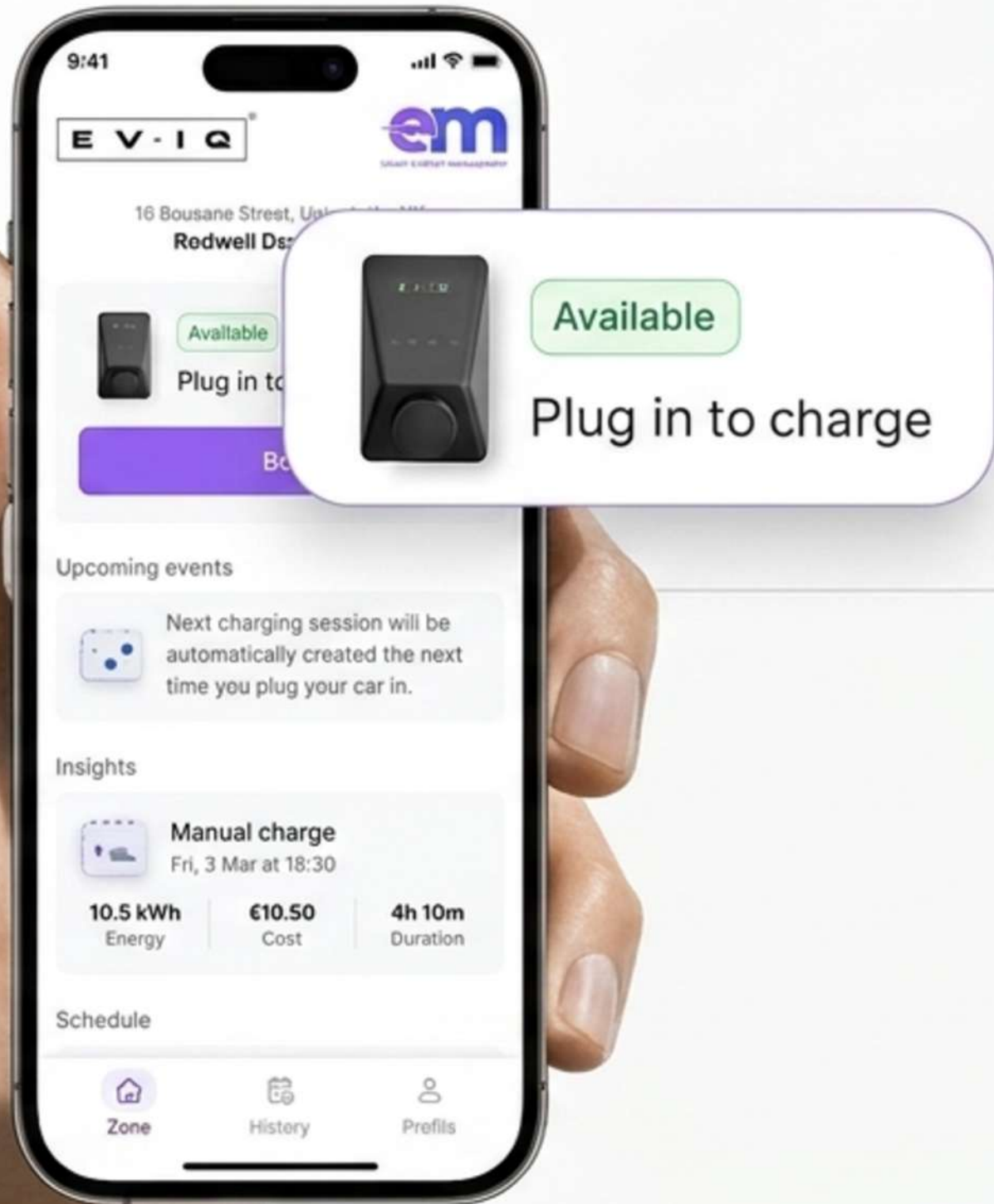


Scaling the Grid

How a cohesive digital strategy transformed a software-first EV company from zero footprint to 535% growth in under a year.





Company Profile

The Innovator: Electric Miles

Core Identity:

A software-first EV charging company based in the UK.

Mission:

Empowering businesses to manage, operate, and generate revenue from electric vehicle chargers.

The Baseline:

Industry-leading technology lacking the digital visibility required to scale effectively.

The Digital Disconnect

Invisibility

Very low brand awareness across the UK market, leading to drastically prolonged sales cycles.

Inconsistency

A random digital footprint that failed to align with broader company growth objectives. Struggles to maintain active social channels.

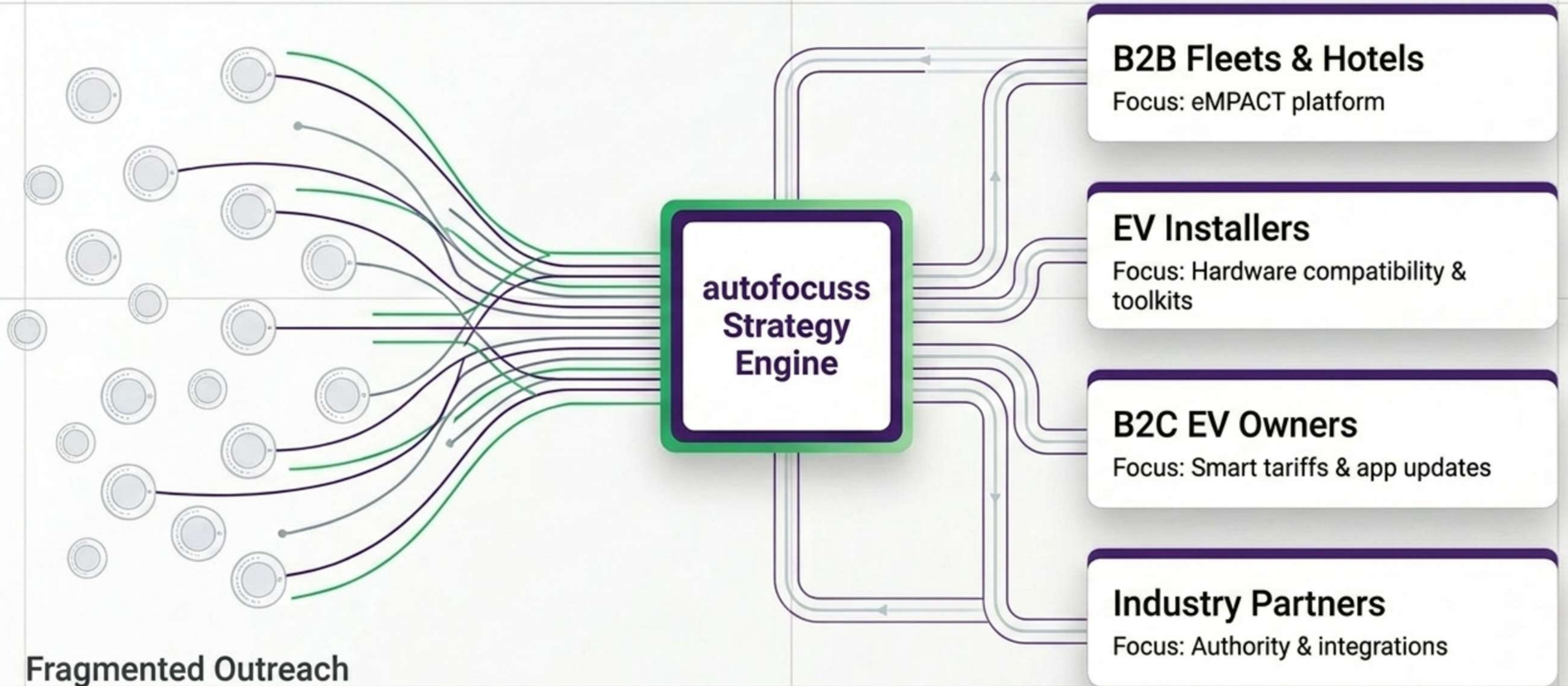
Zero Inbound

Close to zero inbound sales generated through social or performance marketing channels.

Untapped Potential

Absolutely no business originating from digital channels.

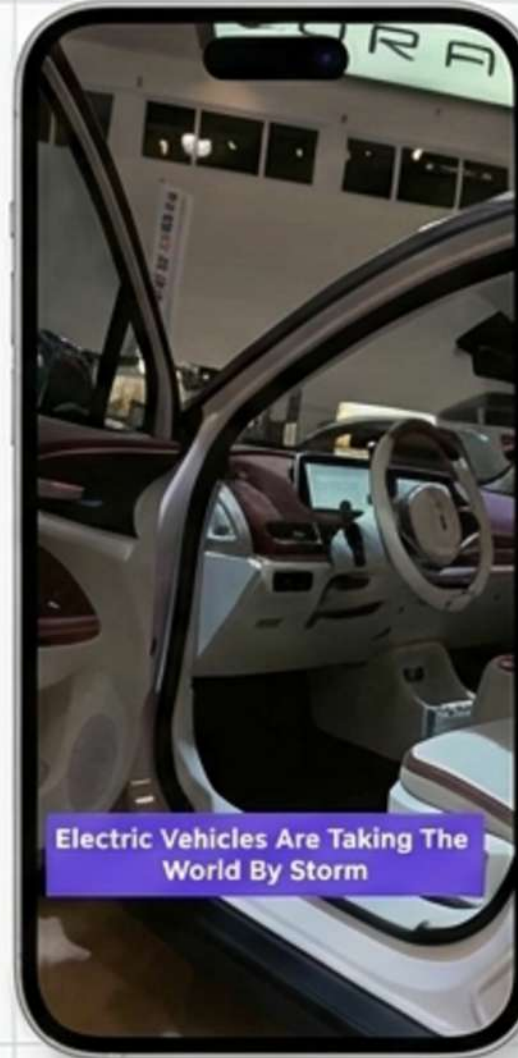
Architecting the Digital Ecosystem



Phase 1: Reaching the Grid (Top-of-Funnel)

Shifting from static obscurity to dynamic engagement.

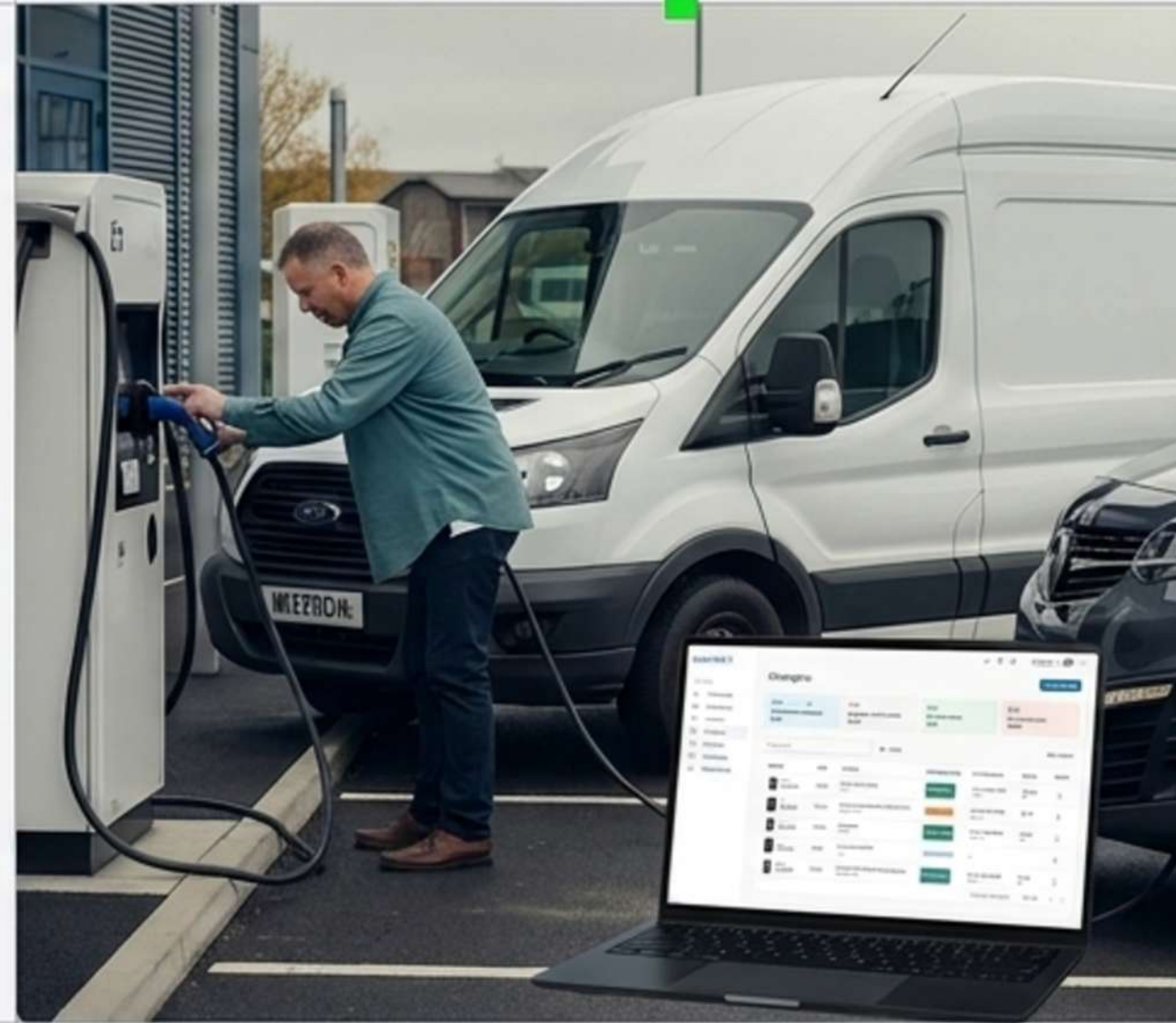
We deployed a highly active organic push using Reels to capture attention, humanise the tech, and demonstrate the real-world impact of the EV transition.



Phase 2: Showcasing Software Capabilities



Real-World Context: Placing software dashboards directly onto commercial vehicles to bridge the gap between digital tools and physical operations.



Interface Showcase



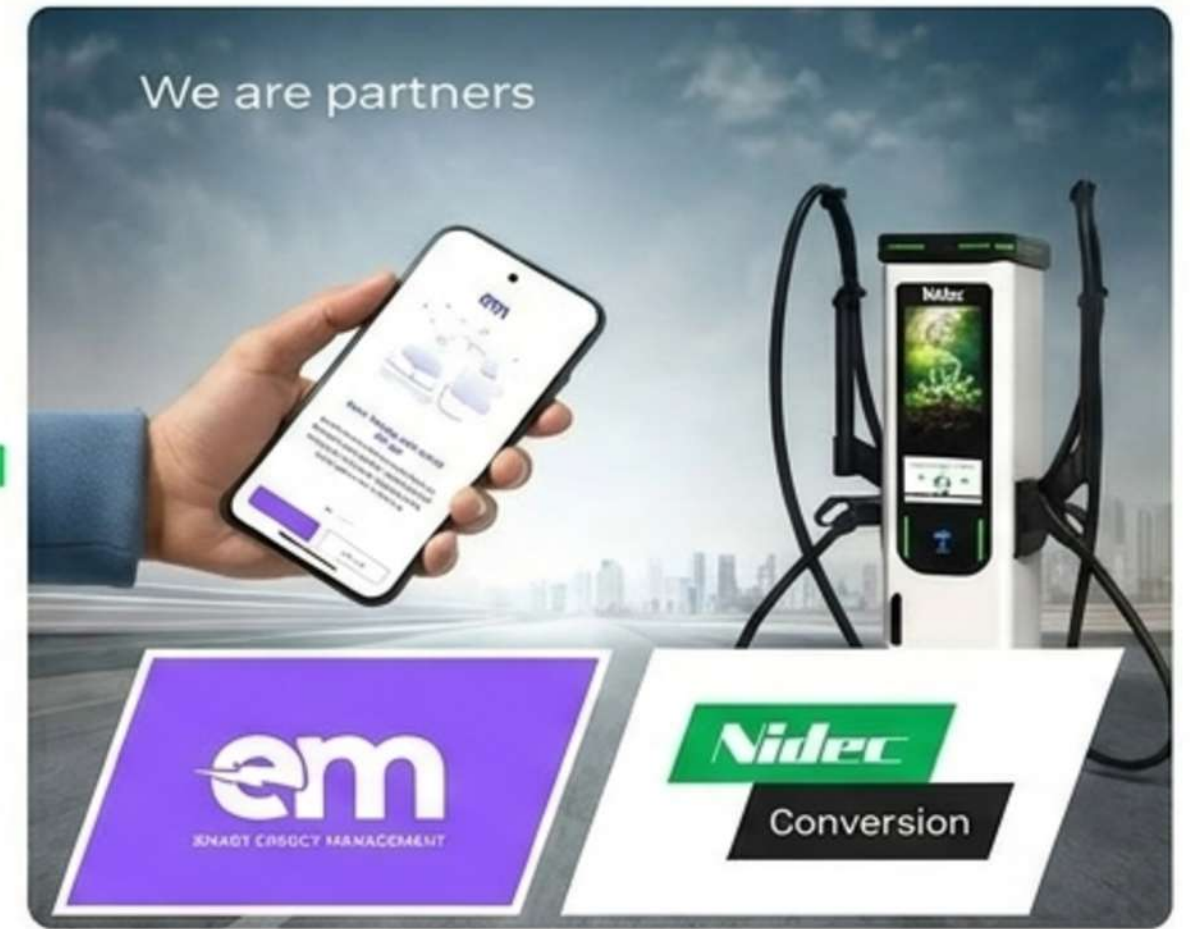
Targeting Commercial Sites: Direct messaging for Hotels and Fleets to drive B2B adoption.

Phase 3: Leveraging Industry Authority

To accelerate trust and shorten the prolonged sales cycle, we heavily promoted seamless integrations and smart partnerships with established industry giants.



EVBOX Migration Integration

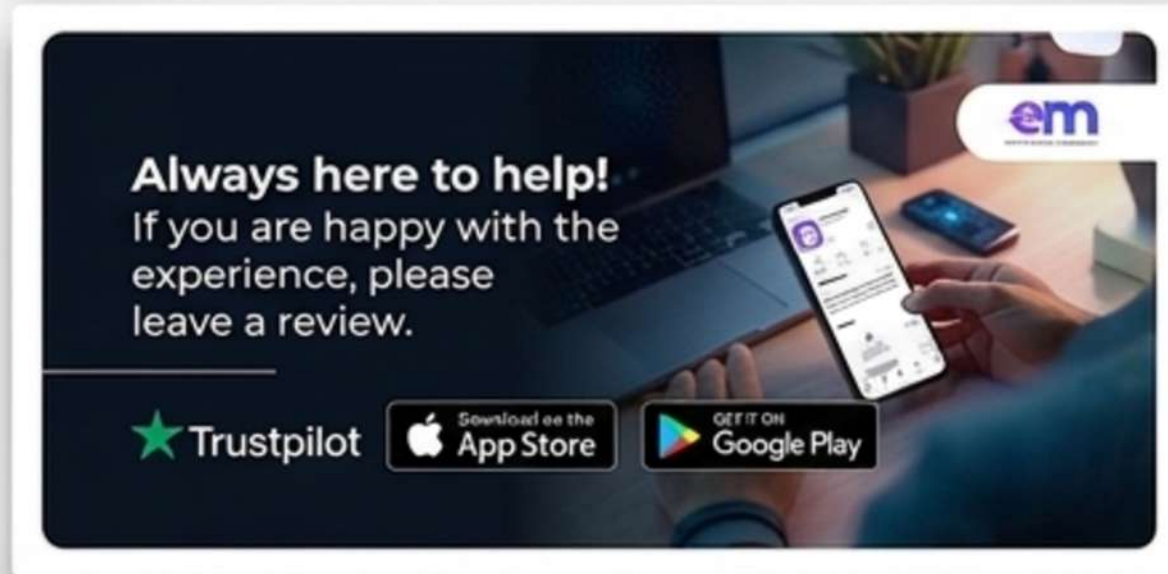


Nidec Conversion Partnership

Phase 4: Converting Trust into Action

Social Proof

Validating the software through high-profile shortlistings and transparent user reviews.



Physical Activation

Driving high-intent B2B leads to physical event spaces through targeted paid ads and performance marketing.



The Accelerated Transformation Matrix

Metric	Month 0 (The Old Way)	Month 12 (The autofocuss Way)
Brand Presence	Random, unaligned footprint	Cohesive, highly targeted digital ecosystem
Sales Cycle	Prolonged due to low market trust	Accelerated via established digital authority & partnerships
Inbound Leads	Close to zero inbound sales	Surging event bookings via performance marketing
Social Engagement	Struggle to maintain active channels	Consistent organic push driving massive interaction

The Results: Under 12 Months



100,463

Increase in Reach

187%

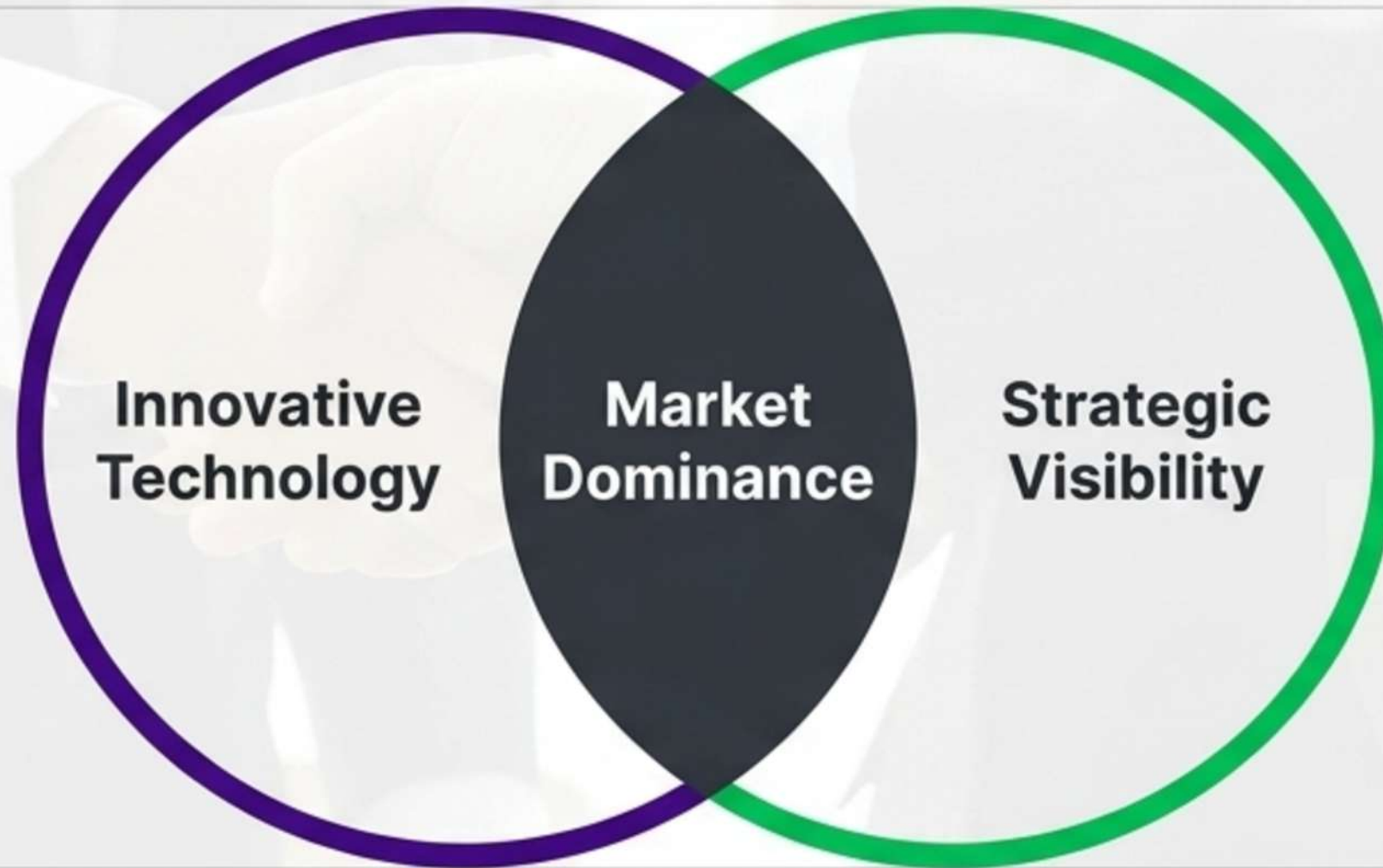
Increase in Content Interaction

535%

Increase in LinkedIn Followers

Conversion Impact: **Exponential growth** in event bookings and verifiable inbound leads generated through targeted paid ads and performance marketing.

The autofocuss Synthesis



Electric Miles always possessed the software to change the EV charging landscape. By eliminating their digital disconnect and architecting a cohesive, highly targeted funnel, we ensured the market finally saw it.

INNOVATE. CREATE. SCALE.