



Mercury360
We speak your language.

BUILDING YOUR BRAND: MARKETING FOR CLEANTECH COMPANIES

Let us help you market your campaign, target ways to grow your company, engage with your supporters, and promote your online reputation.

Projects are gaining traction worldwide to create technologies that will curb our emissions, restore ecosystems, and innovate food production systems. It's time we seized the opportunity to change our world for the better. But even the greatest technology cannot make an impact without a following of loyal supporters. This means utilizing digital marketing to make your voice heard. Mercury360® helps cleantech companies make their case to investors and get in front of their customers.

We're here to help you define and achieve your mission. A strong brand and a directed approach with focused goals are the best ways to reach a selected audience.

At Mercury360®, we'll help you set goals for your campaign, and execute an outreach program designed to build your company's reputation, increase follower engagement, and make the greatest possible impact.





FULL SERVICE MARKETING FOR CLEAN TECH COMPANIES

Our full-scale marketing program helps promote your brand from its inception to the close of your campaign or any stage of monitoring and outreach in between. Let Mercury360 help you:

Define Your Target Audience & Positioning:

Whether you are looking to identify your most valuable customers or attract investors to your new business, we'll help you figure out how through a combination of industry research and brand analysis. We take stock of your marketing goals and business objectives and carve out a path for your success.

Create & Communicate A Strong Message: Is your company's messaging consistent? Does it appeal to your target audience? Sometimes it's not about what you say, but how you say it. Your business is unique and so are its customers so you need a messaging hierarchy that best conveys your mission to the right people.

Develop/Execute Outreach Strategies to Reach Customers & Investors: Now that you have a customer base or target audience and you know what you want to say to them, let us help you create the materials you need to reach them. Some of our outreach services include:

- Company brochures
- Website design and content
- Investor outreach presentation decks
- Newsletter design and content
- Press releases

Monitor, Engage and Build Your Community:

No matter the stage you are at with your company, whether just starting out or trying to launch a new product to loyal customers, it's important to stay relevant in your industry. We will monitor media channels and engage with your customers to ensure long-lasting brand influence. Some of our services include:

- Social media and forum monitoring and engagement
- Inbound media communications
- Press release/media distribution

Crowdfunding Campaign: We can help manage your entire campaign from start to finish by identifying relative investor groups, customizing outreach options to grab attention for your project, and managing investor relations. We work with our partner, Cutting Edge Capital on investment crowdfunding efforts to ensure that both the legal and marketing side of fundraising are in sync for every project.

CLEAN TECH TRENDS

\$2.36B¹

Total investment across 264 technologies in the AgTech sector in 2014

\$38.2B²

Total investment in renewable energy technologies nationwide in 2014

76%³

Residential solar capacity growth in Q1 of 2014

Sources: 1. AgTech investing Report 2014 by AgFunder 2. Global Trends in Renewable Energy Investment 2014 by Bloomberg Energy Finance - <http://bit.ly/1JFbqwq> 3. <http://bit.ly/1JuozLM>

PROVEN SUCCESS

We helped WaterFX, Inc., an innovative water desalination company, build publicity for their California Public Offering (DPO) campaign to launch HydroRevolutionSM, the first commercial solar thermal desalination plant in California.

You may have read about their new commercial plant in National Geographic, Climate Progress, The Fresno Bee and many other media outlets, and that's only the beginning. From the very start of their campaign, we've helped WaterFX to:

- **Connect** with reporters and secure speaking slots for notable conferences such as the Water Technology and California Drought Summit in Sacramento, CA.
- **Initiate** a newsletter correspondence with over 1,000 subscribers in the first month.
- **Grow** their Facebook followers by 30% with a goal of achieving 300% by the end of the campaign.
- **Design** a new logo for the HydroRevolution project.
- **Set up** a new web section for the HydroRevolutionSM project complete with digital versions of a company brochure and poster.
- **Create and design** a slide deck to use during investor presentations and webinars.



"Mercury360 is helping us get creative about bringing forward a new solution to California's water problem. We have a very different approach and we want everyone to know they can actually become a part of it and join us in our mission to solve water scarcity."

Aaron Mandell
Chairman and Cofounder
HydroRevolution

ABOUT MERCURY360

Mercury360 is a San Francisco based marketing firm helping brands and companies manage online reputation and grow their customer base. Our comprehensive services include social media management, lead generation, digital and print design, content marketing, branding and marketing strategy. Put our energy to work for your brand, business or organization.

Contact us today!



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