



# PowerChord Fuels Kohler Generator Sales at North Carolina Retailer

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## Meet the Players

Keeping the power on is the backbone of Kohler. 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 it sells a variety of Kohler products at its local retail store. Between Kohler and Harvey, there's almost 250 years of experience serving the needs of customers so they know a few things about power and energy. But, 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 in 2019 when they signed on.

## The Situation

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?

Tidewater became part of the PowerChord program through Kohler's sign on to bring localized marketing to its thousands of local retailers across the country. Soon, Interested consumers reached out for more information, with at least 50 percent already armed with knowledge gleaned from research done on the website regarding generator sizing and Kohler products. Access to that information also helped win over some potential customers who weren't previously familiar with Kohler generators.

## The Result

PowerChord enabled Tidewater to easily and effectively take advantage of previously untapped digital opportunities. They are generating new leads that are converting into sales of a high consideration product. A turn-key digital program including a consistently updated website, targeted online advertising and contact data reports provides actionable information they'd never had before.

"I would recommend it (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 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," says Wendell Whitman, manager.

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### THE FACTS

80%



of sales leads are generated through PowerChord.

2X



the average number of leads among dealers with websites.

42%



more sessions than the average dealer with a website