

# EEC CASE STUDY

- ◆ INDUSTRY EXPERTISE
- ◆ CONTENT STRATEGY
- ◆ AWARD-WINNING WRITING



## WIN-WIN FOR UTILITIES

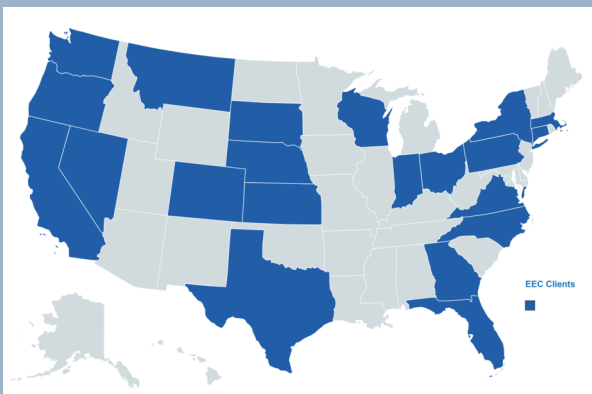


### EXECUTIVE SUMMARY

"At the end of the day," a frustrated utility marketing manager told me, "I just needed someone who understood my business and spoke my language. I was tired of having to pay to educate junior generalist writers, then having to rewrite their content anyway."

It's a sentiment we hear often at [Egan Energy Communications](#). How much time, effort and money do you want to spend educating an outside writer on the ways that your utility business — whether it's electricity, natural gas or water — differs from retailing, financial services or consumer products?

### EEC's Clients in 21 States



That's why numerous companies in and around the electric, gas and water industry have turned to EEC's John Egan, an **experienced content strategist who has a broad and deep knowledge of industry events and challenges**. His expertise **shortens the learning curve** that results in high-quality content that is turned around much faster for the client than a generalist writer.



## CHALLENGE: MEDIA PLACEMENTS — SOLAR + STORAGE

What is turbocharging the rapidly growing crop of renewable energy projects these days? It is the growing economic competitiveness of battery energy storage systems (BESS) with which renewable energy projects can be paired.

One leading BESS developer, Doosan GridTech, contacted EEC to help write and place several articles about its \$26.2-million BESS project, built for the Los Angeles Department of Water & Power.



**SOLUTION:** John's prior experience as a media relations official at a large electric utility provided him with a broad and deep list of reporters and editors at national industry news organizations. He **leveraged this network** to get these article placements like this [one](#) in *Public Power Current Newsletter*.

Under some of the SME's by-lines, he wrote additional articles about the project for other publications like this [one](#) in *POWER* magazine, resulting in additional industry exposure for Doosan GridTech.

*"John's initiative, skills as a writer, eye for detail, and network of contacts at industry publications helped us achieve a significant level of industry coverage for our project."*

**Megan O'Brien, Marketing Manager,  
Doosan GridTech**

## CHALLENGE: CLEAR CONTENT TO BUILD ENERGY PRACTICES

Management consultants know their core strengths: fixing problems, capturing new markets, launching a new strategy, streamlining business practices, to name a few.

Absent from that list is writing, particularly for an external audience. Buzzwords may be a staple of consultants' presentations to clients, **but turning buzzwords and jargon into clean, easily understood and well-argued content** for an external audience requires a different skill: writing. Asking a management consultant to write brand-building content can be a mismatch of talents.

### **Solution:**

By writing clear and concise content — thought-leadership articles, LinkedIn blogs, industry updates, trade-industry articles, social media posts — for a wide range of top-tier management consulting firms, EEC has enabled these clients to increase their visibility and expand their energy practices.

Using his specific industry expertise and extensive writing skills, John has been the match of talents needed by these firms.

*"John's industry expertise and writing talent gave one of our top-tier global consulting clients confidence that he could interpret complex industry issues for their intended audience — and he absolutely did. From our perspective, John's work has enhanced our standing with that global client." — John Kerr, President, Ergo Editorial Services*



## **CHALLENGE: SUPPORTING ORGANIZATIONAL TRANSFORMATIONS**

As utility companies continue to evolve, market participants are finding that all that's old is new again. Every strategic action must be sold to stakeholders, or, better yet, crafted collaboratively with them.

EEC believes it's not enough for organizations to do the right thing. They must convey that — subtly, respectfully, authentically and continually — to their stakeholders to build brand equity and bolster trustworthiness.



*“John’s writing approach allows us to showcase our good work and highlight the great customers we have who use our services and programs every day. We appreciate John’s help with making our efforts come to life with compelling writing and storytelling.”*

**Rich Plecker, Director, Roseville Environmental Utilities**

### **SOLUTIONS:**

- ◆ A new leadership team at an electric utility hired EEC **to produce a monthly employee newsletter** to communicate the utility’s new direction.
- ◆ A different electric company retained EEC **to assess its channel strategy**: was it paying too much and relying too heavily on yesterday’s print magazine format and overlooking the newer digital platforms preferred by a rising percentage of its customer base?
- ◆ Magazines like *Public Power* and *California Water & Power* have commissioned articles from EEC on ways that **locally owned electric utilities are changing long-time practices** to incent a **different set of behaviors** that would produce a more competitive, customer-oriented culture.
- ◆ A water utility hired EEC to write engaging annual reports composed of **stakeholder-driven stories** instead of bullet-point lists of data that highlighted how the water utility was improving the quality of life in its community.

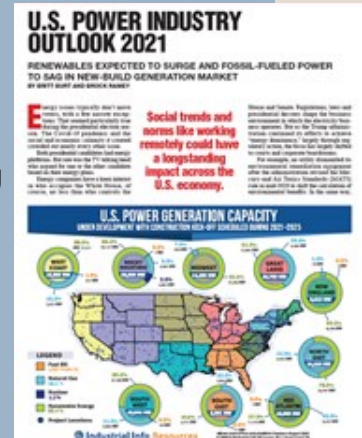


## **CHALLENGE: STRATEGIC CONTENT TO BUILD CLIENT'S BRAND**

The electric industry's strategic transition to cleaner and greener sources of electric generation is showcased each year in a [cover article](#) [EEC](#) writes for a client.

EEC's client, [Industrial Info Resources](#), is a key resource documenting that transition through its industry-leading database of industrial projects under development, including the Electric Power sector.

They needed to turn all that data into a compelling story. EEC has done that each year for over a decade.



**SOLUTION:** In a highly competitive landscape, Industrial Info Resources needs to continually build its brand. One way it does that is by placing articles in prominent trade publications read by those who make buying decisions. By keeping Industrial Info Resources uppermost in buyers' minds, **EEC helps this client generate leads and build its book of business.**

*"For more than a decade, John has helped us get the word out about the way the U.S. generation fleet is changing. We spend our days taking care of clients, leaving us little time to pursue brand-building opportunities. We really appreciate the decades of expertise John brings to this annual project."*

— Britt Burt, Vice President of Research for the Global Power Industry, Industrial Info Resources

## **CONCLUSION**

As regulations shift, technology advances and customer expectations rise, [EEC](#) can be a trusted partner in content strategy for your organization using our vast industry knowledge base, our broad network of peers in the utility industry and our sharp pen to write your stories.

*"We all have to do more with less. John has decades of experience writing about energy, and having him as our content strategist and outside writer helped us cost-effectively expand our content marketing efforts."*

Barry Henck, former Natural Gas Program Coordinator,  
Central Hudson Gas & Electric

