

# CASE STUDY: MITREX SOLAR TECHNOLOGY



# The company:

Mitrex ([mitrex.com](http://mitrex.com)) is a spinoff of a successful 20-year company (Toronto-based Cladify) that manufactures cladding for high-rise condominiums and office buildings in North America.

Cladding is applied to the sides of buildings to improve their aesthetics and provide insulation and protection from the elements.

# The challenge:

Production of Mitrex's products (cladding that integrates photovoltaic technology to generate solar power) was slated to begin in the first quarter of 2021.

The company had invested over \$100 million in the project but struggled with a low-quality Website (a placeholder), no sales and marketing collateral, and no brand positioning.

# The approach:

Using a five-step methodology, I developed positioning, messaging, and a strategic plan underpinning the company's marketing and sales.

This engagement involved interviews with senior executives, customers, prospects, and architects, as well as research about the construction, green, and solar industries.

# The deliverables:

An in-depth document that included a brand positioning statement, value propositions, elevator pitch, and competitive analysis.

The positioning exercise was done in parallel with creating a strategic marketing plan, which included the development of buyer personas, the buyer's journey, and channel selection and prioritization.

# The execution:

The brand positioning deliverables underpinned and supported the launch of a refreshed Website (new design and content built on WordPress), marketing and sales brochures, a corporate video, an animated video, and a social presence within three months.

# Website

**Solar Cladding**  
Embracing Renewable Energy





# LinkedIn



## Mitrex: Integrated Solar Technology (BIPV)

Construction · Toronto, Ontario · 697 followers

Edit Page

Share Page

Harnessing the power of Solar technology to build a next-generation energy company within the construction industry.

### Analytics

Last 30 day activity

883 ▲ 50%

Unique visitors

[Share trending articles](#)

206 ▼ 50%

New followers

[Invite connections to follow](#)

Start a post

Photo

Video

Document

Poll

### Updates

Filter by: Page updates

### Invite Connections To Follow

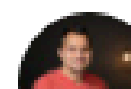
100/100 credits available



**James Glover**

CEO at Coherent Path

Invite



**Dan Sanchez**

We Produce Podcasts

Invite



**Corporate Video**  
**(<https://youtu.be/hF9IINPtA18>)**



**MITRE**  **X**™

# From the client:

"Mark is a resourceful marketing professional and experienced writer. Together, we developed a B2B marketing strategy and vision for our brand. He helped us build our Web and social media marketing strategies and stayed receptive to our wants and needs.

*We launched our website, and we now have a good plan for our future social media ventures. We appreciate Mark's marketing strategies and dedication to his work."*

Hesam Shahrivar, Mitrex Solar Technologies