

Three years with PowerEdge, from day one.

A foundation built for the company it would become.

A Swiss battery storage company that started with a clean sheet. We built the brand, the website and a HubSpot data foundation designed for where the business was heading, and we've run the growth function as their fractional CMO ever since.

CLIENT **PowerEdge**

CLIENT

PowerEdge AG
Battery energy storage ·
Switzerland

RELATIONSHIP

2023 – today
From founding, ongoing

WHAT WE DID

Brand to growth engine
Fractional CMO, HubSpot,
content

STARTING POINT

A new company
No brand, no data, a startup
budget

TECHNOLOGY

HubSpot
CRM, website, email, free tier
upward

HEADLINE RESULT

Day one
Brand, website and CRM from
founding

THE STARTING POINT

A clean sheet, and a rare chance to get it right first.

Most companies call us years in, when their data is already spread across spreadsheets, inboxes and people's heads. PowerEdge called us as the company was being founded. The brief: a brand and a growth engine with the best tools on the market, on a startup budget. We added one principle: everything had to work for the company PowerEdge would be in five years.

"Let's build it the way we'll need it in five years, not the way we need it this week."

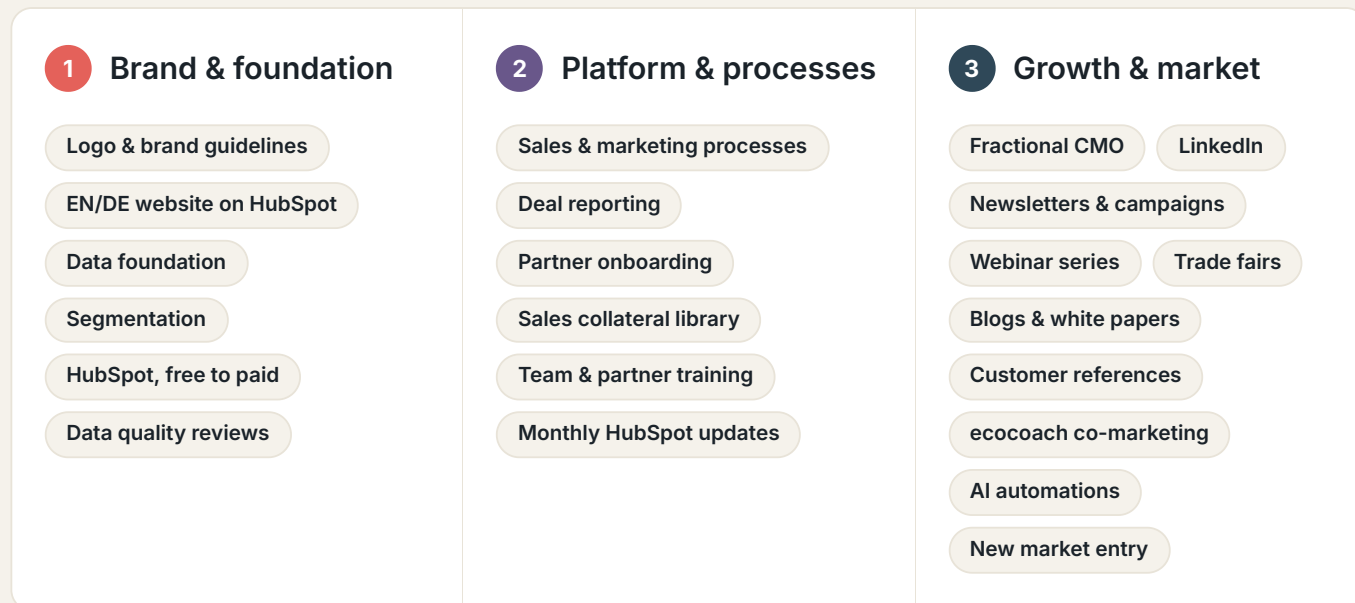


"We started working with Vidalico before we even had a logo. They built our brand, our website and our HubSpot setup together from day one. They know HubSpot deeply, and they designed our data structure around where we wanted to be in five years, not where we were that month. Because of that, we've never had to clean up our data. It grows with us as we add people, partners and markets."

Anssi Laitinen · CEO & Co-Founder, PowerEdge

THE SCOPE OF THE PARTNERSHIP

Since 2023 the work has grown with the company. Everything below is still running today, grouped by where each piece sits:



THE WORK THAT MATTERED MOST

Three chapters from three years

1 **UNDERSTAND** **BUILD** Designed on day one for year five

We designed the logo and brand guidelines, then built the website, in English and German, and the CRM together on HubSpot, so marketing and sales shared one system from the start. We began on the free tier and upgraded only as the company grew.

The part that matters most is invisible from outside. Before the first contact went in, we designed the data foundation: how leads are collected, which fields are mandatory, and how employees categorise what they add. That is why PowerEdge can target by language, interest, industry, conversation or the event where they met someone. And because we review data quality continuously, it has stayed that way.

2 **BUILD** One platform for marketing, sales and partners

We closed the gap between marketing and sales with shared processes: how deals are managed and reported, what data each deal needs, and how new partners are signed up, enrolled and nurtured. We set up file management inside HubSpot, so sales collateral and marketing files live in one place and go out to prospects and partners straight from HubSpot email.

New employees and partners are trained on the platform when they join, and every month we flag new HubSpot features that can help PowerEdge move faster.

Running the growth function

As their fractional CMO, we run marketing and parts of the sales function. We built the LinkedIn page from scratch and grew it to 1,613 followers organically, without a franc spent on ads. We run the newsletters and campaigns: in the last twelve months, 34 emails and close to 6,000 sends at a 22.8% average open rate, with a targeted industry outreach campaign reaching open rates of up to 41%.

With technology and EMS partner ecocoach, we produced a four-episode webinar series end to end, from concept to YouTube, that drew 70 registrants. We run physical events such as Solar & Storage Live in Zurich, and have written 16 blogs, a pillar page, white papers and customer references for the English and German site. Behind it all sits a layer of AI tools and automations for research, lead generation and tracking energy regulation in Switzerland, Germany and Austria.

44k

Organic impressions, 12 mo.

70

Webinar registrants

22.8%

Avg. email open rate

41%

Peak outreach open rate



Vidalico doesn't work like an agency. They work like part of our team. They're proactive, bring us ideas before we ask, and when we need something fast, they deliver fast. They understand our markets, in Switzerland as well as in the Nordics, and they always think about where we'll be in three years, not just the next campaign.

**Anssi Laitinen**

CEO & Co-Founder, PowerEdge

THE OUTCOMES

~1,800

Contacts in HubSpot, structured from day one and never needing a clean-up

3 markets

Active in Switzerland, Germany and Austria, with new markets opening

1,613

LinkedIn followers, grown from zero with no paid promotion



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Switzerland & the Nordics · Established 2014