

# CONSUMER ENERGY SOLUTIONS

MEDIA CASE STUDY

*Their goal is to help businesses navigate energy savings and reduce their energy bills.*



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# In This Case Study,



Founded in 1999, CES has been providing customers in deregulated electricity and gas markets with the information they need to make well-informed and cost-efficient energy buying decisions. Their goal is to help businesses navigate energy savings and reduce their energy bills.

## **INDUSTRY:**

Energy

## **THE CHALLENGE:**

CES was striving to be seen in a very competitive industry with very big players. Their PR campaign focused on making energy efficiency broadly well known, enough to attract commercial property owners and business owners. They also planned an affiliate program for people to earn income by generating leads for CES.

## **MEDIA EXPOSURE METRICS:**

The CES PR campaign obtained an average of 1.5 media placements (e.g. articles, interviews, and TV/radio segments) every month since inception. This equated to an exposure aggregate of 4,735,127 unique views and valuable website links pointing back to CES's website. Per industry standard, CES can expect 2.5%, or 118,628 people, to have read their articles or have seen/ listened their news clips. Overall, this exposure equated to new business and higher gross income.

## THE RESULTS

"JoTo PR lives up to their tagline, "We put you on the map."

"For the last year, we have used JoTo services and have learned a great deal about OR. We have worked closely with the JoTo team to put the new CES LED Lighting department on the map."

"As I write this, the Sales Manager for our LED Sales Department is at a Roller-skating Association Trade Show in St. Petersburg, Florida due to JoTo's work! Only good things will happen from that."

"JoTo's service have definitely helped this area of our company take off. We literally have over a million dollars of possible sales in our LED pipeline!"

"We have expanded the PR services to include press releases about our Community Betterment actions. These press releases have been picked up by media outlets all over! This is something we wanted because we believe that by setting a good example of corporate responsibility we can inspire other businesses to do the same."

"There were many factors involved but I know that JoTo's PR services contributed to the fact that this last June at CES we had our highest ever income month in the 18 years we have been in business."

"The JoTo team is comprised of professionals who know their field and they were all very easy to work with."

"PR is an often-neglected aspect of business. Yet it's vital. PR sets the stage so your marketing efforts are accepted and you can make your products and services known.

"Then you get your sales, good delivery can occur and you have happy customers who will refer others and do business with you again. But it all actually starts with PR."

*-Patrick J. Clouden, CEO, Consumer Energy Solutions, Inc.*





## ABOUT CONSUMER ENERGY SOLUTIONS:

Headquartered in Clearwater, FL Consumer Energy Solutions, Inc. (CES) is one of the nation's foremost full-service energy consulting companies, with over two million residential and 300,000 commercial customers across the United States and Canada, including many Fortune 500 companies. Founded in 1999 by Patrick J. Clouden, CES transitioned in 2004 from selling primarily to residential customers to selling primarily to businesses. The company's long-standing relationship with the largest independent energy suppliers in the U.S., coupled with its unparalleled knowledge of the industry, give CES customers access to the most competitive electricity and natural gas rates available in their area. CES is dedicated to educating its customers about the choices available to them as energy Consumers, and to helping them, in a volatile energy market to balance short-term savings against long-term risk. The company's mission is to assist its commercial clients in better managing their energy costs to add to their bottom line. CES is an industry leader in providing its clients with effective strategies and solutions to reduce energy costs.

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