

CASE STUDY



Go!

Tioga Energy: Launching a New Business



Tioga Energy is a 21st century power company. Tioga provides commercial businesses, government, and non-profit organizations with reliable low-cost and long-term access to clean energy options without the risk of up-front capital investments associated with owning an independent solar facility. Tioga teamed up with KickStart Alliance to launch their company and grow their business.

SITUATION

As a new start-up, Tioga needed to quickly build its marketing infrastructure in order to begin generating leads and growing its sales pipeline. ***KickStart Alliance worked with Tioga to design a comprehensive marketing plan and execute a series of programs to generate, qualify, and nurture prospects.***

THE KICKSTART APPROACH

An ***Integrated Marketing Plan*** was created and managed which detailed the marketing strategy, tactics, and metrics. Members of the KickStart team worked as an extension to the Tioga executive staff to launch the company, generate awareness, and produce leads. Program deliverables included:

- Crafting positioning and messaging
- Designing and executing a series of marketing blueprints
- Launching a new website
- Creating a sales guide and sales tools
- Program managing a series of lead gen programs, including outsourced sales development provided by KickStart partner Initial Call, and integrating these with their Salesforce.com
- Assessed Tioga's sales and channel operations, and constructed sales compensation model

SUCCESS!

"The KickStart team helped us get to market quickly and establish a credible presence," said Preston Roper, EVP of Corporate Development and Operations at Tioga Energy. ***"For the past 18 months, the KickStart team has been part of our family, rolling up their sleeves to help us do what needed to get done – positioning & messaging, marketing strategy, and a broad variety of hands-on implementation. They literally helped us "kickstart" our business."***

KickStart Alliance helps B2B tech and clean tech companies align and optimize marketing and sales operations to maximize results. For more information about Integrated Marketing Campaigns, contact **Mike Gospe** at mikeg@kickstartall.com.