



ODYSSEY[®]
BATTERY

ODYSSEY Battery Case Study

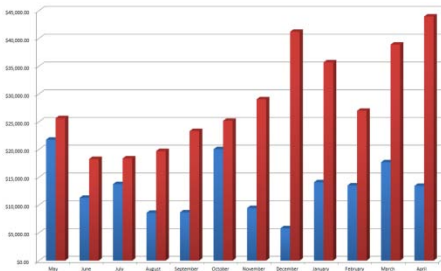
DaBrian Marketing Group

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ODYSSEY® Battery by EnerSys®

ODYSSEY® batteries are manufactured by EnerSys® Energy Products Inc., a wholly owned subsidiary of EnerSys. EnerSys is a global leader in stored energy solutions for automotive, military and industrial applications. With manufacturing facilities in 17 countries, sales and service locations throughout the world, and over 100 years of battery experience, EnerSys is a powerful partner for automotive, marine, heavy duty equipment and powersports service and parts providers.

- A social media customer service process reduced response times by 71.3%
- Organic search traffic contributed to over \$30,000 in online sales in less than 6 months



ODYSSEY
BATTERY

Social Media Marketing

Situation

ODYSSEY® battery by EnerSys lacked a formalized social media strategy as well as clear objectives when it came to devising new tactics, formulating campaigns, or integrating its various marketing initiatives with social media.

Approach

DaBrian Marketing Group (“DMG”) began by creating a comprehensive social media strategy based upon ODYSSEY® battery’s business goals and objectives. Rather than view social media as an afterthought, DMG sought to incorporate it into every marketing campaign conducted by ODYSSEY® Battery.

Solution

As a result of DMG’s efforts, ODYSSEY® battery was poised to incorporate defined social media processes, more detailed strategic planning, and a greater level of understanding for the social media environment.

What’s Next

ODYSSEY® battery will continue to plan, execute, and optimize its social media activities. With a new level of consistency and efficiency, more opportunities for growth and awareness are available for the brand.

Marketing Measurement

Situation

At the campaign level, ODYSSEY® battery by EnerSys had little insight into whether traditional and digital marketing campaigns were driving either product sales or a positive return on investment (ROI).

Approach

DaBrian Marketing Group (“DMG”) developed and implemented a measurement plan to begin capturing data and evaluating marketing effectiveness. This included deploying Google Analytics, implementing campaign tracking, and correlating sales information from third-party vendors to gain the clearest, most accurate data.

Solution

On a month-to-month basis, DMG was able to show the true monetary value in specific marketing campaigns and initiatives. By setting up proper tracking components, ODYSSEY® battery was able to make campaign adjustments and more informed budgetary decisions.

What’s Next

As ODYSSEY® battery adopts new technologies and marketing channels, DMG will continue to provide insight into how to measure and optimize those processes.