PIERPONT

ClearSign

ClearSign | Combustion Increasing Brand and Market Awareness

CHALLENGE

ClearSign Combustion, a Seattle-based designer and developer of products and technologies that improve key performance characteristics of combustion systems, has a limited brand and market awareness.

OBJECTIVE

ClearSign engaged Pierpont to increase its brand and market awareness within the energy sector and investor community via media relations, website content support, and strategic guidance.

APPROACH

Pierpont helped ClearSign move from being a relatively unknown player in energy to a regular contributor and thought leader within upstream and downstream media. Leveraging strong relationships with influential media, ClearSign executives have appeared in E&P Magazine, Hydrocarbon Engineering, Oil & Gas Journal, World Oil, and others. With a solid foundation of trade media success, Pierpont secured coverage by the Daily Breeze (Los Angeles County), Press-Telegram (Long Beach, CA), and Reuters. Additionally, an on-site visit with a freelance reporter to the Financial Times, The Guardian, and other noteworthy publications took place in Beijing, wherein client testimonials and success stories were shared through an exclusive interview with ClearSign's then CEO.

RESULTS

Pierpont secured 38 media placements on behalf of ClearSign. Additionally, the team generated more than 35 pieces of the website content, in an effort to increase SEO/SEM results and further elevate ClearSign in relation to keywords and phrases for prospects. Pierpont also conducted and provided an audit of its recently upgraded website covering analytics, performance, strategic recommendations, and more. Finally, Pierpont developed a lead generation campaign for ClearSign that resulted in 1,143,989 impressions, 478 clicks, and 8 leads. ClearSign also saw a 32% increase in website sessions and a 10% increase in average sessions in just the first month of implementation.

BY THE NUMBERS

38

Media Placements

1.1M

Impressions

32%

Increase in Website Sessions