



STRYTEN ENERGY

CASE STUDY

POWERING UP MEDIA RELATIONS

INDUSTRY

Stored energy solutions for transportation, motive, and essential power

CHALLENGE

Establish Stryten Energy as a thought leader on stored energy technology and position the company's executives as go-to sources for media

SOLUTION

Engage media with compelling narratives, timely pitches, and relevant content that provides their readers with a deeper understanding of stored energy

EXPERTISE

Public relations | Messaging | Content



Stryten Energy solves the world's most pressing energy challenges. Powering everything from forklifts and cars to data centers and telecom networks, the company delivers premium energy storage solutions that keep our economy and infrastructure running.

The company is also battery technology agnostic when it comes to stored power. It's not about whether the battery uses lithium, lead, or vanadium chemistry, it's about whether the solution fits its customers' specific needs and applications. This approach differentiates the company from its competition and opens the door for opportunities to share insights across multiple energy storage solutions.

Looking to share its unique perspective and thought leadership, Stryten Energy partnered with Arketi Group to establish itself as the authority on lead, lithium, and vanadium redox flow battery (VRFB) technologies. The company also wanted to educate media on the inherent value these technologies have for the United States' short-, medium-, and long-duration energy storage needs.

MEASURING WHAT MATTERS



39
earned media placements



4M
circulation reach



40%
email open rate

RESEARCH SUPERCHARGES PUBLIC RELATIONS

We first conducted a competitive audit to reveal how we could differentiate Stryten Energy's brand narrative and message from its top competitors. We paired these insights with a deep analysis of the media landscape, including industry, national, and local reporters covering energy storage trends and markets.

Central to our mission was positioning four business unit leaders as thought leaders. We partnered with Stryten Energy's communications team to interview our suite of subject matter experts (SMEs) and build their platforms. Our conversation with each identified unique trends, areas of expertise, and topics only they could address. We knew our pitches need to be compelling and offer reporters access to information they could not get anywhere else. Our spokespeople provided.

A VISION FOR SUCCESS

Following a workshop to uncover upcoming company announcements and initiatives, Arketi developed a 12-month PR plan, including a monthly calendar of timely topics and trends for pitches. Our timeline-driven approach enhanced collaboration between our two teams. This strategy also empowered our spokespeople as industry trends developed and evolved – further ensuring our pitches were timely and relevant.

Our overarching goal for the program was to establish Stryten Energy as a leading authority on lead, lithium, and VRFB technologies; and to educate the media on the value they have for short-, medium- and long-duration energy storage needs in the U.S.

ENGINEERING SUCCESSFUL MEDIA RELATIONS

With Stryten Energy's technology addressing various industries and verticals, our pitching efforts were tailored for multiple audiences. Our focus was on media outlets covering energy storage trends, battery technologies and other innovative energy solutions. However, we also engaged industry-adjacent media, for example, those covering utilities, data centers, telecom, manufacturing, supply chains, military, and government.

Our proactive media outreach secured a wide range of interviews and contributed articles for Stryten Energy's SMEs. Specific to interviews, Arketi developed in-depth briefing materials, talking points, media personas, and best practices to prepare our experts and help them share a compelling narrative.

Likewise, for written or contributed opportunities, Arketi developed and executed all messaging and content with the help of our experts and Stryten Energy's communications team.

Additionally, Arketi produced an infographic for Energy Awareness Month highlighting energy resilience challenges and storage trends. The infographic was leveraged for our media relations efforts, on Stryten Energy's blog, and via social media. It offered a quick and concise way for readers to visualize the state of energy resilience in the U.S., and for media to then share those insights with their audiences.



Positioning Stryten Energy as the authority on energy storage is an essential part of our brand awareness strategy. Collaborating with Arketi on this effort allowed us to maximize our company's thought leaders, target the right media outlets and share our in-depth expertise.

Melissa Floyd

VP of Corporate Communications & Digital Marketing

Ultimately, Arketi secured nearly 40 earned media placements with media that impacted Stryten Energy's business - including placements with *POWER Magazine*, *ISE Magazine*, *N.A. Clean Energy*, *Solar Today*, *Battery Power*, *SupplyChainBrain*, *Utility Dive*, *AltEnergyMag*, *Energy Storage News*, and *Data Center Knowledge*. The total reach of our campaign surpassed 3.4 million and created valuable momentum for Stryten Energy as we continue to refine and expand our public relations program.

Of course, not one to leave coverage on the shelf, we also merchandized our earned media through a monthly newsletter to customers, prospects, and internal stakeholders. The newsletter saw positive results with an above-average 40% email open rate and 5% click-through rate, surpassing a B2B industry average of 2.5%.