



SUCCESS STORY | INDUSTRIAL

How Kuno Creative Helped Skyven Technologies Fast-Track Their Market Impact



INDUSTRY

Renewable energy

COMPANY GOALS

To help industrial manufacturers decarbonize profitably and reduce global emissions.

WEBSITE

skyven.co

Introduction

Skyven Technologies is transforming industrial manufacturing by reducing energy costs and carbon emissions with an innovative [steam-generating heat pump](#). Their Energy-as-a-Service model allows manufacturers to implement decarbonization solutions without upfront capital costs while also sharing in the economic benefits. With a recent \$145 million grant from the U.S. Department of Energy and in full scaling mode, Skyven needed to connect with facility managers, sustainability directors, and operations leaders at industrial plants looking to cut emissions and costs.

That's where Kuno Creative came in.

The Challenge

Communicating Complex Technology to a Niche Audience

Marketing an advanced industrial technology to a highly specific audience presents unique challenges. Skyven's heat recovery system captures low-temperature waste heat from industrial processes and compresses it to increase the temperature, producing boiler-quality steam over three times more efficiently than standard natural gas boilers.

Industrial companies and manufacturers have used boiler systems for decades and are often reluctant to introduce new solutions because of concerns about costs, operational efficiency or other factors. Those familiar with steam-generating heat pumps are hesitant to implement them because these solutions traditionally required them to fully replace their existing boilers and undergo extensive engineering and construction retrofit projects.

Skyven's hybrid technology runs in parallel to existing boilers, and explaining both the unique value of this innovation, as well as the technical components that allow manufacturers to easily switch between it and their legacy solutions, was one of the primary challenges.

The Skyven team did not have many established resources, such as renderings of their technology or spec sheets.

The company also lacked readily available case studies of its revolutionary new technology in action. Like many companies in the energy sector, Skyven had a rigorous review and approval process and needed to be cautious of making any unsubstantiated claims, such as statements about carbon emission reductions without validation.

And while decarbonization is at the core of the company's mission, environmental policies that drive adoption of renewable technologies vary by location and leadership.

Skyven needed to strike a balance between emphasizing the sustainability benefits of its solution and its operational and financial impact to companies that deploy it.

With Department of Energy funding in place, Skyven needed to reach manufacturers looking to implement its technology.

Kuno Creative's agile marketing approach helped them cut through these barriers, positioning Skyven as the go-to solution for manufacturers ready to improve efficiency and sustainability.

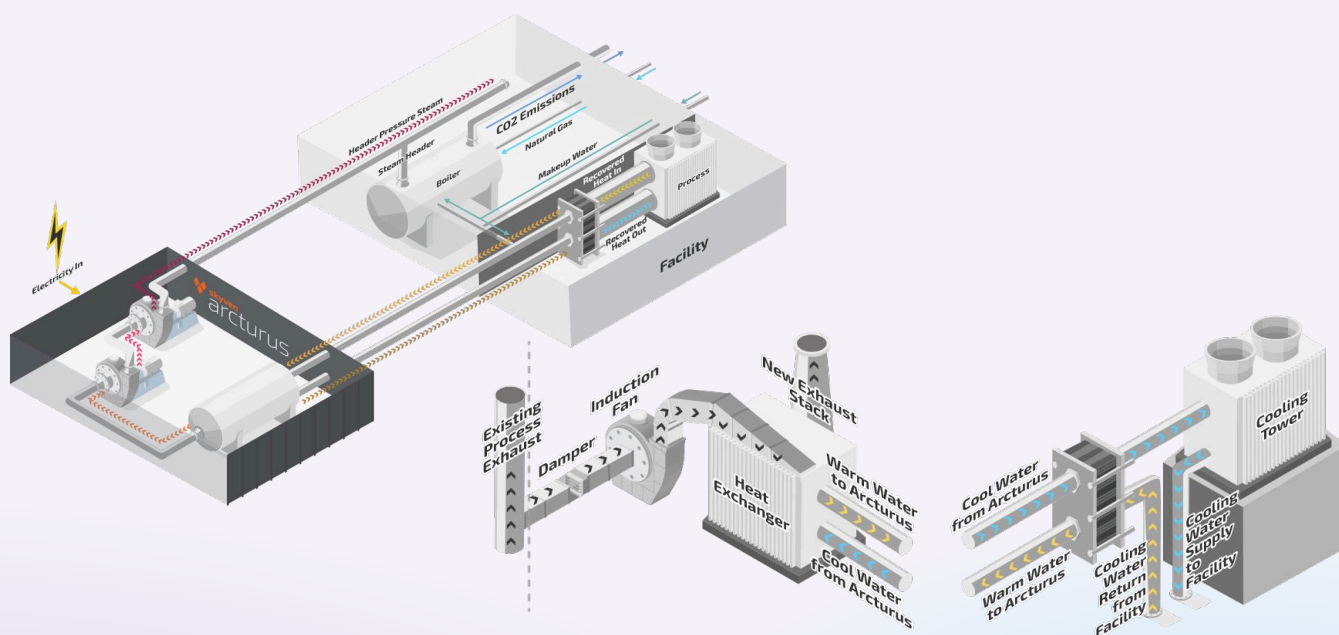
The Partnership

Partnering With Kuno for a Strategic Marketing Launch

Kuno worked closely with Skyven's subject matter experts to produce a high-value whitepaper explaining how manufacturers could use industrial heat pumps to decarbonize profitably. This resource served as a lead magnet, establishing credibility while educating the market.

To help manufacturers visualize how the technology works, Kuno's design team created custom illustrations of their solution.

The team also created graphics that show the value clearly on the website and in social posts.



The Skyven Arcturus Difference



REDUCES TIME AND COST

spent on custom engineering



INTEGRATES SEAMLESSLY

into manufacturing facilities



GENERATES LOW-COST STEAM

by leveraging redundancy
and fuel-switching

Kuno also helped Skyven promote a case study demonstrating their capabilities in decarbonizing industrial processes through six projects at California Dairies, a multibillion-dollar company.

The team published several initial blog articles to supplement existing content and news articles. These articles were focused on building qualified traffic to the website by targeting relevant search terms, such as industrial heat pumps.

Targeted Paid Media Campaigns

To maximize reach and impact, Kuno's paid media specialists launched a highly targeted campaign focused on facility managers, operations directors and sustainability managers at manufacturing facilities.

Using Google Performance Max, an AI-driven ad optimization tool, Kuno implemented text, image and video assets directing users to the solutions page on the Skyven website. An audience was built using relevant search themes and audience signals. Google automatically tested different formats and adjusted spending in real-time.



**Turn Clean Energy Into Your
Competitive Advantage**

Boost Your Bottom Line

Generate High-Quality,
Emissions-Free
Industrial Steam Today

[Learn More >](#)



Steam Generating Heat Pumps

Cutting-Edge Technology To Help You
Decrease Emissions and Save Money...

Skyven Technologies

[Learn more >](#)

In addition, Kuno launched a Google search campaign targeting non-branded keywords around decarbonization, heat pumps and sustainability. These ads featured a whitepaper download to help generate demand.

Sponsored

 www.skyven.co/co2-reduction/technology

Decrease Emissions - Download The White Paper

Our Line of Industrial Steam Generating Heat Pumps Significantly Lowers CO2 Emissions. First-of-Its Kind Software Rapidly Scopes Industrial Decarbonization Projects. Types: Recover Lost Heat, Use Heat In Your Plant, Thermal Energy from Sun, Solar Thermal Energy, Reduce CO2 Emissions, Reduce Carbon Dioxide, Industrial Heat Pumps, Energy As A Service EaaS, Swap Carbon for Renewable, Reduce Carbon Emissions. Real-Time Reporting. 3X Efficiency. Zero...

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Organic Social Strategy for Thought Leadership

Beyond paid media, Kuno implemented an ongoing LinkedIn and X (Twitter) strategy, helping Skyven consistently engage with industry conversations. This included promoting new funding, industry awards and the team's presence at conferences, as well as shining a spotlight on its employees.

Over the past year, the company has added over 6,000 followers on LinkedIn and is approaching 10,000 total. It has significantly increased brand visibility and generated 24 new organic contacts from social media.


Skyven Spotlight: Meet Courtney McKeon

As a program manager and solutions architect for Skyven, Courtney brings her expertise in industrial engineering, including previous work in industrial construction. She has managed industrial projects with both domestic and international clients.

Fun Facts About Courtney
• A true team player passionate about sports, she was a goalkeeper for the University of Tulsa women's soccer team.
• 2022 She loves musical theater and has performed in several community musicals.
• She loves to travel and lived abroad in the Netherlands during college.

[#SkyvenSpotlight](#) [#TulsaSkyven](#) [#IndustrialSteam](#) [#HeatPumps](#)


Skyven Spotlights:
Our Industrial Decarbonization Leaders


Courtney McKeon
Program Manager
& Solutions Architect

 2 comments · 2 reposts


The annual meeting of Canadian mills, or PaperWeek 2025 by PSPAC, kicks off today online and tomorrow onsite in Montreal!

Jim Sacccone will be speaking in the "Energy & Decarbonization - Improving Energy Efficiency through Electrification" session about The Role of Steam-Generating Heat Pumps in Boosting Energy Efficiency and Decarbonization in Paper Mills.

Date: Tuesday, February 11th, 2025
Time: 11:30am EST
Where: Mansfield Room
Speaker: Jim Sacccone

[#PaperWeek](#) [#Papermaking](#) [#IndustrialManufacturing](#) [#PaperWeek2025](#)


Tuesday, Feb 11 | 11:30 AM
The Role of Steam-Generating Heat Pumps in Boosting Energy Efficiency and Decarbonization in Paper Mills
Mansfield Room



Jim Sacccone
FOR: KUNO CREATIVE

 0 reposts


Skyven Technologies was just recognized on the 2025 Global Cleantech 100 list compiled by Cleantech Group!

We are excited to be included alongside other leading cleantech companies and proud to be driving meaningful change towards a more sustainable future.

Check out the full #GCT100 list to see the inspiring work being done across the cleantech industry. <https://bit.ly/4p8P2jvtr>

[#IndustrialDecarbonization](#) [#EnergyEfficiency](#) [#Sustainability](#) [#SkyvenTechnologies](#)


Recognized on the Cleantech Group's 2025 Global Cleantech 100 list!



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Driving Organic Traffic Through Search Engine Optimization

For Skyven, we executed a comprehensive SEO optimization strategy to enhance search rankings and drive high-quality traffic to the website. Our efforts began with a thorough technical site audit, identifying and resolving critical issues affecting performance. We reviewed and optimized URLs, headers, page titles, meta descriptions, and onsite content to improve search engine visibility.

To strengthen Skyven's domain authority, we conducted a backlink audit, identifying and disavowing any toxic backlinks that could harm rankings. We also optimized existing blog content and implemented a pillar and cluster strategy, ensuring strong internal linking for better content organization and improved ranking potential. Additionally, we began developing individual glossary term pages to target niche search queries (pending implementation) and incorporated schema markup across key pages to enhance search engine understanding and visibility.

SEO Results

Year-over-Year, our efforts delivered significant organic growth:

- **24.24% increase in organic ranked keywords**
- **95% increase in organic clicks**
- **263.33% increase in organic impressions**
- **96.34% increase in organic sessions**
- **140% increase in organic new contacts**

By refining technical elements, optimizing content, and expanding Skyven's content ecosystem, we successfully boosted the brand's search presence, ensuring long-term organic growth and higher engagement.

HubSpot Sales Hub Implementation

To standardize sales processes, Kuno's Revenue Operations team onboarded the Skyven sales team to the HubSpot Sales Hub and installed several integrations to support outreach. Kuno created automated workflows for lead handoff to sales reps and dashboards showing each rep's activities.

Other custom dashboards and reports allow them to track progress on specific objectives, including their recent push into the European market.

The Results

Marketing That Delivers Impact

In just one year, Kuno's efforts helped Skyven Technologies achieve:

- **370 total marketing-qualified leads (MQLs)**
- **50 new sales opportunities added to the pipeline**
- **176 leads directly from paid media at \$109 per lead**
- **Increased awareness among key industrial decision-makers**

By combining high-quality content, strategic ad placements and marketing automation, Kuno Creative helped Skyven accelerate market adoption and drive real business opportunities.

The team also created graphics that show the value clearly on the website and in social posts.

Quick Stats



50 opportunities

added to the pipeline



176 leads

from paid media at \$109 per lead



24.24% increase

in organic ranked keywords



140% increase

in organic new contacts

99

"The entire Kuno team quickly grasped our technology and go-to-market strategy. Over the past year, they've played a crucial role in delivering measurable results through lead generation, content creation, SEO implementation, and more. They have been a valuable extension of our team."



Chris Barnhill

Director of Marketing, Skyven Technologies

The Vision

Sustaining Momentum for Long-Term Growth

Moving forward, Kuno will continue publishing technical content that simplifies complex energy solutions, enhancing Skyven's authority in the industry. To help keep Skyven top of mind and speed up the sales cycle, we have established a regular cadence of monthly blogs and are launching a quarterly newsletter to engage new and existing contacts.

Additional campaigns will focus on alternative solutions to traditional boilers, ensuring manufacturers understand the cost-effective ways to decarbonize without overhauling existing infrastructure.

Ready To Launch Your Next Initiative Fast?

Kuno Creative specializes in helping innovative companies bring their solutions to market quickly while maintaining high-quality messaging and measurable results.

[Let's talk about your next big idea](#)