

# A communications strategy that supports growth ambitions

## Exnaton's story

Over the last few years the Swiss startup has built a strong foundation and reputation as the leading energy sharing and billing SaaS platform.

When Exnaton relaunched their brand it was the perfect time to systemise and professionalise their communications.

Exnaton was looking to shape a solid communications strategy for 2023 that would support their growth journey and underpin their ambition to be recognised as the billing engine for decentralised energy resources.

## EXNATON AT A GLANCE

*Exnaton offers a flexible SaaS platform for the decarbonised, decentralised and digital energy future.*

**BASED IN:** Zurich, Switzerland  
**YEAR FOUNDED:** 2020  
**Nº OF EMPLOYEES:** 20

**EXPERTISE:** Using Exnaton's energy sharing and billing SaaS platform, energy suppliers can unlock digital business opportunities in local energy and increase energy independence while saving time and costs.

## The problem

Exnaton wanted to professionalise their communications. Previously the responsibility for communications was divided between the founders.

The team was looking to create a solid framework that would provide clarity on communications priorities and allow relevant team members to perform the operational tasks.

### MAIN CHALLENGES

- 01** Shape a solid communications strategy for 2023
- 02** Identify focus areas to prioritise in the coming months
- 03** Accumulate sufficient expertise and knowledge to implement the communications strategy in-house

## Why Exnaton chose us

We met Exnaton at Energy Tech Summit in Warsaw and stayed in contact until the time was right to work together.

This came when Exnaton hired a crucial team member responsible for marketing and communications. The team felt that it would add value to have our expertise guide them through the development of a strategy in tandem with her onboarding.

Exnaton's team was also convinced by our industry knowledge and connections with trade media in the DACH region and throughout Europe, which help companies gain recognition beyond their core market.

# Our solution

## An actionable strategy that can be easily implemented

- 01 Identifying PR challenges and opportunities**  
We conducted a press review as well as a content audit of Exnaton's owned channels and analysed the communications activities of their competitors.
- 02 Defining an overall PR approach for the year**  
We looked at commercial targets and discussed how communications would contribute to them.
- 03 Kicking off a content campaign**  
We identified relevant channels and themes, and created a content plan including formats for six months.
- 04 Providing guidelines for successful communications**  
We supported the onboarding of a new team member with responsibility for marketing activities and shared our knowledge to set the foundations for successful PR work.

*Exnaton's goals were to build their reputation, raise awareness of the company, and brand themselves as experts in their field. To achieve these goals, they decided to professionalise their communications and hire a communications manager.*

*When Exnaton approached us and voiced its challenges in setting up their communications department, we offered to develop a communications strategy that they could easily implement by themselves.*

*We began our work with an in-depth analysis and kick-off workshop. At the end of our collaboration, we presented Exnaton with an actionable strategy document containing our analysis, advice and a plan for the year.*

## The results

Exnaton now has a sophisticated communications strategy. It's based on data and aligns with their commercial goals, spurring the company's success.

### RESULTS: COMMUNICATIONS

- Clear story and positioning
- Well thought-out messaging concept
- Pitching angles and list of target media
- Advice on content activities (LinkedIn, newsletter, case studies, whitepaper)
- Overview of PR processes

### RESULTS: COMPANY

- Strategy based on insights, guided by experts
- Actionable communications plan
- Increased relevance for target audience
- Solid foundations for growth

## Testimonial

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*Collaborating on our communications strategy with Life Size was a joyful experience. Their expertise and creativity brought our brand to life, effectively engaging our target audience. What impressed us the most was their ability to translate complex concepts into clear and engaging messaging.*

**Liliane Ableitner, CEO**

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GET IN TOUCH

# Tell us your story

Are you ready to professionalise your communications efforts?

Get in touch with our experts to discuss strategy and execution of a powerful PR and content campaign.

[Free consultation →](#)

[mail@lifesizemedia.com](mailto:mail@lifesizemedia.com)

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