

How Thought Leadership Became New Clients for Mode:Green

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After reading about a case study about Mode:Green’s project at Hunter Roberts Construction Group in a piece on Construction Dive, a new customer signed on.

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campaign highlights

- Caster Communications created hotel project case studies to highlight the expertise of hospitality integration firm, Mode:Green and to use as media pitching ammunition.
- Caster placed Mode:Green as a thought-leader with byline articles on the topics of hospitality in-room, AV, and sustainability technology in industry trade media outlets.
- Caster helped plan the site map and wrote content for the new Mode:Green website, to help gain new business and an easier way for the president of the company to share Mode:Green’s work with potential clients.
- Placement of an article in Construction Dive magazine directly correlated to Mode:Green getting the attention, and closing a deal with a new client.

client



client news

services

PR + Media Relations
Digital + Social
Content Programs
Consulting Strategy

explore services

the client



"Mode:Green was consistent and able to immediately identify the problems – they were an integral part of the team and keeping the project timeline on schedule."

– Christopher Kochuba, Starwood Group

Mode:Green is a premier hospitality and corporate integration firm focused exclusively on the ever-evolving convergence of building technology. Their work has included systems in NASA and Hunter Roberts Construction Group to hotels such as the Baccarat, New York Palace, and 1 Hotel. They work with clients directly in the design process through implementation of technology systems including audio/video, sustainability and energy management, communications and automation.

Headquartered in Manhattan, Mode:Green provides elite hotels with a superior guest experience, as well as benefits for operational and energy efficiency. Mode:Green creates custom solutions for each project and works alongside the design and management teams through construction.

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The technology that was added in the final stages of construction is where the big picture came together. Each designer, architect, electrician, and contractor had a vision for a piece of the hotel, and Mode:Green combined them all to create a high-end, easy-to-use system that can match the Baccarat's luxurious reputation.

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Lodging Magazine

the problem

Mode:Green has a reputation for excellence in hospitality – having worked with Starwood Capital on projects including the Baccarat, two 1 Hotel locations and others such as the Kimpton Seafire Resort & Spa and the New York Palace. They began working with Caster Communications to expand their reach and brand recognition to hotel management and ownership and to find a way to showcase their work.

Mode:Green wanted to differentiate and position itself as a hospitality expert. They were struggling to explain their process concisely on their website and to potential clients. For Mode:Green it's important to highlight it as an end-to-end partner, overseeing everything on the project including managing the logistics, timeline, and process with other design and construction teams



the solution

Caster Communications created a content marketing program for Mode:Green including client case studies to allow them to show off their exemplary work to potential customers and to use for media opportunities. The case studies included input from the hotel management or others who had worked directly with Mode:Green (and in some cases it even included testimonials from hotel guests who loved the technology that Mode:Green integrated in the guestroom). The case studies tell the story of Mode:Green's unique work methods to manage the entire integration process for the hotelier. Caster also took on management of Mode:Green's LinkedIn profile to expand their reach to hotel management, posting a mix of both Mode:Green's work with case studies as well as industry content about hospitality technology and projects that Mode:Green is involved with.

Caster took those case studies and placed them in hospitality trade magazines to showcase Mode:Green, as well as President Bill Lally's thought leadership through expertise on technology trends, smart buildings and hotel implementation. Caster shared this coverage on LinkedIn and created a case study Showcase Page to focus on details of each project and AV integration, sustainability programs, and conferencing systems that they have installed. Finally, Caster drove the content for Mode:Green's new website and digital portfolio for Mode:Green to show new clients, managing the site map planning to help position it to target hotel ownership.

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Energy efficiency, lighting and voice control are concepts that we're familiar with, but it's the way that they're developing – and the way hotels are using them – that are propelling us into the future.

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Bylined article by Mode:Green president

the result

Mode:Green case studies were featured in magazines including, Lodging Magazine, AV Technology, Tech Decisions, Hotel Business Design, and Conference News, as well as contributed articles from Mode:Green President Bill Lally were in Hotel Management, Green Builder, Today's Hotelier, and quotes in A&S Global, Hotel Business, and Construction Dive.

Mode:Green's LinkedIn page growth had been stalled. With Caster onboard, the LinkedIn page had a steady increase of organic link clicks and shares each month, with posts regularly reaching several times its regular follower audience.

Mode:Green also signed a piece of new business directly from a thought leadership article in Construction Dive that highlighted their work in Hunter Roberts Construction Group's conference rooms – pulled from case study content – and Bill Lally's input. A construction company saw the article and reached out to Mode:Green for them to install systems in their on-site trailers, a job that the article had discussed.

100%

Increase in media exposure through contributed articles, case study inclusions, etc. from 2017-2018.

7

Case studies written

\$915k

AVE (Ad-Value Equivalency) in 2017