



SUCCESS STORY | ENERGY

Energy Supplier Increases Traffic by 419% and New Contacts by 25% With Strategic Content Marketing



INDUSTRY

Energy

COMPANY GOALS

The client aimed to reverse declining blog engagement, increase organic traffic and improve email marketing performance to build customer loyalty and grow its contact database.

Introduction

As a leading competitive energy supplier serving two-thirds of the Fortune 100 and more than 1,000,000 residential and 100,000 commercial customers, this company already had strong brand recognition. However, their blog and website saw steadily declining readership since launching three years earlier, while blog subscriber growth had stalled entirely. The company needed to better engage their audience through educational content and reenergize their email marketing strategy to foster loyalty and drive organic traffic.

The Challenge

Despite their national presence, the company faced multiple challenges, including educating buyers about their complex product offerings and navigating regional factors such as weather that influence energy pricing. Additionally, heavy industry regulations created lengthy content approval cycles, making it difficult to publish timely pieces on rapidly changing topics, like weather-driven pricing and market trends.

The Partnership

Scaling Content Strategy

Kuno Creative ramped up blogging efforts with the goal of doubling the company's content output to eight posts per month. Blog topics were informed by regional insights gathered from interviews with business development managers and supported by search data to ensure relevance and discoverability.

Segmenting Email Marketing

The Kuno team introduced region-specific newsletters and segmented email campaigns to boost open rates and engagement. Various campaigns—ranging from webinar and event announcements to customer surveys—were tested to identify what resonated most with audiences.

A specific focus was on increasing participation in the company's Net Promoter Score (NPS) surveys, a key measure of customer satisfaction and loyalty. Improvements to email targeting and content helped generate more NPS responses, giving the company deeper insight into their customer base.

Key Wins

By improving blog and email performance, the company significantly enhanced customer engagement and generated high-quality leads. Key results from the first year included:

- **419% increase in organic traffic**
- **75% increase in blog subscribers**
- **25% increase in new contacts**
- **5% increase in email open rates**
- **42% decrease in email unsubscribes**

Quick Stats



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in organic traffic



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Stay current. Stay agile. Stay one step ahead.

Get in touch with us to learn how an inbound marketing program can capture leads and increase revenue.

Let's Plan Your Growth