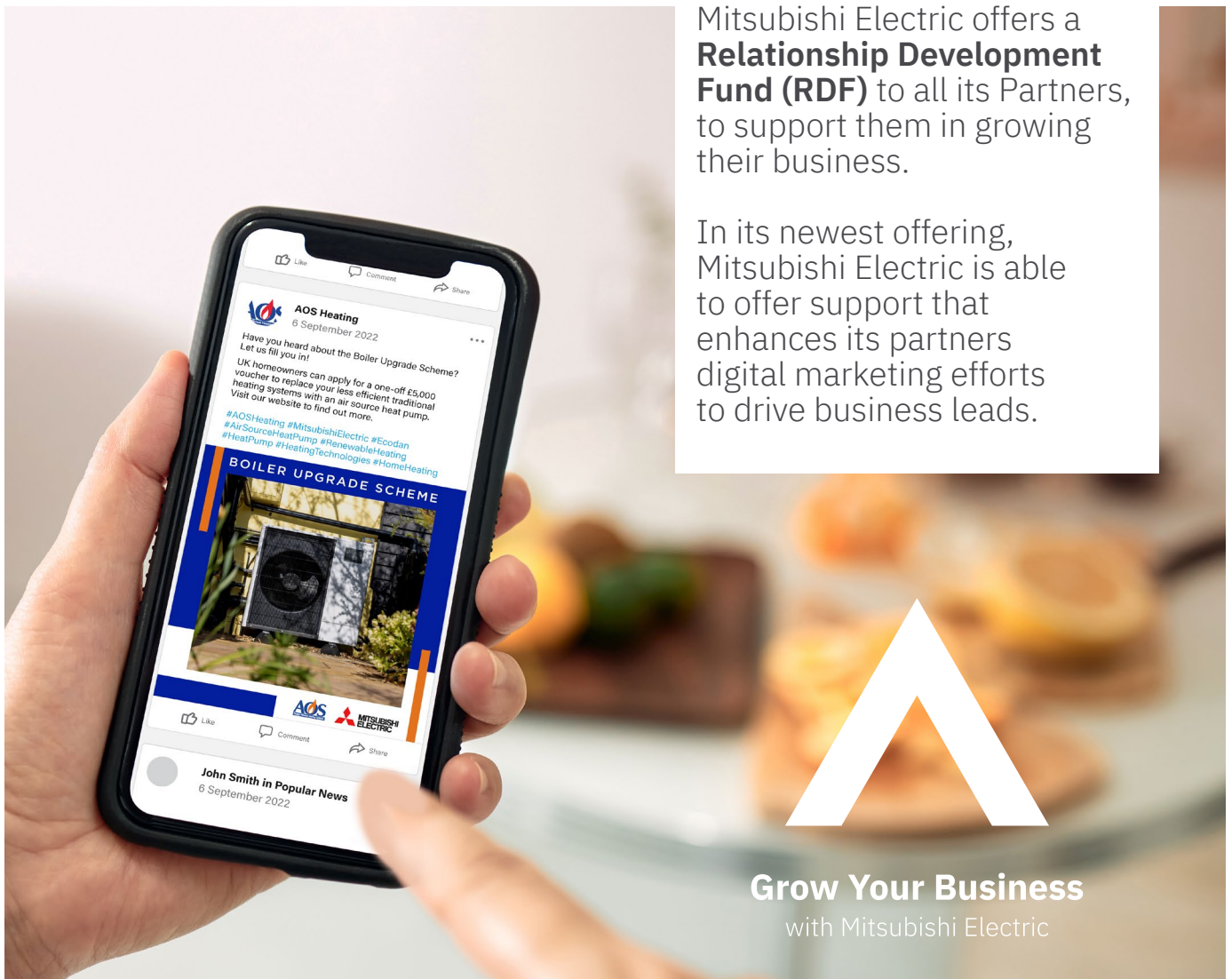


Case Study

Mitsubishi Electric boosts Partner support with digital marketing through Relationship Development Fund



Mitsubishi Electric offers a **Relationship Development Fund (RDF)** to all its Partners, to support them in growing their business.

In its newest offering, Mitsubishi Electric is able to offer support that enhances its partners digital marketing efforts to drive business leads.

Grow Your Business
with Mitsubishi Electric

The RDF is valued at 2% of the total purchases a Partner makes with Mitsubishi Electric Living Environmental Systems finished products, and runs over six month periods.

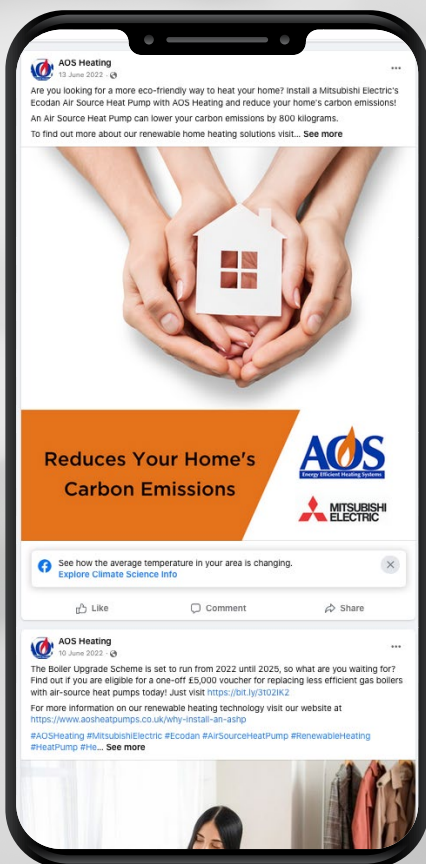
Each **Digital Marketing RDF package** is flexible to the needs of individual Partners and allows the Mitsubishi Electric Partner Programme team to run digital marketing programmes on a company's behalf.

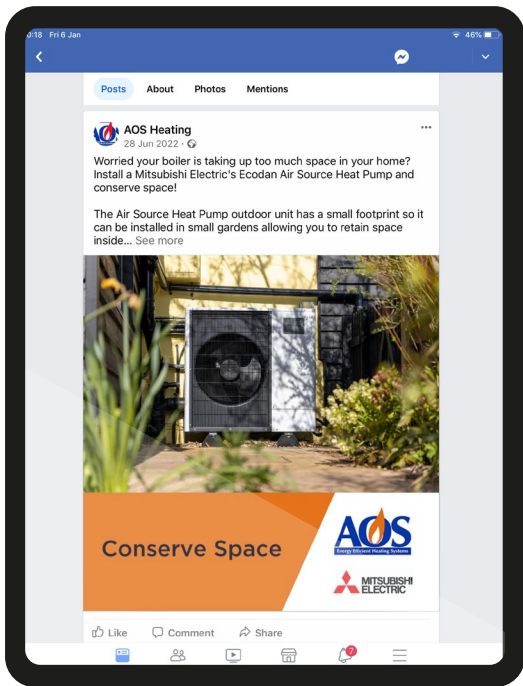
Oliver Collins, Channel Marketing Manager at Mitsubishi Electric, said "We know that a strong digital presence is on the wish list for many of our Partners, but can require time and expertise. That's why we are really happy to be able to support our Partners through their Relationship Development Fund. With these packages, our expert team is able to work closely with our Partners to transform their digital marketing, with the ultimate goal of elevating their brand awareness and winning them more business".

AOS Energy Efficient Heating Systems, a Mitsubishi Electric Heating Business Solutions Partner, has recently benefited from this support. The company is a leading provider of heating, electric and plumbing services, and is supporting the move to renewable heating by installing air source heat pumps for homeowners across the home counties. This year,

AOS' commitment to decarbonising the UK's housing stock was recognised with the winning of the British Renewable Energy Installer of the Year Award. With such a dedicated focus on equipping homes with low-carbon heating, AOS was looking for additional support to enhance the company's social media presence and make more potential customers aware of the support and services the team can offer.

AOS was an early adopter and has used the Platinum RDF Digital Marketing package from Mitsubishi Electric over the last year, which has provided comprehensive digital advertising support, including social media management and optimisation.





With AOS tapping into digital marketing support through the RDF, Mitsubishi Electric has helped them plan entire campaigns in advance, and has introduced adverts to AOS' social channels - all while relieving workload from the team.

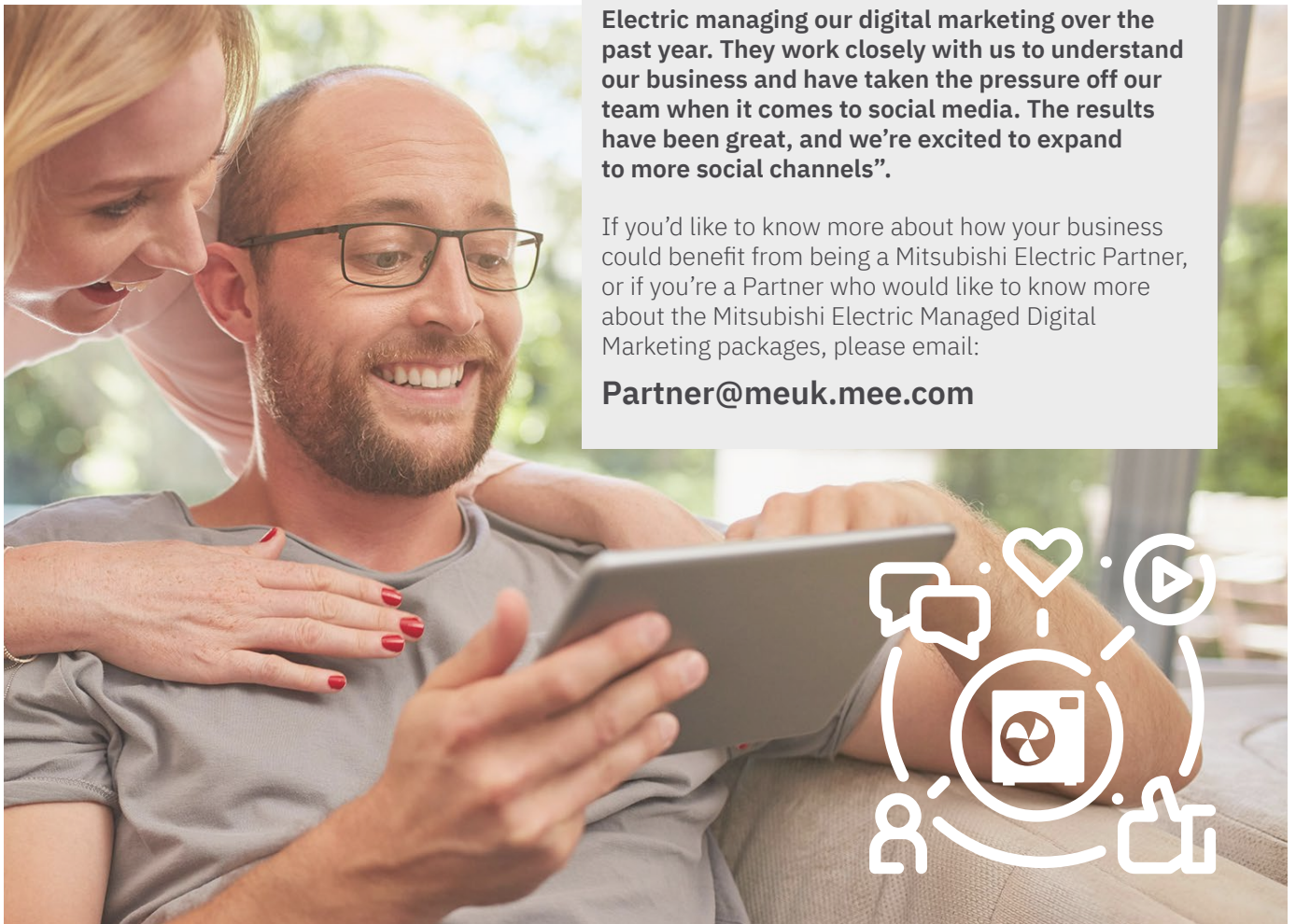
The programme also uses a combination of Mitsubishi Electric-generated and AOS-supplied content to ensure it is relevant to both industry trends and to AOS customers. This has included content around the latest product launches and industry net zero news, alongside product install imagery supplied by AOS. As a result, AOS is now benefiting from greater brand awareness and has generated more business leads.

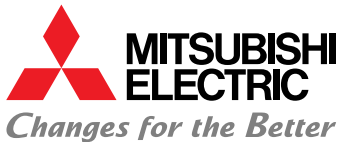
As a next step, the company is planning to build its presence across new to them social channels too. Charlotte Owen, Business Development Manager at AOS Energy Efficient Heating Systems said

“It’s been a real benefit to have Mitsubishi Electric managing our digital marketing over the past year. They work closely with us to understand our business and have taken the pressure off our team when it comes to social media. The results have been great, and we’re excited to expand to more social channels”.

If you’d like to know more about how your business could benefit from being a Mitsubishi Electric Partner, or if you’re a Partner who would like to know more about the Mitsubishi Electric Managed Digital Marketing packages, please email:

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Note: The fuse rating is for guidance only. Please refer to the relevant databook for detailed specification. It is the responsibility of a qualified electrician/electrical engineer to select the correct cable size and fuse rating based on current regulation and site specific conditions. Mitsubishi Electric's air conditioning equipment and heat pump systems contain a fluorinated greenhouse gas, R410A (GWP:2088), R32 (GWP:675), R407C (GWP:1774), R134a (GWP:1430), R513A (GWP:631), R454B (GWP:466), R1234ze (GWP:7) or R1234yf (GWP:4). *These GWP values are based on Regulation (EU) No 517/2014 from IPCC 4th edition. In case of Regulation (EU) No.626/2011 from IPCC 3rd edition, these are as follows. R410A (GWP:1975), R32 (GWP:550), R407C (GWP:1650) or R134a (GWP:1300).

Effective as of January 2023



www.greengateway.mitsubishielectric.co.uk
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to the environment