



**Mayfield
Renewables™**

CASE STUDY

PROJECT

Nextracker Bifacial
Performance Modeling
White Paper Development

PROJECT LEADS

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White Paper Development: Bifacial Solar Performance Modeling

Wanting to spotlight its groundbreaking work to improve bifacial bankability, global market leader Nextracker turned to Mayfield Renewables for a specialized turnkey solution—a highly targeted, long-form technical white paper.

“Mayfield has allowed us to elevate our product marketing and reach customers with high-quality, educational content. Within weeks of its release, this was the best-performing white paper in our history.”

—Kristan Kirsh, Nextracker



Nextracker’s marketing and communications efforts are world class in terms of sophistication and strategic brand positioning. In addition to a highly competent in-house communications and marketing team, Nextracker also makes strategic use of best-in-class external agencies and specialty service providers.

Expectations were high when Nextracker engaged Mayfield Renewables to produce a turnkey white paper to showcase its thought leadership in bifacial solar testing and performance modeling. The result was not only the best-performing white paper in Nextracker history, but also a product that demonstrates best practices in content marketing.

WHAT’S CONTENT MARKETING?

A departure from talking directly about the value proposition of your product or service, content marketing seeks to publish or share valuable information that is relevant to a specific target audience. By publishing pearls of audience-specific wisdom, content providers establish themselves as go-to subject matter experts. In the process of gaining audience attention, successful content marketing builds trust and loyalty.

Whatever the industry, market leaders are often those educating, informing and impressing audiences with content that is both original and 100% germane. Value-added content marketing is ubiquitous throughout the online world, as marketers of all stripes compete to ingratiate themselves to past, present, and future customers.

NEXTRACKER’S OBJECTIVE

Present rigorous empirical test data and software modeling results to educate performance engineers, quantitative analysts, IEs, EPCs, project developers, owners and financiers.

MAYFIELD’S DELIVERABLE

A turnkey 24-page, 8,500-word technical white paper including technical copywriting, technical illustrations, data visualizations and on-brand graphic design.

[\[DOWNLOAD\]](#)

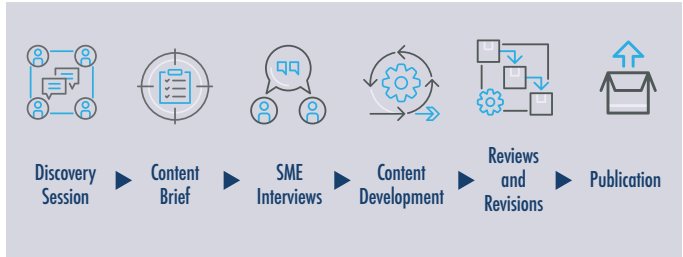
Content marketing can and should take diverse forms in order to reach individuals wherever and however they consume media, via YouTube channels, trade publications, website blogs, e-newsletters, webinars, and so forth. At the same time, it is important that content marketing forms match the function. Given its audience and material, a technical white paper was one of the main tools that Nextracker used for this particular content marketing campaign.

HOW WE WORK WITH CLIENTS

Mayfield Renewables is uniquely qualified to transform dense and esoteric technical information into educational and actionable content that tells a compelling story. In addition to direct experience with renewable energy project delivery and applicable codes and standards, our team also has direct experience collaborating with subject experts and thought leaders to produce unparalleled technical content for industry stakeholders.

Thanks to this experience working with both engineering and marketing professionals, Mayfield Renewables is singularly positioned to help customers bridge the engineering-to-marketing gap. This is a delicate dance. On the one hand, professional engineers are not ideally suited to produce easy-to-read marketing collateral. On the other hand, marketers are not ideally suited to produce subtle and nuanced value-added technical content. It takes a team, a multidisciplinary approach and an intentional process.

THE PROCESS | WE KEEP IT SIMPLE...YET THOROUGH



Discovery Session. The purpose of the discovery session is to qualify the problem-solution fit. This is generally a half-hour call with strategic stakeholders and team leads. The goal of this meeting is to understand the basic scope of work and the delivery schedule. If we are the right tool for your job, we are likely also the best tool and will prepare a proposal for your review.

Content Brief. Post-contract, we will kick off the project with an hour-long meeting or a series of meetings. The primary goals at this stage are to outline the story you want to tell; define the target audience; explore the project objectives; and identify internal and external subject matter experts to interview. In the process, we will identify key project stakeholders, establish roles, discuss strategies, define a successful outcome and anticipate potential impediments.

Subject Matter Expert (SME) Interviews. In order to tell a story from your perspective, we need to transfer knowledge from your smart people to our smart people. We may also need to better understand your target audience and its needs. We will schedule one-on-one or small group interviews to facilitate this raw transfer of knowledge and ideas.

Content Development. Armed with both the content brief, the raw interview material and whatever brand assets you have provided (see guidelines to come), our technical copywriters will get to work crafting and drafting a compelling, fluid narrative. With a turnkey engagement, we also create custom technical illustrations and data visualizations that reflect your brand guidelines.

Reviews and Revisions. There are two main rounds of client review and revision. The first takes place in Word, after the draft manuscript is complete. After client revisions are implemented, the file will go to our copyeditor; the copyedited file will go the graphic designer. After the layout is complete, the file goes back to the client for review as a PDF. Note that we want to capture all substantive revisions in Word, as small changes can have big effects after a file is in layout. After we make those client revisions, the PDF will go to a proofreader, the final step prior to publication.

Publication. Mayfield Renewables works with you to determine the deliverable formats that will best accommodate the white paper’s target audience and optimize readership. Files can be prepared for printed output, online/digital circulation, or parsed into component parts for diverse content marketing purposes.

VALUE BOOST | WHITE PAPER CONTENT REUSE

To extract the maximum value from your long-form technical content, look for opportunities for strategic reuse.

- Staff & corporate blogs
- Trade publication bylines
- LinkedIn engagement
- Social media posts
- Sales presentations
- Promotional collateral
- Recruiting material
- Gated content teaser copy

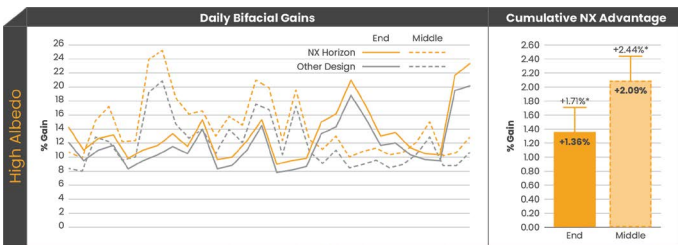
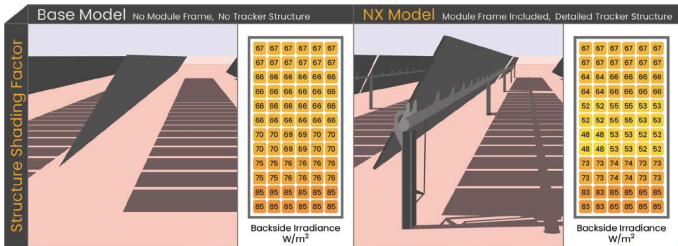
WHAT INPUTS ARE NEEDED?

To facilitate the discovery session and content brief, spend some time internally answering some strategic questions.

- Who is the target audience?
- How will the document be circulated and marketed?
- Who are the principal contributors, SMEs and stakeholders?
- Are there existing examples of analogous or related content?
- If so, how will this document differentiate itself?

While some clients arrive on our doorstep with hard drives full of top-shelf graphics, most do not. In order to deliver a product that adheres to your brand guidelines and is consistent with existing collateral, the main things we need from you are guidelines and reference points.

- Brand guidelines and logos
- Existing collateral, reports, studies and presentations
- Supporting photography, diagrams and illustrations
- Raw data to populate graphs, tables and infographics



Custom data visualizations and technical illustrations serve as entry points for readers, communicate technical concepts, anchor the graphic design and provide ample reuse opportunities.

Mayfield Renewables Founded in 2007, Mayfield Renewables provides essential professional services to companies that share our commitment to protecting the health of the environment for future generations. We specialize in supporting renewable energy infrastructure deployments—including solar, energy storage systems and microgrids—as well as in producing long- and short-form technical content and developing training curriculum to ensure the commercial success and worldwide adoption of renewable energy technologies.