



OPTIMIZED DIGITAL PRESENCE & LEAD GENERATION

REIG

Renewable Energy Integration Group

How a referral-only renewable energy integration firm built a multi-channel acquisition engine - and **now lands 2 qualified inbound leads every week from organic search alone.**

2/WK

QUALIFIED INBOUND
LEADS

+343%

ORGANIC TRAFFIC
GROWTH

~33%

LINKEDIN
ACCEPTANCE RATE

3×

MONTHLY LEAD
TARGET (PEAK)

01 · THE SITUATION

A STRONG BUSINESS WITH A HARD CEILING

Brian Otto came up through Renewable Energy Integration Group as a project manager before becoming CEO and owner when the original founders retired in 2025. He inherited a 10-year-old technical services business built almost entirely on word-of-mouth referrals - a strong foundation, but one with a hard ceiling.

REIG had loyal repeat clients and deep expertise in SCADA integration, fiber commissioning, and UL-listed control panel manufacturing. What it didn't have was a path to new clients.

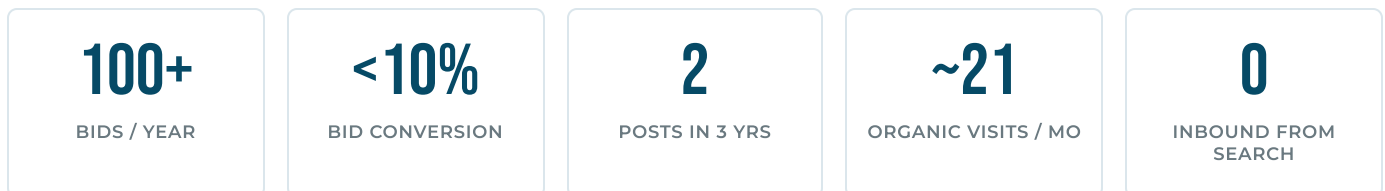
"It didn't generate that new business line. It didn't expand us into the marketplace to let people know exactly what we do."

— BRIAN OTTO, CEO, REIG

REIG was submitting over 100 bids per year at a sub-10% conversion rate, with no digital presence to support the effort. The website had two blog posts published in three years and roughly 21 organic visits per month - every customer came through personal network, conference introductions, or RFP response. Zero inbound from organic search.

A second challenge: REIG ran two distinct revenue lines - technical field services and contract manufacturing under the **REnergyWare** brand - each requiring separate messaging and separate audiences to reach effectively.

WHERE REIG STARTED — Q3 2025 BASELINE



02 · CHALLENGES & DELIVERABLES

FROM GAPS TO A WORKING SYSTEM

CHALLENGES BEFORE	WHAT WE DELIVERED
✗ No digital presence or outbound system	✓ LinkedIn profile optimization for credibility and search visibility
✗ No consistent content or brand authority	✓ LinkedIn content creation - ongoing posting to build authority and keep REIG top of mind
✗ No outbound prospecting system	✓ LinkedIn outreach - connection requests and messaging to target ICPs via Sales Navigator
✗ Sub-10% bid conversion with no pipeline visibility	✓ HubSpot CRM automation for follow-up and lead tracking
✗ Two revenue lines with no tailored messaging	✓ Separate outbound campaigns for services and manufacturing audiences
✗ Word-of-mouth only - no new-client acquisition engine	✓ Multi-channel outbound across LinkedIn, cold email, and Meta Ads
✗ Old website with poor SEO	✓ Modern website with SEO / AEO / GEO built in
✗ No inbound capture system	✓ Lead-magnet PDF with website pop-up and automated HubSpot follow-up
✗ 2 posts in 3 years, ~21 organic visits/mo, zero AI visibility	✓ 62-post SEO/AEO content engine ranking on 26 keywords, cited by ChatGPT, Gemini & Google AI Overviews

03 · CAMPAIGN ARCHITECTURE

TWO REVENUE LINES, TWO CAMPAIGNS

We found that REIG's two revenue lines required separate campaign strategies.

CAMPAIGN 01

SERVICES OUTREACH

Targeting EPC project managers, commissioning managers, and engineering leads at utility-scale renewable and infrastructure firms. Messaging centred on late-stage integration risk - the cost of bringing SCADA and fiber specialists in too late, when schedule pressure is highest.

CAMPAIGN 02

REENERGYWARE MANUFACTURING

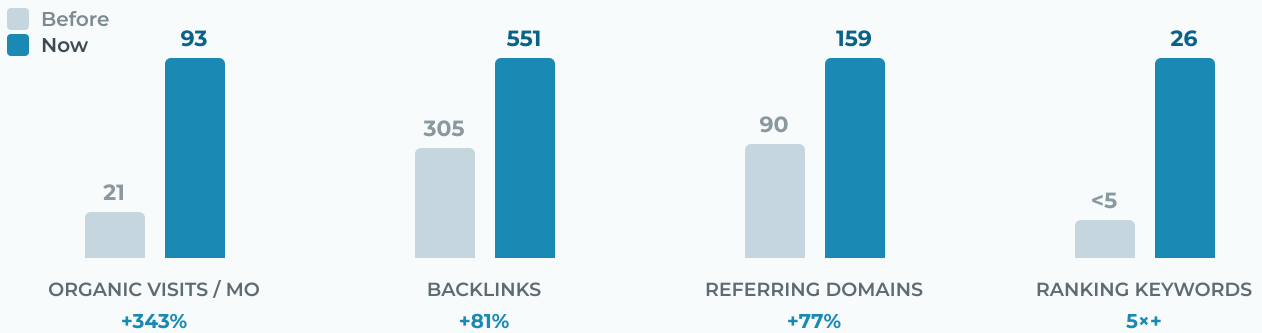
Targeting procurement managers, VP-level buyers, and owner's representatives sourcing UL-listed control panels and enclosures. Messaging focused on lead times, U.S.-based manufacturing, and UL certification as a procurement differentiator.

04 · SEO & AEO CONTENT ENGINE

A COMPOUNDING CONTENT ASSET

reig-us.com began with two blog posts in three years and fewer than five ranking keywords. We built a technical content engine from the ground up - extracting expertise from Brian and his senior engineers through structured interviews and publishing 8-10 posts a month in their voice, without pulling them away from operations.

BASELINE VS. Q1 2026 — SIX MONTHS OF COMPOUNDING GROWTH



Ten of those pages are now surfaced directly by ChatGPT, Gemini, and Google AI Overviews - driving **2 qualified inbound leads per week** from technical buyers who've already read REIG's content before they ever make contact.

05 · IN BRIAN'S WORDS



From a lead generation perspective, from a revenue generation perspective, from a closure rate perspective - **we're improved a hundredfold.**

— BRIAN OTTO, CEO, REIG

▶ WATCH THE FULL INTERVIEW

"We typically target a certain number of leads and we tripled that in one month."

— BRIAN OTTO, CEO

"AI systems that can help a small team act like a large team - that's been huge value to our organization."

— BRIAN OTTO, CEO

"The continuous momentum every day on that platform has built interest from a new customer base that says - I didn't know I needed that, but now I can see that."

— BRIAN OTTO, CEO

"How you react in business says more about an organization than anything else. Making corrections, not excuses - that's been one of the more pleasant parts of our relationship."

— BRIAN OTTO, CEO

06 · KEY OUTCOMES

A SMALL TEAM WITH THE REACH OF A LARGE ONE

Within six months, REIG moved from a purely referral-driven business to an active multi-channel acquisition operation, with performance growing every month from January through May. The business now has a professional digital foundation, a compounding content asset that grows in value every month, and two targeted outbound campaigns running alongside it.

2/WK

INBOUND LEADS FROM SEARCH

2/WK

LEAD-MAGNET DOWNLOADS

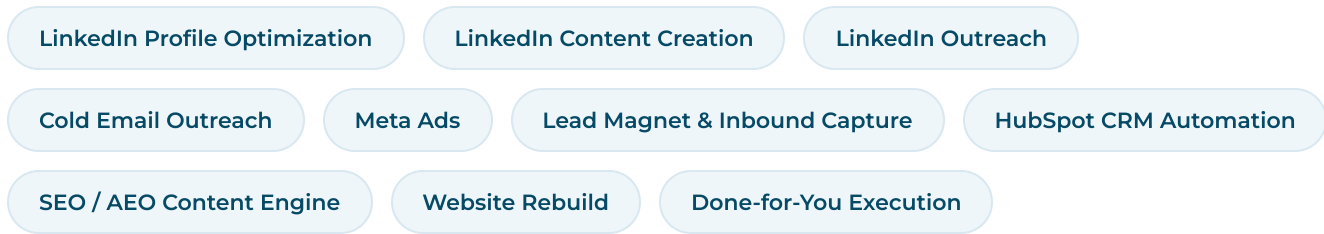
~33%

LINKEDIN ACCEPTANCE

3×

LEAD TARGET (PEAK MONTH)

07 · SERVICES USED



08 · ABOUT BLUE OCEAN SOLUTIONS

Blue Ocean Solutions helps clean-tech and renewable energy businesses generate more qualified opportunities and operate more efficiently - without adding headcount or operational complexity.

We act as a strategic growth partner, not a vendor. That means we take the time to understand your business, build a plan that fits your stage and budget, and execute it largely hands-off - so your time stays where it belongs.

BUSINESS GROWTH SERVICES

- › GTM strategy and messaging
- › Lead generation and outbound systems
- › Sales enablement
- › CRM automation and integration
- › Content and brand authority
- › Website SEO / AEO / GEO
- › AI voice agents and workflow automation

READY TO EXPLORE WHAT THIS LOOKS LIKE FOR YOUR BUSINESS?

Book a free 45-minute discovery call · Kreel@BlueOceanSolutions.AI

BOOK A CALL →

BlueOceanSolutions.ai