a full-service inbound marketing agency, providing website promotion services and diverse Internet marketing solutions to B2B clients worldwide and across all major industries.

[Contact us](#), today to explore what we can do for you.

CONTACT US



U.S. Office: +1 (503) 616-4870

Israel Office: +972 (54) 561-7400

Email: info@keyscouts.com

www.keyscouts.com