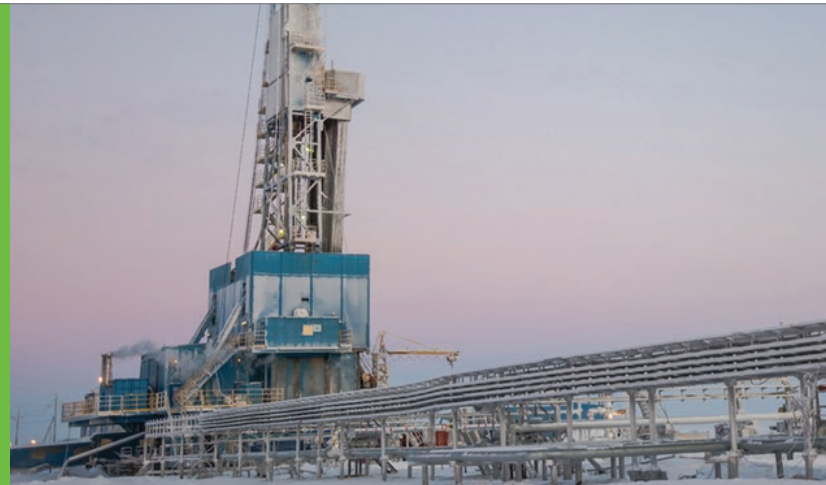


Case Study

EnergyFunders

How HexaGroup lowered the startup's customer acquisition cost, increased its search engine rankings and repositioned the company as an industry leader



Objectives & Challenges

EnergyFunders was established in 2012 and the growing company looked to expand even further when it partnered with HexaGroup.

The company's goals included:

- Increasing brand awareness to get in front of more potential customers
- Growing the number of leads and signups
- Increasing investors in the company
- Repositioning itself as an industry leader and accessible to investors outside the oil and gas field

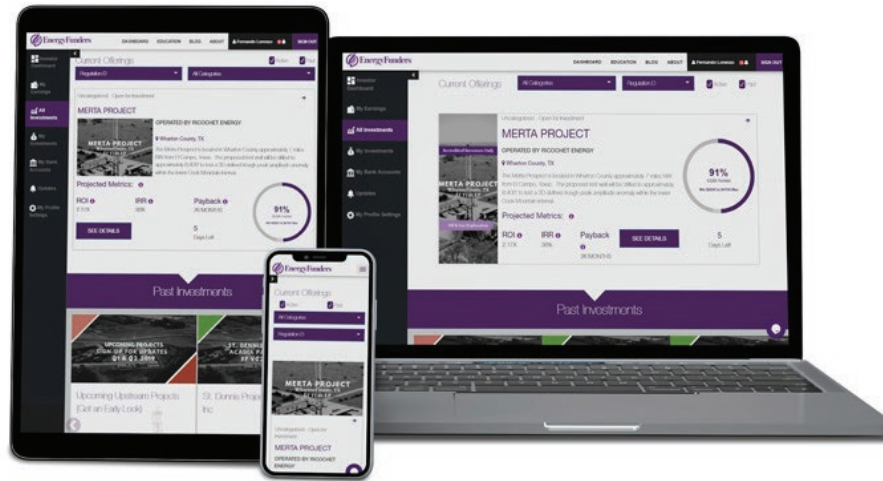
We identified a few challenges. Firstly, the company wanted to further hone its focus to offer oil and gas investments, not general energy industry investments. Secondly, the company's current messaging on oil and gas drilling and investing in wells was highly technical and filled with industry jargon, making their offerings seem out of reach to non-experts. Thirdly, the website was difficult to navigate for prospective customers to find needed information.

We strategized and implemented a number of tactics to reach EnergyFunders' goals including PPC campaigns, improving SEO, relaunching the website and promoting new collateral.



Visit Website

www.energyfunders.com



Website Relaunch

Relaunching EnergyFunders' website was a strategic move. The company's previous site lacked clear messaging, a cohesive design and easy navigation, making it hard for visitors to find the information they wanted and to understand the company's unique value proposition.

First, we distilled the company's benefits and corporate identity into clear brand pillars for prospective customers to quickly comprehend what the company promised. This also allowed us to create site content around consistent themes and messaging.

HexaGroup took the EnergyFunders logo and elevated their brand identity using their color palette consistently, creating interactive items, calls-to-action and forms to improve conversion rates and user engagement. With a design that enhanced user experience throughout, the website was vastly improved with a fresh, authoritative look and feel.

In addition to the interface design changes that help visitors easily browse the EnergyFunders site, HexaGroup designed an improved homepage and complete new interfaces for new tools like the investments catalog, a tax savings calculator and a new chatbot feature.

One of the most needed changes in the new website was the redesign of their sign-up process. We created a four-step sign-up system that informs the user about every step of the process, making it pain free and easy to complete in a few minutes. This improved usability and visitors' understanding of security, given the sensitivity of the user details and financial information required to participate in the services EnergyFunders offers. Also dramatic were the changes on the redesign of the user portal, with a new collapsible iconized navigation that gives access to extensive information in a visual and intuitive way under any device, desktop or mobile.

This new site featured user experience and content enhancements to the website and web app including:

- Brief videos we created to showcase the brand and attract visitors' attention
- A streamlined design and easy-to-navigate menu
- Clearer calls-to-action to convert visitors into leads
- Premium content to capture more leads

Once the website launched, we didn't end the optimization process. We implemented heat maps to see where customers clicked (or didn't click) to convert more customers. We conducted A/B tests to determine effective calls-to-action, and we continued to optimize the menu and user experience based on customer behavior data.

Calculate Your Tax Savings ✕

Your Capital Investment
SELECT AMOUNT \$ 1,000

0% 100%

Your Tax Rate
SELECT RATE 0 %

0% 100%

Your Risked Capital **\$1,000**

Your Tax Savings This Year **\$0**

Your gross profits from this investment are taxed at 85%. The 15% depletion allowance is an additional tax benefit for oil and gas investments.

For US investors only. Check with your financial adviser to see how this applies to you.

EXPLORE THE TAX BENEFITS OF OIL AND GAS INVESTING.
GET THE E-BOOK.

Overall Goal
Completion Rate

+49%

Search Engine Optimization (SEO)

Many of EnergyFunders' leads came from organic search engine traffic to their website, and the company set a goal to increase their search engine rankings for strategic keywords relating to oil and gas investing and their target audience. We conducted a full content audit of their previous blogs, on and offline collateral, and website pages to determine which pieces had valuable information for visitors and we could further optimize to rise in search engine rankings.

We collaborated with the client to determine which keywords were highest priority and focused on creating robust content optimized for search engines around each keyword. We created a strategic plan to organize content, prioritize it for search engines and eliminate duplicate content. We also employed strategies such as creating backlinks and using local SEO to increase traffic to the pages and increase its visibility in search engines.

This resulted in the strategic pages consistently rising in search engines' ranking, even for highly competitive keywords.

The overall average organic rank for EnergyFunders increased by nearly 10% over the course of SEO efforts, though this understates the degree of growth seen in many target keywords. In tandem with this growth in search engine rankings, EnergyFunders also saw associated increases in organic click-through-rate (up nearly 24%) and organic traffic arriving to the site from high-intent keywords.

The list below provides a limited sample of organic traffic growth from priority keywords, comparing the organic click volume from the first two months of HexaGroup's SEO action plan to two months later in the same calendar year.

Highlights of specific keywords that increased in organic ranking as a direct result of our SEO efforts

Keyword (Search Query)	Average SERP Rank in 6/19	Average SERP Rank in 1/19	Growth in SERP Rankings
Texas drilling investments	10	55	45
Gas investing	11	47	36
Best way to invest in oil	10	44	34
Oil drilling investments	5	25	20
Oil invest	11	29	18
Well investments	8	23	15
Should I invest in oil	10	25	15
Natural gas investments	9	24	15
Invest oil	7	20	13
Investing in natural gas	10	24	14
Investment oil	11	24	13
How to invest in oil wells	5	16	11
How can I invest in oil	11	22	11
How do you invest in oil	10	21	11
How to invest in oil	12	21	9
Invest in oil	9	17	8
Gas investment	10	18	8
Well investment	5	13	8
Oil field investment	11	17	6
Invest in oil and gas	8	14	6
Oil investments opportunity	8	14	6
Investments in oil	9	13	4
Invest oil wells	5	10	5
How to invest in oil and gas	9	13	4
Natural gas investing	10	14	4
Crowdfunding energy	7	11	4
Invest in oil drilling	5	9	4
Oil and gas investment	9	13	4
Oil well investments	4	7	3
Natural gas investment	9	12	3
Oil and gas investments	9	12	3
Oil well investments	3	6	3
Natural gas investment	9	11	2
Oil and gas investments	6	8	2
How to invest in oil drilling	3	6	3
Oil gas investments	9	11	2
Oil rig investment	6	8	2
Oil well investment	4	6	2
Oil and gas drilling investment	5	7	2
How to invest in oil and gas wells	3	5	2
Investing in natural gas wells	5	6	1
Investing in oil and gas wells	5	7	2
Oil crowdfunding	2	3	1
Investing in oil wells	5	6	1
Investing in oil drilling	7	8	1
Crowdfunding oil and gas	2	3	1
Invest in oil wells	5	6	1

Monthly organic visitors increased over

207%

Organic CTR

+24%

Average Organic Position

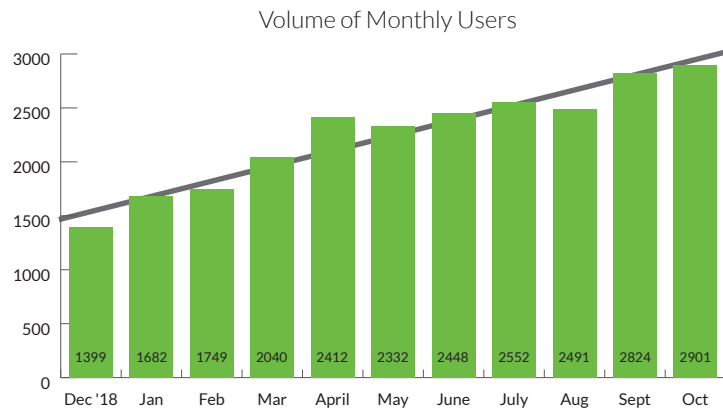
+9%

Organic Keyword	9/19-10/19 Clicks	12/18-1/19 Clicks	Increase # in Clicks
How to invest in oil	3	23	20 (up by 667%)
Direct investing in oil wells	13	22	9 (up by 69%)
Investing in oil wells	17	21	4 (up by 24%)
Invest in oil	3	18	15 (up by 500%)
Oil well investing	5	17	12 (up by 240%)
Investing in oil and gas	0	16	16
Best way to invest in oil	0	15	15
How to invest in oil wells	11	14	3 (up by 27%)
Oil and gas investments	5	14	9 (up by 180%)
Invest in oil and gas	0	13	13
Invest in oil well	8	12	4 (up by 50%)
Investing in oil	0	12	12

Organic Keyword	9/19-10/19 Clicks	12/18-1/19 Clicks	Increase # in Clicks
Oil and gas investment	2	12	10 (up by 500%)
Oil and gas investments tax deductions	4	12	8 (up by 200%)
How to invest in oil and gas	0	10	10
How to invest in oil and gas wells	0	6	6
Oil and gas tax deductions	5	27	22 (up by 440%)
Oil and gas crowdfunding	9	21	11 (up by 133%)
How to calculate working interest in oil and gas	4	16	8 (up by 300%)
Internal rate of return oil and gas	0	12	12
IRR oil and gas	0	10	10
Average return on oil well	0	10	10
Buying working interest in oil wells	0	10	10

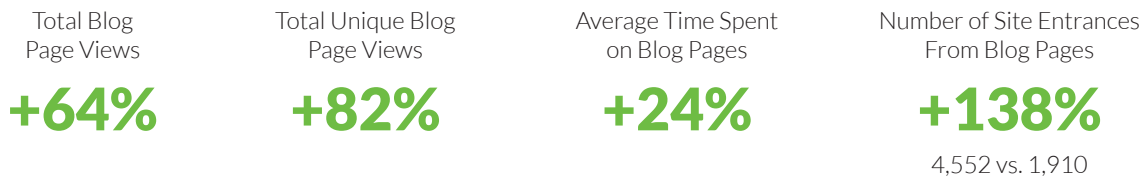
This broad increase in keyword rankings for EnergyFunders led to persistent month-over-month growth in organic traffic volume. While the overall average organic keyword ranking by 9% over the course of our SEO efforts, the chart below illustrates this monthly growth to the volume of organic visitors, with a clear positive trendline throughout 2019.

Organic Site Traffic Growth 2019



Organic Blog Performance

As a key component of HexaGroup's SEO action plan, monthly blogs were developed and optimized specifically to help capture new segments of relevant search interest. Over the same time (Dec. 18 to Oct. 19), EnergyFunders saw substantial improvements to the volume of inbound traffic earned from their blog.



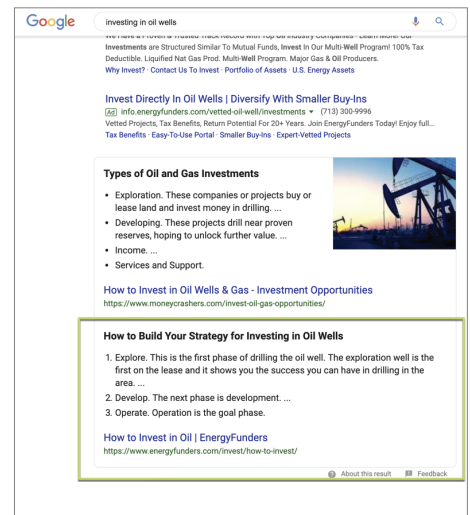
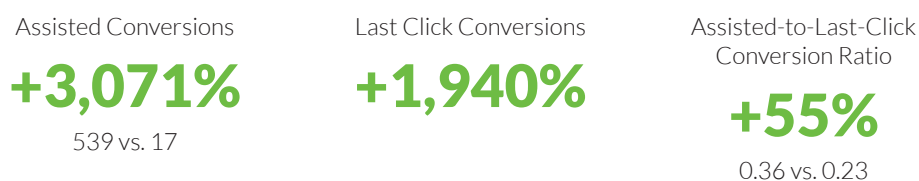
Featured Snippets on Page One of Google

We made further optimizations to capitalize on Google's featured snippets, capturing the coveted position for certain searches. Such featured snippets provided EnergyFunders increased brand exposure and helped them to gain a foothold as oil investing thought leaders – all without any clicks.

A Stronger Integrated Funnel

Bolstered by improvements to organic site traffic, EnergyFunders also saw distinct improvements to the efficacy of its multi-channel funnel (MCF). The MCF presents website traffic that encountered multiple touchpoints with EnergyFunders prior to completing a form or other goal, reflecting the value-add of maintaining a strong presence across all major marketing channels.

We refer to goal completions with multiple preceding touchpoints as “assisted conversions.” Over the course of 2019, both the volume and variety of assisted conversions increased substantially. Comparing data from Dec. 2018 and Jan. 2019 to September and October in 2019, EnergyFunders saw two key improvements to their MCF.



Making Social Media Count

As customers increasingly require additional touchpoints with a brand before converting, maintaining an active and high-value social media presence was critical to building a stronger MCF.

Over the course of engagement with EnergyFunders, HexaGroup's social media management and posting activity lead to major improvements across social media networks.

Business Collateral, Happy Hour and Trade Show Support

Consistent with the new branding and messaging, we also revamped EnergyFunders' collateral, such as their pitch desk, PowerPoints and trade show materials.

For the 2019 NAPE Summit in Houston, we developed an eye-catching display with a glass-topped barrel with the EnergyFunders' logo. Their booth also featured an animated video to showcase their projects and highlights of their success. So visitors would remember EnergyFunders, we created printed collateral targeted to different customer demographics.

As EnergyFunders grew and collaborated with more partners, we created print and digital collateral tailored for each of their main audiences – potential corporate investors, potential customers and potential operator partners. This, in conjunction with the new site, allowed them to be seen by even more prospective customers as they grew brand awareness.

EnergyFunders also launched new events such as an investor happy hour and CPA oil and gas investing class, and we successfully marketed the events via Google My Business, social media, targeted email campaigns to draw a crowd to both events.

AVERAGE SESSION DURATION

 LinkedIn

+69%

2:45 vs. 1:37

 Facebook

+49%

2:04 vs. 1:23

 Youtube

+182%

3:33 vs. 1:15

 Instagram

+99%

1:46 vs. 0:53

TOTAL SESSION VOLUME

 YouTube

+23%

74 vs. 60

 Instagram

+1,067%

70 vs. 6

 Facebook

+62%

295 vs. 182

AVERAGE PAGES/SESSION

 LinkedIn

+37%

3.01 vs. 2.2

TOTAL PAGE VIEWS

 Facebook

+57%

578 vs. 368

 Instagram

+1,064%

198 vs. 17

 YouTube

+41%

261 vs. 185

Pay Per Click (PPC) Campaigns

We launched an array of paid search and display marketing campaigns to reach EnergyFunders' target audience of potential investors. Our primary focus was to drive new accredited investor sign-ups for EnergyFunders' platform. Over the course of our campaigns, we earned an overall average acquisition cost of just over \$100 per lead, with accredited investors comprising approximately 50 percent of the leads.

We developed eye-catching digital and video ads for a variety of platforms, created landing pages to direct traffic and capture leads' contact information, and strategized where to place ads. After launching campaigns, we continually optimized them to lower the costs per click and increase click-through-rate.

PPC Campaign Highlights

- Supported successful crowd investment campaigns via paid search and social media campaigns on LinkedIn and Facebook
- Drove new user sign-ups for the EnergyFunders investment platform via paid search and display network advertising, earning a cost-per-acquisition of under \$200 for a new accredited investor
- Promoted strong multi-channel conversion funnel, with paid advertising holding substantial role during early and mid-funnel stages - not merely serving as a source of last click conversions
- Launched series of video bumper ads on YouTube to reach targeted customer segment of DIY investors; (bumper ads run separately and as a part of sequential ad campaigns)
- Supported paid search lead generation with targeted lead generation form ads on LinkedIn; earned a cost-per-acquisition of between \$200-400 for interested potential investors on LinkedIn
- Leveraged LinkedIn to target CPAs and relevant accounting audience to promote attendance for EnergyFunders-sponsored CPA seminars

