

Case Study

Digital Marketing Services Improve Campaign Efficiency and User Engagement for Natural Gas Provider



Customer Overview

Customer

A leading natural gas provider

Profile

The client delivers energy solutions for residential and business customers and is active in community outreach and sustainability initiatives.

Industry

Energy

Services

Digital Marketing

Business Need

The natural gas provider needed expert marketing support to enhance the performance and reach of its monthly digital campaigns. With a broad and diverse audience, it aimed to deliver more impactful, personalized experiences across multiple digital channels. This required a comprehensive website refresh, including the optimization of landing pages and the personalization of on-page elements to better engage users and drive conversions.

Beyond design and content updates, the client wanted to evolve the website into a dynamic, high-performing platform. This meant continually enriching it with fresh, relevant content, integrating innovative features, and ensuring seamless connectivity with both enterprise systems and third-party data platforms.

In an industry that demands agility and responsiveness, the client sought a partner to help it stay ahead of market trends while delivering consistent value to their customers through a flexible, scalable digital experience.

Solution and Approach

To support the client's dynamic marketing needs and fast-paced campaign cycles, Synoptek delivered a flexible and scalable solution through its digital experience team at Macquarium. By embedding a multidisciplinary team into the client's operations, we ensured continuous momentum across digital initiatives—from everyday updates to high-visibility seasonal campaigns. Our approach blends speed, strategy, and execution, allowing the client to stay responsive and competitive in a rapidly evolving market.

- Provided a dedicated cross-functional team to support ongoing digital initiatives, including UX designers, developers, analysts, and strategists.
- Delivered end-to-end execution for major campaigns, including the seasonal "light-up season" promotions.
- Worked with the client's brand, media and advertising agencies to enable multi-channel campaigns across website and mobile app.
- Handled smaller tasks through an efficient ticketing system for fast turnarounds
- Assembled custom on-demand teams for projects requiring deeper discovery and strategic planning.
- Managed the full campaign lifecycle, including conception, build-out, QA, launch, optimization, and reporting using a cross-channel marketing hub tool..
- Operated as the core engine behind GNG's digital marketing ecosystem, driving consistent, high-quality delivery.

Business Benefits

The client experienced measurable improvements across their digital marketing operations through this collaborative approach. Synoptek's ability to seamlessly integrate strategy, execution, and optimization enabled faster campaign rollouts, improved user engagement, and more substantial alignment between digital efforts and business goals. With a flexible support model and a responsive team, the client could maintain a dynamic, high-performing digital presence, consistently delivering value.

- Accelerated campaign timelines with streamlined processes and dedicated resources.
- Improved user engagement through personalized, mobile-optimized experiences.
- Increased operational efficiency by scaling resources based on project size and complexity.
- Maintained a fresh, relevant digital presence with ongoing content and feature updates.
- Achieved more substantial alignment between marketing strategies and business objectives.
- Enabled data-driven decisions with continuous performance tracking and optimization.

About Synoptek

Synoptek delivers accelerated business results through advisory-led, transformative full-life-cycle systems integration and managed services. We partner with organizations worldwide to help them navigate the ever-changing business and technology landscape, build solid foundations for their business, and achieve their business goals.