



SPROCKET POWER, INC.



TOPIC SIGNALS

- Signals are broader than keywords, although keywords are encompassed in the signal-gathering process. We call these “topics”
- We can combine these with and/or queries to produce a custom search signal that directs us to the correct customers.



TARGET AUDIENCE 1

INDUSTRY

AUTOMOTIVE

DECISION MAKERS

SENIORITY - OWNER, FOUNDER, VP, DIRECTOR, CXO

LOCATION

NY, CA, MA, NJ, MD, DE, PA

AVG/DAY: 20-40

UTILITIES

1

- "utility bills/rates/providers"
- "electricity"
- "water services"
- "gas utilities"

AND

DISTRIBUTED ENERGY RESOURCES

2

- "On-site Energy Generation"
- "Renewable Energy"
- "Microgrid Technology"
- "Energy Storage Systems"

OR

MICROGRIDS

3

- "local energy networks"
- "mini-grids"
- "smart grids"
- "energy independence"

IF WE FETCH UP TO 30 PEOPLE/DAY UNTIL 12/31/2026, YOUR **MAXIMUM MONTHLY BUDGET = \$2,133** FOR THIS AUDIENCE

TARGET AUDIENCE 2

AVG/DAY: 100

INDUSTRY

GOVERNMENT ADMINISTRATION

DECISION MAKERS

SENIORITY - OWNER, FOUNDER, VP, DIRECTOR, CXO, MANAGER, HEAD, SENIOR

DEPARTMENT: EXECUTIVE, COMPLIANCE, SERVICES, ADMINISTRATION, OPERATIONS, ETC.

LOCATION

NY, CA, MA, NJ, MD, DE, PA

ELECTRIC FLEET VEHICLES

1

- "Green Fleet"
- "Zero-emission vehicles"
- "Commercial EV"
- "Battery-powered fleet"

OR

FLEET MANAGEMENT

2

- "Vehicle fleet management"
- "Fleet software"
- "Vehicle management"
- "Asset Tracking"

IF WE FETCH UP TO 120 PEOPLE/DAY UNTIL 12/31/2026, YOUR **MAXIMUM MONTHLY BUDGET = \$8,460** FOR THIS AUDIENCE

TARGET AUDIENCE 3

INDUSTRY

FARMING, WINE AND SPIRITS

DECISION MAKERS

SENIORITY - OWNER, FOUNDER, VP, DIRECTOR, CXO

LOCATION

NY, CA, MA, NJ, MD, DE, PA

TOTAL/DAY: 40

CLIMATE-SMART AGRICULTURE

1

- "Sustainable farming"
- "Eco-friendly agriculture"
- "Water management agriculture"
- "Carbon footprint reduction"

OR

SUSTAINABLE ENERGY

2

- "Alternative energy sources"
- "Sustainable energy tech"
- "Green power"
- "Clean energy"

OR

ORGANIC

3

- "Organic food"
- "Organic farming"
- "Sustainable"

IF WE FETCH UP TO 40 PEOPLE/DAY UNTIL 12/31/2026, YOUR **MAXIMUM MONTHLY BUDGET = \$2,820** FOR THIS AUDIENCE

RECOMMENDED OUTBOUND



1

START WITH 1 IDENTIFIED ICP

While we've identified 3 audiences, I would begin with 1 and focus on the tactics that get you to deals the fastest.

2

MULTICHANNEL MARKETING

Tesorus is a prospect-identifying and email-marketing tool, but we recommend activating minimum 2 other channels.

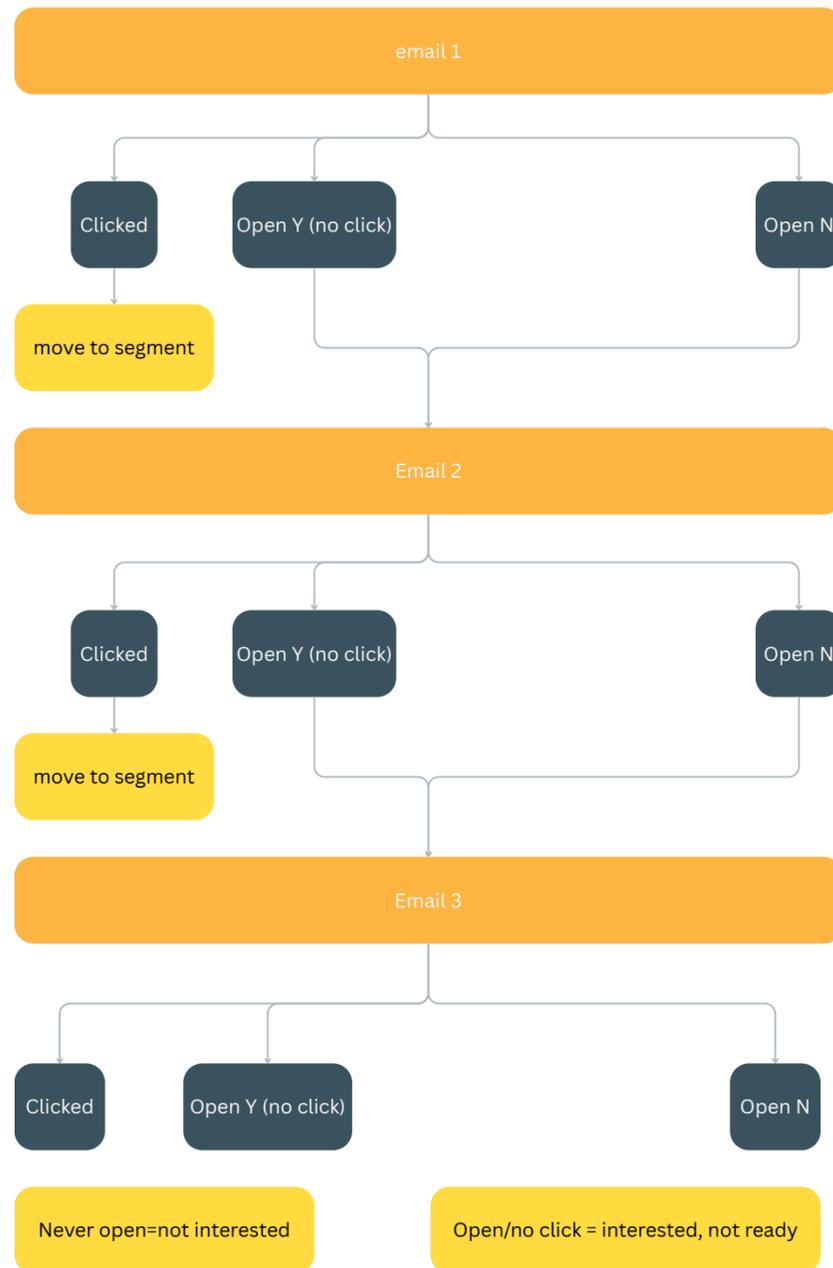
- 2d mail (postcards, brochures, etc.)
- 3d mail (gift boxes, keychains, goodies)
- calling campaign (before and/or after emails)
- 2-3 email campaign
- social media
- digital ads

3

“LIGHTER” LEAVE-BEHIND

A one-pager is a great way to leave a lasting impression, but I suggest developing a lighter version that is industry-agnostic and delivers a clearer call-to-action

DESIGN EXAMPLES



SPROCKET POWER
hello@reallygreatails.com

TRANSFORM YOUR UTILITY BILL

This week, we're sharing the inspiring journey of **Suki**, who went from struggling with daily stress to regaining balance, strength, and confidence.

[Read their story](#)

(800) 407-4171
<https://sprocketpower.com>

[~PHYSICAL_MAIL_ADDRESS~]
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START SAVING ON UTILITIES TODAY

The automotive industry is shifting towards electrification and face challenges in managing energy costs. **Sprocket Power is a GNYADA Preferred Technology Partner** that specializes in providing comprehensive energy solution with real results, **lowering your utility bills by 50%-90% over 5 years.**

[Book your free energy assessment!](#)

WHAT TO EXPECT:

We start with a free needs assessment to make sure we are determining the best hardware and network tools for your needs. We act as your liaison to ensure full coordination and turnkey installation.

WHEN, WHERE, WHAT TO BRING:

Need an upgrade? No problem! Our modular install gives us easy access to repair, replace, or upgrade parts without installing a new system!

[Book your Free Assessment!](#)

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<https://sprocketpower.com>

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SPROCKET POWER

CUTTING UTILITY COSTS BY UP TO 90%

sprocket Power has the technology and expertise to put you back in charge. We are helping dealers cut utility costs by up to 90% over 5 years.

[Book your FREE assessment](#)

"Since implementing the managed microgrid at Vail Auto Group, we've reduced our monthly utility bills by approximately 78%."

Greg Vail
VP at Vail GMC Hummer and GNYADA Board Member

"Electrifying my dealership was a complex task that required specific expertise, especially in navigating the utility process. **Sprocket Power managed everything and ensured that I was getting the right outcome for my business**, including substantial incentives to offset installation costs."

Frank Onolfi
General manager at Island Acura

[Book your FREE assessment](#)

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