

CUTTING THROUGH THE COMPETITION

PowerChord Fuels Kohler Generator Sales at North Carolina Retailer

Who is Kohler?

Keeping the power on is the backbone of Kohler Power. For 100 years, their products have provided trustworthy power products and services. Kohler home generators provide reliable power to help keep the AC, heat, sump pump and major appliances running. Tidewater Energy in LaGrange, N.C., is the propane gas division of Harvey Fertilizer & Gas Company, and sells a variety of Kohler products at its local retail store. Between Kohler and Harvey, there are almost 250 years of experience serving the needs of customers! In 2017, Kohler knew it was time to adapt and grow with a new kind of powerful tool – local digital marketing through PowerChord, and Tidewater started reaping the benefits when they signed on.

The Ask

Worldwide, Kohler has more than 800 distributors and 10,000 dealers. That's a lot of territory to cover to reach potential customers for their generators. Tidewater Energy was a successful dealer with a strong base in propane but needed to kick their generator business up a notch to overtake a competing brand that was outspending them with advertising. They knew Kohler could outperform the other product with a better price, but they needed to reach the right audience. Once they reached a potential customer, they could win them over. Targeted outreach helped drive traffic to their website, generating viable leads for a big ticket, high consideration product.

What Changed?

Through Kohler's nationwide rollout of localized marketing via the PowerChord platform, Tidewater experienced a surge in informed customer interest. Consumers quickly leveraged the coordinated marketing content, with at least 50% arriving with pre-existing knowledge about Kohler products. This efficient access to information not only facilitated conversions but also broadened Kohler's customer base, attracting individuals who discovered the brand through the educational content.

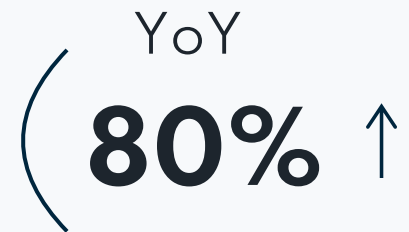
The Results

PowerChord enabled Tidewater to easily and effectively take advantage of previously untapped digital opportunities.

"I would recommend (PowerChord). We had no knowledge of digital marketing before and now we take full advantage of it and want to do more. It's a great opportunity to grow our business," says manager Wendell Whitman.

"The decision to join PowerChord's program as a dealer has been a complete game-changer on the number of leads we're seeing come in on a daily basis, which is moving our bottom line. In fact, as much as 80 percent of our current leads are coming from PowerChord," credits Whitman.

The Facts



of sales leads are generated through the PowerChord program



the average number of leads among participating dealers

