

The image shows a large white wind turbine in the foreground, with several other turbines visible in the background across a green landscape under a cloudy sky. The Vestas logo is prominently displayed in the top left corner of the image.

CASE STUDY

Turning Service into Loyalty: How Vestas Won 8x More Customer Advocates

By prioritizing emotional engagement and storytelling, Vestas transformed customers into vocal brand champions—and turned trust into a competitive advantage..

OVERVIEW

Vestas' Emotional Engagement Strategies 2022-2024.

- **Customer-Centric Messaging:** Focusing on clients' emotional needs fosters trust and loyalty.
- **Personalized Messaging:** Custom LinkedIn outreach and tailored microsites drive deeper relationships and more conversions.
- **Authentic Storytelling:** Real-world success stories enhance credibility and customer engagement.

THE CUSTOMER'S BACKGROUND

Vestas, a global leader in wind energy solutions, has installed over 177 GW wind turbines across 88 countries, serving a diverse clientele committed to sustainable energy. As a recognized innovator, Vestas continues to set global standards for wind power technology and has played a critical role in accelerating the world's transition to renewable energy since 1979.

THE CHALLENGES

For wind farm managers, every unexpected turbine failure isn't just a mechanical issue—it's a financial and operational crisis. Downtime means lost revenue, missed sustainability targets, and immense pressure to deliver.

Traditional marketing in the wind energy sector often focused on technical specifications and profitability metrics, leaving customers disconnected and anxious about their operations. The problem wasn't just machine performance—it was trust.

One wind farm manager, James R., put it plainly:

"When turbines go down, it's not just about fixing them—it's about knowing you're not alone in the fight to keep things running."

THE JOURNEY

Vestas' U.S. Marketing Director, Daniel Kraemer, saw a gap—decision-makers trusted Vestas but weren't fully committed. They had questions, doubts, and competing priorities. He knew they weren't just buying turbines—they were buying confidence in their operations. What Vestas needed to sell wasn't just machinery or services, but peace of mind.

THE SOLUTION

Vestas' U.S. Marketing Director, Daniel Kraemer, realized that while customers trusted Vestas' technical expertise, they weren't emotionally committed to the brand. They had doubts, competing priorities, and lingering questions about long-term reliability.

By analyzing customer feedback, Kraemer saw a pattern: clients weren't doubting Vestas' capabilities—they were doubting whether they'd be supported when things went wrong.

That was the turning point. Vestas didn't need to market just technology and service contracts—they needed to market peace of mind.

QUOTES:

“We’d been burned before by service providers who made big promises but disappeared when problems hit. With Vestas, it was different. They didn’t just fix our turbines; they made sure we never felt alone in managing them.”

— **Lisa M., Director of Operations at Atlantic Wind Group**

“Vestas’ predictive maintenance cut our emergency repair costs by nearly 40%. At first, their service seemed expensive—but now, I see it as an investment in stability.”

— **Carlos T., CFO of Green Horizon Energy Partners**

“Vestas didn’t just send a crew—they took ownership of the problem. Their team got us back online fast and ensured we’d never be in that position again. For the first time in months, I actually slept through the night.”

— **James R., Wind Farm Manager, Midwest Renewables**

THE IMPLEMENTATION

Vestas redefined its marketing strategy to put the customer at the center. Key elements included:

- **A Customer-Centric Slogan:** “We’re here to make sure your operations run smoothly, no matter what.”
- **Personalized Marketing:** Hyper-targeted LinkedIn InMail messages and customized microsites for key Fortune 1000 decision-makers.
- **Real-World Testimonials & Storytelling:** Direct marketing campaigns featured stories of wind farm operators who overcame crises thanks to Vestas’ proactive maintenance.

One compelling case study featured Lisa M., Director of Operations at Atlantic Wind Group, who was skeptical before switching to Vestas:

“We’d been burned before by service providers who made big promises but disappeared when problems hit. With Vestas, it was different. They didn’t just fix our turbines; they made sure we never felt alone in managing them.”

THE RESULTS

Vestas’ Energy Transparency campaign had an immediate impact:

- 11 million impressions on LinkedIn, engaging 10,000+ corporate executives.
- Decision-makers spent an average of 7 minutes on personalized microsites—showing deep interest.
- Net Promoter Scores (NPS) rose to 42 for turbines and 44 for services—strong indicators of customer loyalty and advocacy.

For CFOs like Carlos T. of Green Horizon Energy Partners, numbers told the story best:

“Vestas’ predictive maintenance cut our emergency repair costs by nearly 40%. At first, their service seemed expensive—but now, I see it as an investment in stability.”

IN SUMMARY

Vestas’ shift toward emotional engagement delivered:

- **Enhanced Customer Advocacy:** Clients were 8x more likely to recommend Vestas after experiencing its customer-first approach.
- **Justified Premium Pricing:** By focusing on trust and long-term value, Vestas maintained customer loyalty while increasing profitability.
- **Strengthened Partnerships:** Vestas evolved from a vendor into a trusted advisor, proving that in wind energy, relationships matter as much as reliability.

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— **James R., Wind Farm Manager, Midwest Renewables**

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