

## THE POWER OF CONTENT ...

### Background

Total Utilities Management Group is an independent utilities broker that manages bulk electricity, gas, waste and ICT tenders for large and small businesses, education sector organisations, hospitality and local government. Their aim is to provide contracts that meet business needs at the lowest cost, without sacrificing service. The company has a good reputation, excellent sector expertise and regularly achieves savings for clients. A family business with a team of seven, TUMG wanted help to communicate their service offering and success to prospects and influencers in key market sectors.

### Online/Social Media objectives 2012/2013

To raise awareness of TUMG's business success and service range within its key operating sectors in order to secure current clients and generate new business leads.

This objective was then broken down into more specific goals:

- To ensure that concise, consistent information regarding TUMG services is easily accessible
- To present TUMG as an agile proactive business across all operating sectors
- To identify & create a dialogue with sector influencers
- To launch a new service offering into the marketplace, creating awareness and opportunities to sell across all sectors



### The Plan:

With a strong strategic direction & communications plan, SMMgr is able to work on a content and social media marketing plan that supports the businesses overall key messages. With a monthly management contract in place, SMMgr undertakes the following activity:

- Ongoing maintenance of the online platforms
- Set up and produce content for a fully integrated marketing platform including Blog, Facebook, Twitter and LinkedIn (company & individual pages). These platforms allow TUMG to show expertise and take a leadership position in their industry, delivering timely commentary on issues affecting their clients and prospects.
- Regular client case studies, testimonials and editorial features are linked and shared across the social media networks, extending their impact, giving them a longer shelf-life.
- Produce monthly blog articles and manage social media posting. The resulting content-rich and informative content is used in TUMG's customer and prospect newsletters.
- Regular reporting and benchmarking. A dashboard of benchmarks based on information from Google analytics has been set up to monitor website activity. Website traffic resulting from blog and social media posting is monitored and reported on.



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### THE RESULTS

TUMG has an on-going marketing presence that is integrated on and off-line. All marketing activity is guided by an overall marketing communications strategy. The direct results are clear, consistent messaging, a raised business profile and leads that are regularly converted into new customers.



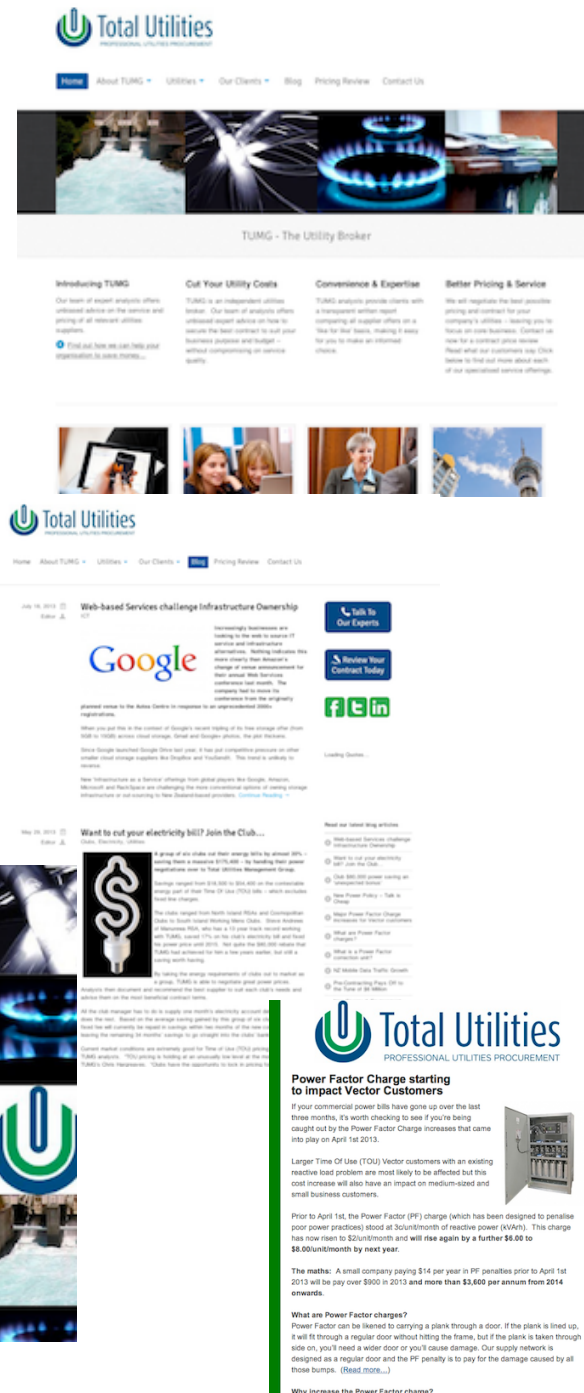
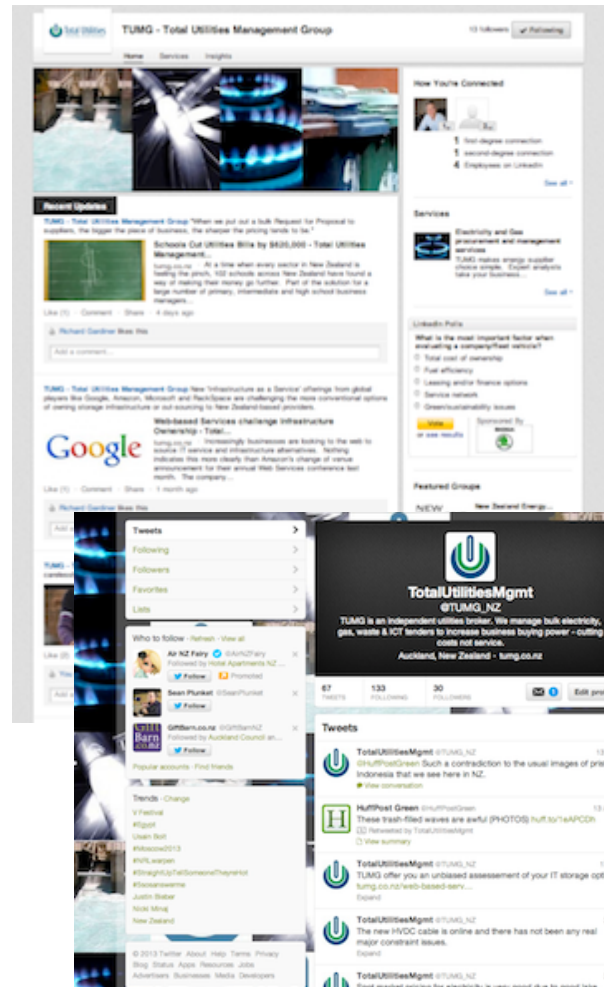
## The Work

### Online Marketing:

Social Media platforms set up

Content marketing (Blog articles)

Social Media management (posting and engagement)



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### CLIENT FEEDBACK:

“The work we’ve done with SMMgr over the past 18 months has created a professional online profile for our business that has allowed us to punch above our weight. This puts us in front of our customers and prospects and keeps us top of mind.”

”The SMMgr team are able to take complex technical information and translate it into valuable marketing material that showcases our strengths in the marketplace. We are delighted with the quality of service and results that SMMgr consistently delivers.”

Richard Gardiner, CEO, Total Utilities Management Group



#### Power Factor Charge starting to impact Vector Customers

If your commercial power bills have gone up over the last three months, it's worth checking to see if you're being caught out by the Power Factor Charge increases that came into play on April 1st 2013.

Larger Time Of Use (TOU) Vector customers with an existing reactive load problem are most likely to be affected but this cost increase will also have an impact on medium-sized and small business customers.

Prior to April 1st, the Power Factor (PF) Charge (which has been designed to penalise poor power practices) stood at 30c/month of reactive power (kVARh). This charge has now risen to \$20/month and will rise again by a further \$5.00 to \$6.00/month by next year.

The maths: A small company paying \$14 per year in PF penalties prior to April 1st 2013 will be paying over \$600 in 2013 and more than \$3,600 per annum from 2014 onwards.

#### What are Power Factor charges?

Power Factor can be likened to carrying a plank through a door. If the plank is lined up, it will fit through a regular door without hitting the frame, but if the plank is taken through side on, you'll need a wider door or you'll cause damage. Our supply network is designed as a regular door and the PF penalty is to pay for the damage caused by all those bumps. (Read more...)

Why increase the Power Factor charge?



Connect. Engage. Interact.