

Niche Marketing Consulting Helps Green Energy Businesses

Energy businesses face a thriving market that brings benefits and challenges. MarketingGE helps those who want to be in the green energy sector for the long run

SYDNEY, AUSTRALIA, July 8, 2015 /EINPresswire.com/ -- Marketing green energy is taken to a whole new level by this niche marketing consulting firm.



For quite a while now, green energy experts, professionals, consultants, service and product providers have struggled to generate consistent leads despite the booming market.

The challenge lies in creating long term relationships and making green energy a priority for their clients and prospects while keeping lead generation costs low.

MarketingGE finally empowers green energy businesses by providing a focused training and consulting service. It helps green energy businesses get a better understanding to what drives implementation and how to influence the faster decision making and green energy action.

MarketingGE is one of the few, if not only one marketing consulting firms that operates entirely online and globally, focusing on green energy businesses exclusively. The energy expert, Bruce Rowse, and marketing expert, Antonia Zorluer, are determined to help businesses create the desire to take green energy action. After interviews, surveys and research they truly understand the challenges that new and established green businesses face in generating consistent leads and developing beneficial relationships with them.

In June 2015 MarketingGE's services went live. The initial goal of MarketingGE is to get as many people in the green energy sector on the same page about the importance of best practices in lead generation. That's why they are holding a free online seminar on lead generation for green businesses on 23rd July.

MarketingGE offers private and group marketing consulting services focused on the two biggest challenges green energy professionals are presented with - getting the attention of prospects through the green noise and getting trusted by clients through the green bull. Learn more about these green energy challenges [here](#).

MarketingGE's services provide the whole range of training, coaching, support and tools to help you arrive to an action plan and follow up with the implementation. But now, the most important challenge they see is getting green energy businesses to decide to incorporate a new and better way of lead generation in their businesses.

One of the features that we are really excited about is [Lead Generation Training](#) that will show green energy businesses how to create lead relationships that will benefit them in the long run when the market is saturated and cost of leads increases. The other thing that the team is looking forward to is

the monthly marketing webinar, part of the [Marketing Consistency Club](#). On the webinar, reserved for members, green energy professionals and experts can connect and learn from each other while focusing on one particular monthly topic.

If you are green energy professional, business owner or want to create and market your energy solution, you might have faced some of the challenges that mentioned above.

Everyone who is facing difficulties in lead generation or wants to develop better long-term relationships with customers resulting in more sales is welcome to attend the free online seminar on Thursday, 23 July 23rd at 9 am EST Lead Generation For Green Energy Businesses. You can register [here](#) (even if you can't attend but want to see the recording afterwards).

MarketingGE stands behind the 80/20 principle - 20% of your efforts produce 80% of the results. On the free seminar we will tell you how you can reduce lead generation costs by up to 61%

MarketingGE are on the edge of doing something really different - getting engineers and marketers to work together on marketing green energy, and understand each other in order to create real change in the world through more green energy solutions.

Antonia Zorluer is the Content & Marketing Manager at MarketingGE - the green energy marketing company that empowers businesses to market better and sell more. Antonia welcomes all green energy business owners and professionals to MarketingGE's next free online seminar on generating cheaper leads on Thursday, July 23 at 9 am EST. Everyone who wants to attend or watch the replay [can register here: http://marketingge.com/lead-generation-for-green-businesses-webinar/?utm_source=einnews&utm_medium=pressrelease&utm_campaign=webinar](http://marketingge.com/lead-generation-for-green-businesses-webinar/?utm_source=einnews&utm_medium=pressrelease&utm_campaign=webinar)

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