



Arizona engineer takes Solar-Powered Tech Startup to New Heights using MarketEngine, powered by StartupWind



For many people, forgetting to charge their phone before leaving home means they are virtually incapable of doing anything productive while outside.

Or maybe, you're a drone pilot who spends more time charging than actually flying it.

Perhaps, you're an outdoor enthusiast who has multiple digital devices and limited options to charge them all while outdoors.

Some people wouldn't think about such scenarios until it was too late, but not Stephen Aboasu.

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Stephen was quick to realize that traditional chargers were not enough to keep an array of devices charged. There was an immediate need for innovation to offer continuous charging support.

After extensive research, he launched his Arizona-based startup - [SunShine Innovation](#). Stephen created a unique solar charger that can charge with both indoor and outdoor lighting. Powered by solar tech, Stephen's charger offers hassle-free charging for multiple devices with 6 ports.

His charger not only offers on-the-fly charging support for devices like laptops and phones, but also minimizes drone battery downtime for drone pilots and drone schools.

Also featuring IoT-enabled data that help track climate footprint, these chargers can transform device charging needs in the woods while providing valuable insights for environmentally conscious users.



SunShine's Opportunities & Challenges

The overwhelmingly positive customers' feedback showed Stephen that he had a great product that could solve the needs of many people around the world.

For example, Stephen was able to use his solar chargers to help an Arizona drone flight school. By swapping batteries for each drone, his solar charger reduced the charging cycle from 20 to 2 minutes. As a result, the drone flight school could cut down certification time from 60 days to just 30 days, doubling revenue for each cycle.



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Though he understood the tech aspect of building a viable product, Stephen lacked the marketing skills that were necessary to drive demand. Outsourcing didn’t seem like an option either, as the company was still in a startup phase and thus lacked the funds to afford hiring expensive marketing agencies, consultants, and content writers.

Even if Stephen did have enough funds to hire outsource marketing, the complexity of working with disjointed agencies, consultants and writers coupled with lack of marketing skills to hold

them accountable would have taken 6 to 12 months. This would have wasted tens or thousands of dollars before Stephen could see any tangible results.

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"We at SunShine Innovation, chose MarketEngine, as it provides us everything we need to market our products at the fraction of a cost of multiple agencies, consultants, and content writers.

MarketEngine provides us everything from strategy, business planning, messaging, to SEO-optimized content creation, for all our marketing channels, including website, blogs, email campaigns, and social media campaigns.

So far, I am very pleased with our experience with MarketEngine, and we are excited about our partnership to drive demand for SunShine!"

How MarketEngine Fulfilled SunShine's Marketing Needs

MarketEngine's marketing experts worked closely with Stephen to understand his product and targeted customers. Within weeks, Stephen had a clear marketing plan in place –

- **Compelling Messaging:** Since Stephen didn't have any previous marketing background, the MarketEngine team began by working with Stephen to solidify the target customers, their pain points and value proposition while teasing out what key differentiators and tangible benefits Stephen's customers are realizing using his solar charger. The messaging formed the basis for everything needed to ensure clear, effective, and cohesive communication about SunShine's Solar Charger in every marketing material the team would create.
- **New Website:** Stephen was selling and getting great feedback from the drone schools and drone pilots but he didn't have a compelling website operational as it required assistance from a content writer, graphics designer and web developer. Working and coordinating with multiple of these people was difficult and very expensive. Stephen had tried to build it himself and struggled. Within just a couple of weeks, MarketEngine (marketing-as-a-service) powered by Gen AI coupled with human marketing experts started generating visually compelling web pages that are telling stories of Stephen's unique product.
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- **Engaging Blogs with compelling stories:** MarketEngine experts leveraged the messaging, the initial content created by sophisticated prompt engineering and generative AI to couple with their years of marketing expertise write compelling humanized stories about drone schools, drone pilots and outdoor enthusiasts. They didn't just create any isolated blogs but created topic clusters and blogs for topics and subtopics to build the depth and breadth of the content necessary to signal the expertise in Solar Charging to the search engines. The marketing experts not only created compelling topic clusters but also ensured that the content is optimized for on-page, technical SEO.
- **Email and Social Media Content:** The next question was how to drive traffic to this newly created website and how to reach relevant users so that they know about this content and the unique benefits of SunShine's products. The MarketEngine team created email copies and infographics that can be sent via multiple email campaigns every month. They also created social media banners to reach more users via social media. These visuals provided bite-sized compelling messages, helped grab the attention of potential customers, and started driving additional traffic to SunShine's new website.
- **Go-to-market Strategy:** Stephen was primarily targeting drone pilots, outdoor enthusiasts, and climate enthusiasts as the potential customer base for the SunShine

solar chargers. However, during the strategy session with MarketEngine experts, it became apparent that *drone schools* are a great initial target for SunShine as they already have a success story, and they are a lot easier to identify and reach. Drone schools once secured as customers would then become the channels for reaching and selling to drone pilots. The strategy session made this crystal clear for Stephen who now has a clear go-to-market strategy.

Conclusion

Within a few weeks, MarketEngine created a new website for SunShine Innovation and established a roadmap for marketing – an exceptional feat that would have otherwise taken months for any marketing agency to execute.

From having a great product with no marketing, to having a well-designed website and clear messaging along with blogs, emails, and social media content, Stephen had the resources to push his marketing campaign to the next level.

By speeding up the marketing process from months to weeks with MarketEngine, Stephen is already preparing to cater to new customers and transform his vision for SunShine Innovation into reality.

To know how MarketEngine can help your startup with marketing, book a [FREE consultation](#) with our MarketEngine Experts Now!