



## SunStar Strategic Alternative Energy Practice

# Strategy. Integration. Execution. Energizing Growth



**Where are you and where do you want to be?** Planning isn't a luxury, it's just smart. And, a strategic plan means that you are constantly in a position to take advantage of opportunities. Simply being part of the alternative energy hype is not enough. As an expansion-stage company, success lies in ensuring that people know you and know your products. The professionals of SunStar Strategic's Alternative Energy Practice can help you integrate your public relations, marketing and communications strategies to use your marketing dollars to your best advantage.

### Meeting the Challenges

You have a company to run, research and product development to inspire and products to sell. But you also are challenged to:

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|------------------------------|---|
| Influence legislative policy | Strengthen investor relationships                     |
| Attract and retain customers | Build your brand image and reputation with the public |
| Attract new investments      | Support and complement internal sales and marketing   |

### SunStar's Expertise Can Help

**Ongoing Story Development:** Your company has a story that needs to be articulated in a way that's memorable and repeatable. The public needs to know the good decisions you've made. We can help you develop it and ensure that everyone in your firm know its, believe its and can tell it.

**Credible News Generation:** Third-party endorsed news coverage in national business publications adds credibility that can't be bought. SunStar will have you talking with top journalists every month, building relationships and earning press coverage.

**Web Technology Savvy:** Enhance your existing website with a Press Room that features reprints with a home page that showcases your latest press coverage to add immediate authority. SunStar's design group can work with you on content, design and programming for a new or enhanced website.

**Consistent Communications:** We have the industry experience and capabilities necessary to develop content-rich, professionally-designed materials. We'll help you establish a reputation as a thought leader in the alternative energy industry and work with you to host conference calls or webinars for investors, customers, prospects and the media. Keep the public informed of your progress with monthly email newsletters. SunStar's comprehensive PR and marketing programs are designed to provide you with a virtual marketing staff or complement your personnel to help you more effectively execute your program.



## Let SunStar Strategic's Alternative Energy Practice Get You the Visibility You Deserve

We work with alternative energy companies of all sizes, but our expertise is uniquely suited for companies in the growth stage of development that wish to attract investors and commercial partnerships. Our core services are designed to help brand your company, communicate your story and strengthen your position in relevant media through a well-orchestrated public relations campaign to meet your local or national goals.

### Results: New Investors and Growth for Your Company

SunStar PR and Smart Marketing strategies are designed to get your story into the hands of policy makers, investors, buyers and the public clearly, concisely and consistently. Ask yourself the following questions, then talk to SunStar for:

**Public Relations:** What level of exposure is right for your company? How can it support the goals of the company and be put to profitable use? What is your current position in the media and where are your competitors? How do you want to position your company in the media?

**Messaging and Branding:** What is your unique story? How is it disseminated? Who do you need it to reach? Can everyone in your company articulate it?

**Media Relations (Media Training, Interview Coaching, News Generation):** Have key managers been educated on working with the media? Can they communicate the company's key messages regardless of the questions an interviewer may pose? Do they know industry journalists and their styles?

**Social Media:** What are the core social media platforms and how can they be integrated into a sound communications strategy?

**Marketing and Investor Communications:** Does your website encourage repeat visits? Are you capitalizing on news coverage? Is the web alive with video or other new media? Do your collateral materials reflect your company's image and key messages? Are you establishing yourself as a thought leader with white papers, speaking engagements, trade show and conference attendance?

**Visibility:** Are you expanding into new domestic or foreign geographic markets?

### The Opportunity is Today

As an alternative energy company, you're part of a race to develop clean, sustainable technologies that will drive policy, create jobs and be adopted in the new energy mix. Our dedicated team is made up of energy, investment, and media professionals that have experience helping energy companies build comprehensive communications and marketing plans crucial to commercial success in the challenging US market. Put your company first and do it with SunStar as your partner.

Contact Contact SunStar Strategic at  
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Read our blog: [alternativematters.com](http://alternativematters.com)



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