



Examples

# sys-tek.com

## **Challenge:**

sys-tek engineering firm was struggling with an online presence. Their site was not ranking in search, it was difficult to navigate, and lacked content. They were not utilizing any of their social media accounts or other content initiatives.



## **Solution:**

Complete site overhaul, content and keyword rich, with addition of marketing automation and CMS; plus, create site to integrate with a future shopping cart. Develop an annual content marketing plan and quarterly calendar.

## **The following was implemented:**

Website redesign - responsive, new and dynamic content, SEO best practices - content, links, tags, descriptions, etc.

Content Marketing Plan - Consistent content creation, weekly blogs, daily social media posts, monthly eBooks, newsletters, videos, infographics.

Monthly Reporting - Google analytics, HubSpot analytics, and Salesforce.

**LAURANNE SMITH**  
**ONLINE STRATEGIC MARKETING**

# sys-tek content initiatives

## Blogs

### Blog Content

#### Blog #1: Benefits Of Optimizing Your Facility Through Retro-commissioning

The purpose of retro-commissioning your building is to identify and reduce waste, giving your facility the greatest possible savings in cost and energy. In all building life cycles, there are inevitably going to be issues that arise regarding maintenance and energy use. Some of those problems are due to the way the existing structures were originally designed, while others arise from operating systems that have fallen into disrepair over time. While you won't be able to avoid these problems entirely, you can learn how to mitigate them through retro-commissioning, thereby reducing cost and adding profitability to your operation.

According to the U.S. Department of Energy, retro-commissioning can produce energy savings of up to 20% — in some cases adding up to millions of dollars in savings annually. Such statistics provide good reasons for businesses to take note of the effect of energy inefficiencies on their bottom line.

The areas of concern that retro-commissioning commonly identifies and addresses include:

- Lighting inefficiencies from dust concentration, lamp lumen depreciation and control malfunctions,
- Unnecessary electrical loading from operational equipment,
- Unbalanced air and water distribution systems,
- Heating and cooling systems in need of recalibration, and
- Energy drain caused by air infiltration.

Practically speaking, how does optimizing these areas result in benefits to your operation? If you're an owner or manager of a building, you're likely keeping a keen eye on areas in which you can improve on your savings or revenue, so if you want hard facts and figures, they're readily at hand. Real world case studies illustrating the benefits of retro-commissioning are numerous and well documented. For example:

1. Retro-commissioning done on the Hatfield Courthouse in Portland resulted in 10% reduced energy usage, saving the facility over \$50,000 in utility costs annually. Those savings payed back the cost of the retro-commissioning in under 3 years.
2. The New York Marriott Marquis building is estimated to have saved over \$750,000 per year by implementing a comprehensive retro-commissioning program, with a payback timeframe of two years.
3. The Symphony Towers facility in San Diego realized \$65,000 in estimated annual savings from retro-commissioning work, with a payback timeframe of only four months.
4. Retro-commissioning done on HVAC systems at Target stores yielded an annual savings of \$5,000 to \$10,000 per store.

It is for these reasons and more that we highly recommended you consider retro-commissioning your facility. The benefits are concrete, positive and valuable, resulting often in a dramatic increase in your bottom line.

## Infographics



## Landing Pages Cx/TAB Kit

## eBook

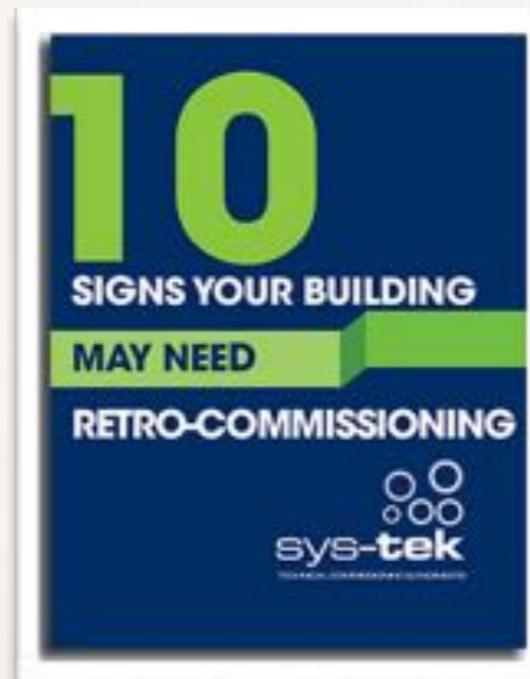
## Social Media

### Social Media Posts

Twitter posts have been drafted to meet the 140-character limit after URLs are shortened.

	Twitter	Facebook
1	How do virtual #energy audits play a role in retro-commissioning? Read this post to find out: <a href="http://www.greentechmedia.com/articles/read/The-Science-Behind-Virtual-Energy-Audits-Versus-Traditional-Audits">http://www.greentechmedia.com/articles/read/The-Science-Behind-Virtual-Energy-Audits-Versus-Traditional-Audits</a> #retrocommissioning	How do virtual energy audits play a role in retro-commissioning? Read this post to find out. <a href="http://www.greentechmedia.com/articles/read/The-Science-Behind-Virtual-Energy-Audits-Versus-Traditional-Audits">http://www.greentechmedia.com/articles/read/The-Science-Behind-Virtual-Energy-Audits-Versus-Traditional-Audits</a>
2	Re-commissioning your building can save your money by reducing #energy costs and improving performance: <a href="https://sys-tek.com/services/commissioning/why-you-need-it.html">https://sys-tek.com/services/commissioning/why-you-need-it.html</a> #savemoney	Re-commissioning your building can save your money by reducing energy costs and improving performance. <a href="https://sys-tek.com/services/commissioning/why-you-need-it.html">https://sys-tek.com/services/commissioning/why-you-need-it.html</a>
3	Check out these pros and cons of retro-commissioning versus persistent commissioning: <a href="http://energysmart.enemoc.com/Portals/202241/images/Commissioning1.png">http://energysmart.enemoc.com/Portals/202241/images/Commissioning1.png</a> #retrocommissioning #energy	Check out these pros and cons of retro-commissioning versus persistent commissioning. <a href="http://energysmart.enemoc.com/Portals/202241/images/Commissioning1.png">http://energysmart.enemoc.com/Portals/202241/images/Commissioning1.png</a>
4	GM saved \$5 million in 2012 by taking advantage of retro-commissioning: <a href="http://www.plantengineering.com/single-article/measuring-success-how-gm-scores-on-energy/dffb73b8638827622d43612825aa6.html">http://www.plantengineering.com/single-article/measuring-success-how-gm-scores-on-energy/dffb73b8638827622d43612825aa6.html</a> #retrocommissioning #energysaving	GM saved \$5 million in 2012 by taking advantage of retro-commissioning. <a href="http://www.plantengineering.com/single-article/measuring-success-how-gm-scores-on-energy/dffb73b8638827622d43612825aa6.html">http://www.plantengineering.com/single-article/measuring-success-how-gm-scores-on-energy/dffb73b8638827622d43612825aa6.html</a>
5	City renewal activities are starting to drive the market toward retro-commissioning more than ever: <a href="http://www.building.ca/news/when-the-check-engine-light-comes-on/1002348806/?type=Print%20Archives">http://www.building.ca/news/when-the-check-engine-light-comes-on/1002348806/?type=Print%20Archives</a>	City renewal activities are starting to drive the market toward retro-commissioning more than ever. <a href="http://www.building.ca/news/when-the-check-engine-light-comes-on/1002348806/?type=Print%20Archives">http://www.building.ca/news/when-the-check-engine-light-comes-on/1002348806/?type=Print%20Archives</a>

## eBooks

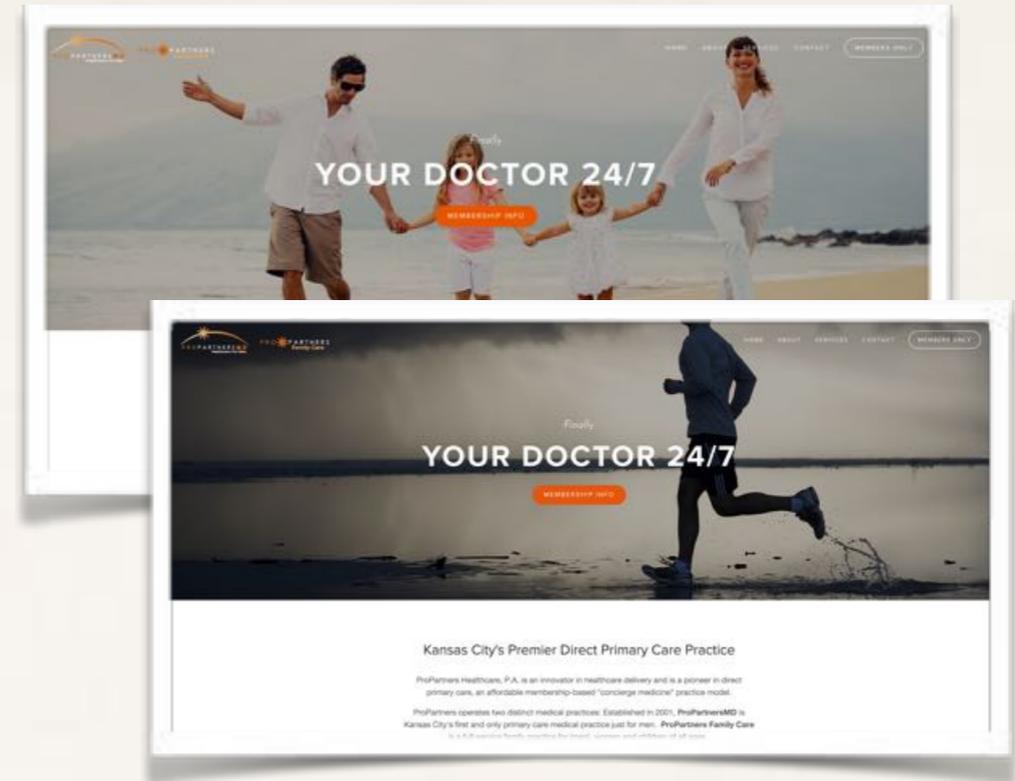


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# ProPartners Microsite - ProPartnersDirect

## **Challenge:**

With affordable health care coming into play, Dr. Troy Burns created a spin-off from his regular family practice - a direct primary care practice. The ultimate goal was to be able to move his current family practice to this model as well. This model, still in the initial growth stage and geared to a tech savvy market, would be difficult to promote traditionally.



## **Solution:**

Solution: Microsite(s) and online promotion integrated with traditional.

## **The following was implemented:**

Microsite creation- responsive, new and dynamic content, appointment sign up, HIPAA compliant forms, patient portal. Site created with SEO best practices - content, links, tags, descriptions, etc.

Content Marketing Plan - Consistent content creation, weekly blogs, daily social media posts, monthly eBooks, newsletters, videos, infographics.

Monthly Reporting - Google analytics combined with HubSpot analytics.

# KU Med Women's Health

## **Challenge:**

Women's health is big business and KUMed wants to capitalize on it's new facilities, catering to the health of women. They need a website, focused on females and health that can be the 'go-to' information source combined with making KU Med Women's Health the 'go-to' place for all their health care.



## **Solution:**

Create a responsive, content rich website to integrate with all other KU Med websites. Create social media accounts, blogs, annual marketing plan. Build relationships with physicians for consistent and fresh editorial content.

## **The following was implemented:**

Website Creation- responsive and dynamic, geared for continuous content submission, appointment request capabilities, and information resource. Follow SEO best practices - content, links, tags, descriptions, etc.

Content Marketing Plan - Consistent content creation, weekly blogs, daily social media posts, monthly eBooks, newsletters, videos, infographics.

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