



GLOBAL ELECTRICAL TRANSMISSION & DISTRIBUTION

Media. Community. Digital Marketing. Market Access.

A specialized B2B platform helping manufacturers, trading companies, contractors and technology providers build visibility, communicate technical value and reach professionals in the power industry.

FOR

**Manufacturers
Trading Companies
Contractors
Consultants
Suppliers**

Technical audience
International reach
Commercial campaigns

A specialist ecosystem built around the power industry

Switchgear Content combines technical publishing, professional communities and commercial market-development services in one focused environment.



Figures are presented as reported by the current website and source presentation; historical search metrics are not future guarantees.

A professional audience close to the buying and specification process

The platform is designed around the people who specify, evaluate, purchase, install, operate, maintain and manage electrical equipment.



Power & electrical engineers

Technical + commercial context



Technical & commercial managers

Technical + commercial context



Contractors & EPC teams

Technical + commercial context



Traders & distributors

Technical + commercial context



Consultants & system designers

Technical + commercial context



Installers & service teams

Technical + commercial context



Suppliers & component makers

Technical + commercial context



Manufacturers & technology providers

Technical + commercial context

Commercial advantage Your company message is presented inside an electrical-industry environment - not as generic advertising.

A content environment organized around electrical equipment

The website and communities cover a broad but coherent T&D equipment architecture.

DC Switchgear	HV and MV DC switchgear	HVAC Switchgear	Circuit breakers, disconnectors, earth switches, CTs, VTs
MV AC Switchgear	FCLs, fuses, gas, load-break, reclosers, vacuum	GIS	Gas-insulated switchgear technologies
GCB	Generator circuit breakers	LV Switchgear	Low-voltage switchgear and related technologies
Switchgear Testing	Testing and commissioning	Switchgear Automation	Automation technologies for switchgear
Switchgear Marketing	Market developments and future changes	Video & Multimedia	Technical and industry video content

Core content themes on the current website include switchgear, circuit breakers, GIS, HV/MV/LV, IEC-related topics, testing, automation, SF6-free technologies and market developments.

A connected distribution system for technical and commercial content

Switchgear Content does not depend on a single channel. Content can move from the website into professional communities and newsletter distribution.

01 Website

Technical content, SEO visibility, company and product exposure.

02 LinkedIn

Specialized group, company/page activity and newsletter distribution.

03 WhatsApp

Direct professional communication through specialist groups.

04 Telegram

Additional professional community and content distribution.

05 Social Pages

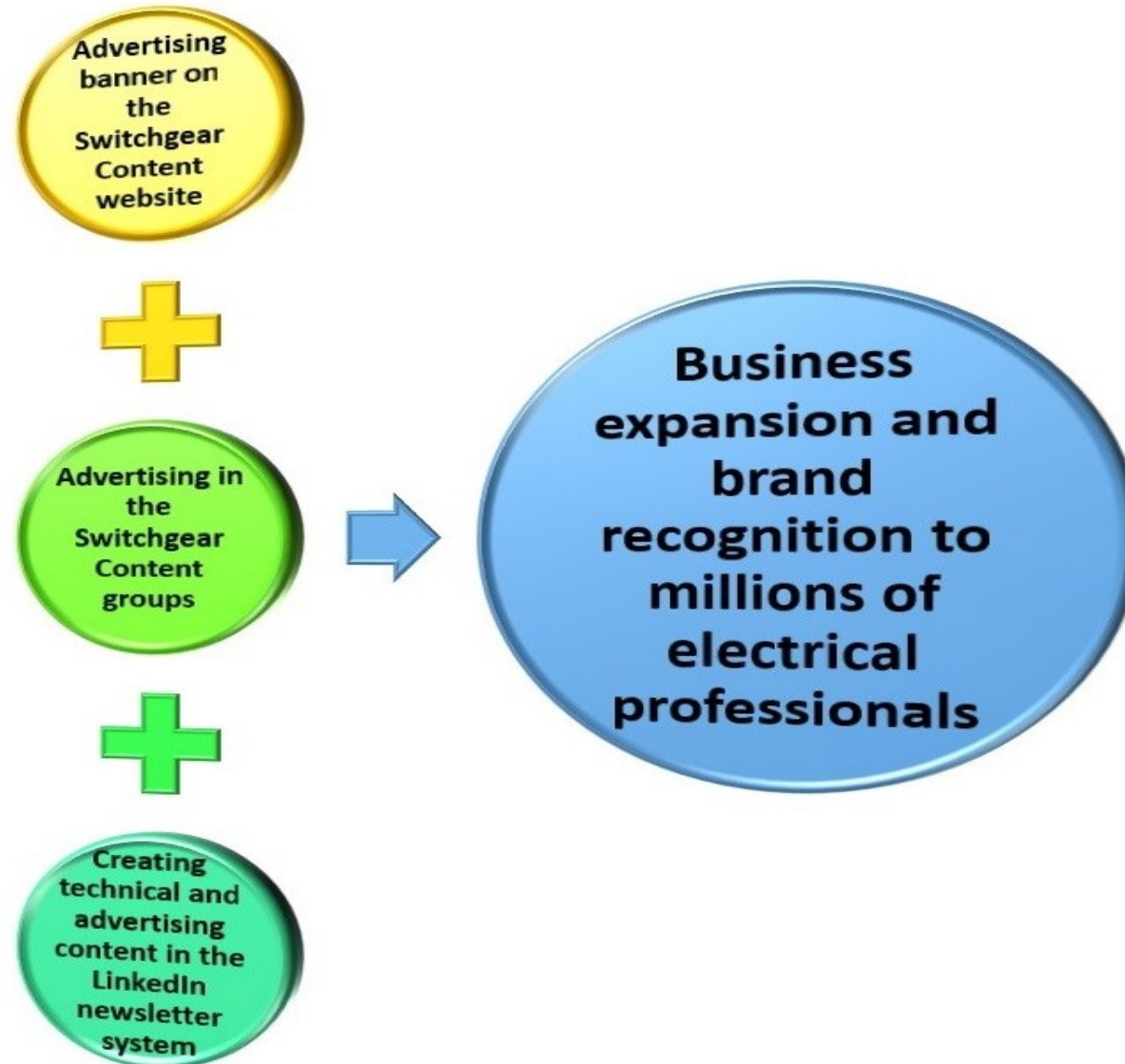
Instagram, X and other supporting channels.

06 Email / Newsletter

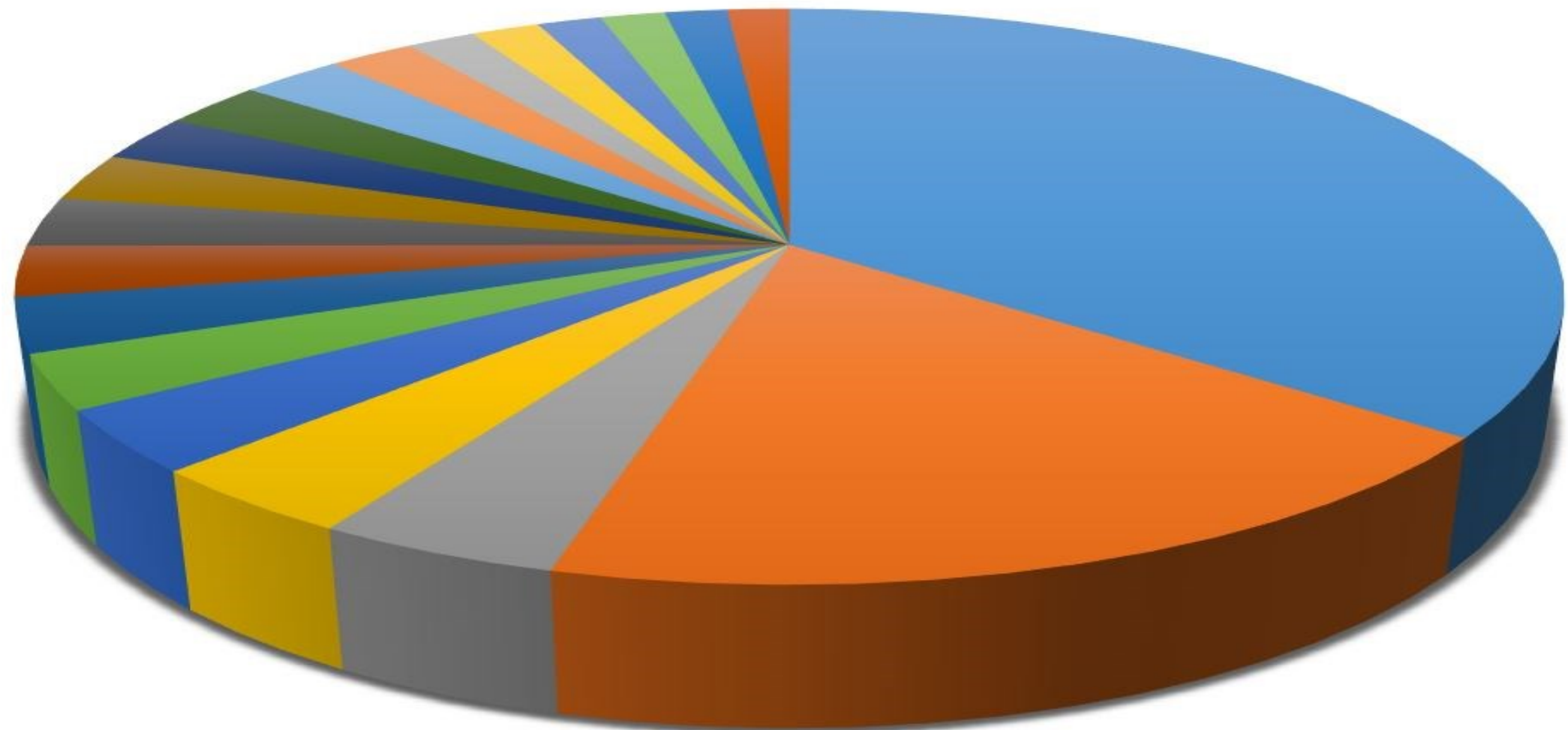
Regular delivery of switchgear news, articles and product-related content.

Current website signal: the platform advertises 80,000+ total members across groups, newsletters and pages and 25,000+ newsletter members.

Switchgear content marketing solution infographic:



On Google until 2026/05/30, you will come across a pie chart displaying the top 20 countries where electrical engineers search for switchgear content on website content. The total impression of this chart is 4.05 million.



- | | | | | | | |
|--------------|---------------|----------------|----------------------|-------------|-----------|-------------|
| India | United States | United Kingdom | Russia | South Korea | Malaysia | Philippines |
| Saudi Arabia | Canada | Australia | United Arab Emirates | Brazil | Indonesia | Pakistan |
| Vietnam | South Africa | Egypt | Bangladesh | Turkey | Taiwan | |

From visibility to market development

A company can use one service or combine several into a coordinated campaign.

Digital promotion

Banners, sponsored posts, newsletter placements and specialist distribution.

Email marketing

Product announcements, targeted campaigns and launch communications.

Business development

Industry introductions and relationship-building support, especially in Middle East & Africa.

Webinar & conference support

Audience-building and communications support for online and offline events.

Professional training

Online and in-person programs with reputable international brands.

Content marketing

Technical articles, product features, news, case studies and market content.

CEO / executive interviews

Leadership visibility with company, product and market positioning.

Equipment sourcing

Potential sourcing and supply of electrical equipment and components from selected markets.

Job board promotion

Specialized job listings and visibility to engineering professionals.

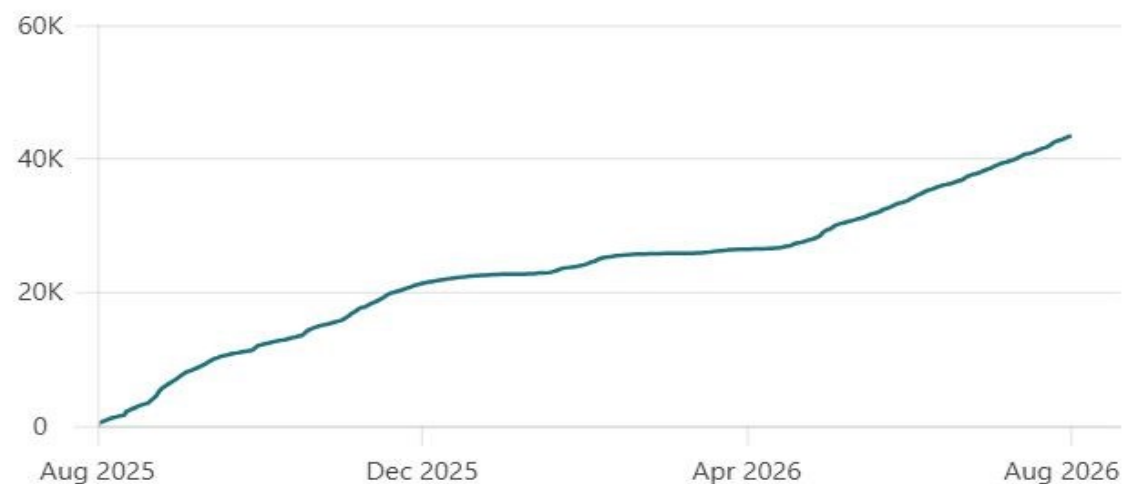
Digital marketing seminars

Practical sessions for sales, marketing, students and professors.

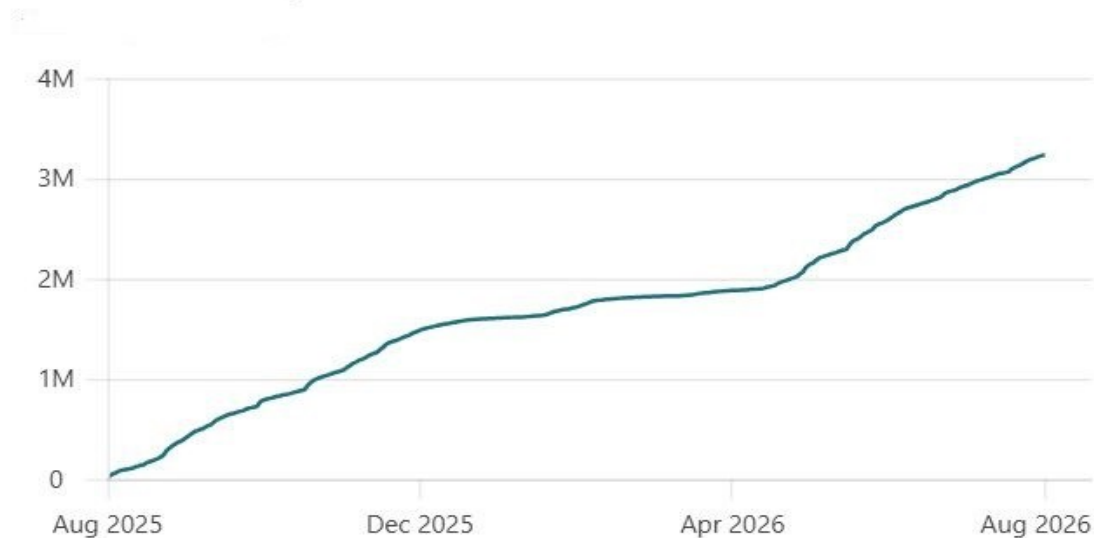
Switchgear Content LinkedIn Impression and Engagements Aug 2025-Aug 2026:

43,471 Engagements

▲ 608% vs. prior 365 days



3,235,366 Impressions



Make your brand visible in the places electrical professionals already visit

The website advertising service can be combined with technical content and community distribution.

A campaign can include

- 1 Website banner placement
- 2 Promotional post introducing the company
- 3 **Technical / promotional article**
- 4 **LinkedIn newsletter distribution**
- 5 Relevant LinkedIn / WhatsApp / Telegram distribution
- 6 Supporting social-media exposure

Why this is different

Relevant context

Products are presented inside an electrical T&D media environment.

Repeated exposure

A coordinated campaign can touch multiple channels rather than one ad placement.

Technical credibility

Content can explain applications, specifications and engineering value.

Current advertising page lists website banners, newsletter / group promotion and tailored advertising options.

Put the people and the business story behind the product in front of the industry

Executive interviews and market-development services are designed to build credibility and create commercial conversations.

CEO & Executive Interviews

Structured interviews with company leaders covering products, capabilities, projects, technology and market direction. The interview can be distributed through the platform ecosystem.

Business Development

Use specialist relationships and audience reach to support introductions and market-development activity, with particular emphasis on Middle East and Africa opportunities.

Equipment Sourcing

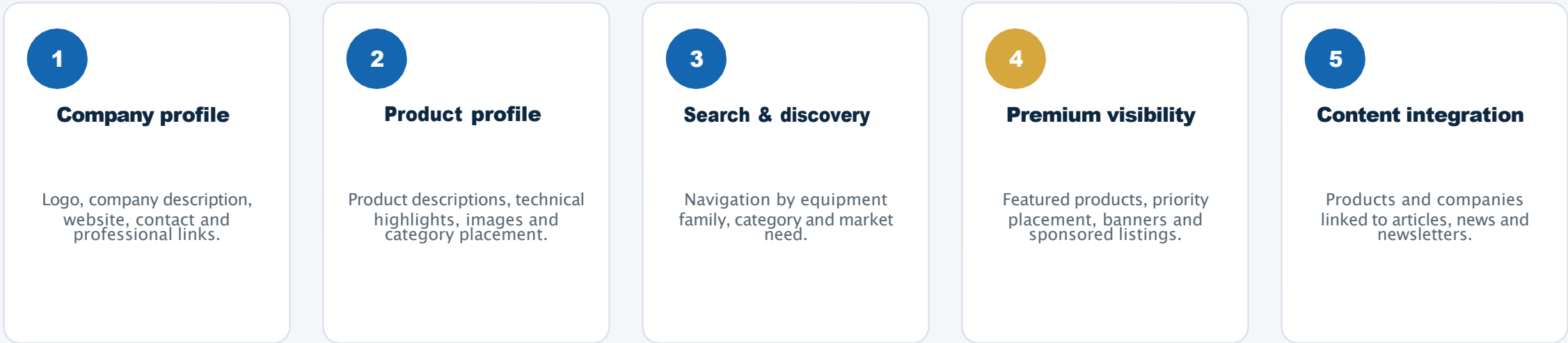
Potential sourcing support for switchgear, test equipment, components and related electrical equipment from selected suppliers and markets.

Commercial logic

Visibility -> credibility -> conversation -> qualified opportunity

A permanent digital showroom for electrical equipment companies

The business plan positions the virtual exhibition as a searchable product–discovery environment connected to Switchgear Content content and communities.



Client value

Permanent digital visibility beyond a single campaign - supporting discovery, SEO, buyer research and cross-border market development.

Turn your website into a stronger international sales and marketing asset

The new Switchgear Content service reviews a company website from technical, digital and commercial perspectives.

Technical & SEO

Indexing, page structure, metadata, internal linking, performance, mobile usability and search visibility.

Industry content

Product specifications, applications, standards references, drawings, images, downloads and technical credibility.

Conversion & commercial

Can a visitor quickly understand what you offer, where you operate, what differentiates you and how to start a conversation?

International visibility

English communication, positioning, localization, trust signals, case studies and international landing pages.

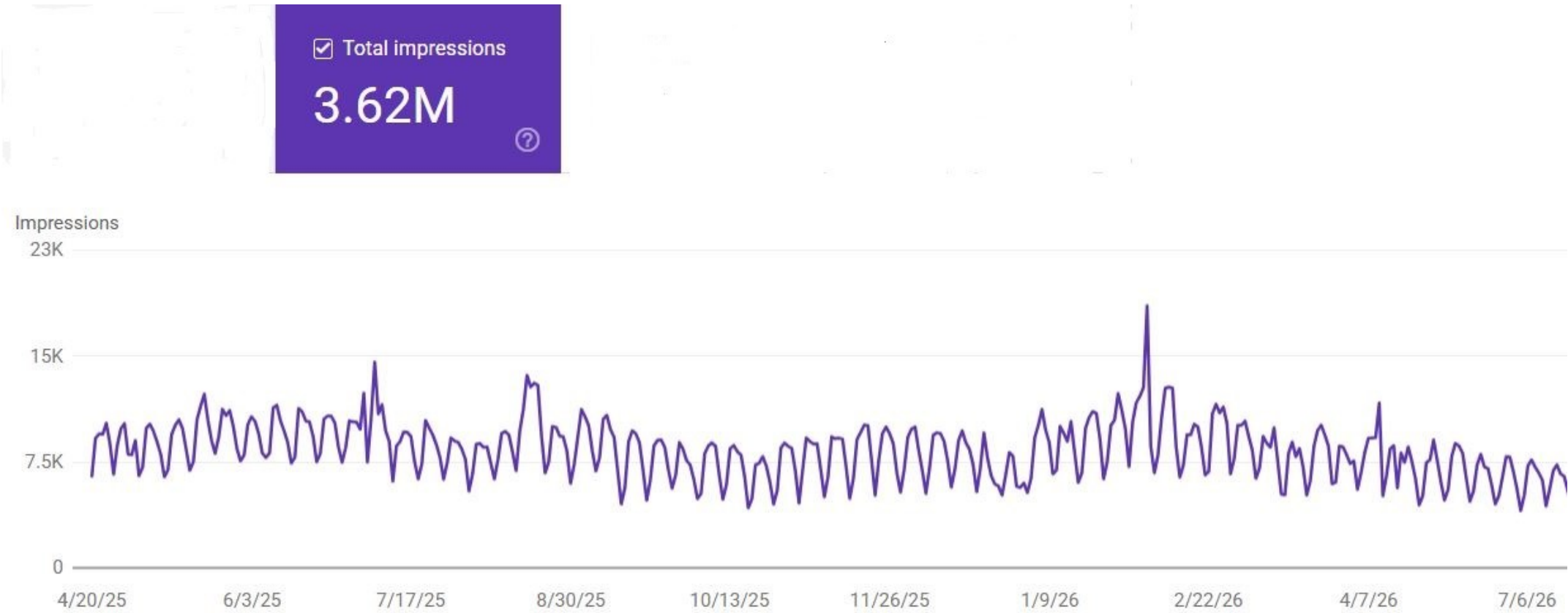
AI / modern search

Whether content is structured clearly enough for modern search and answer systems while preserving technical accuracy.

Action plan

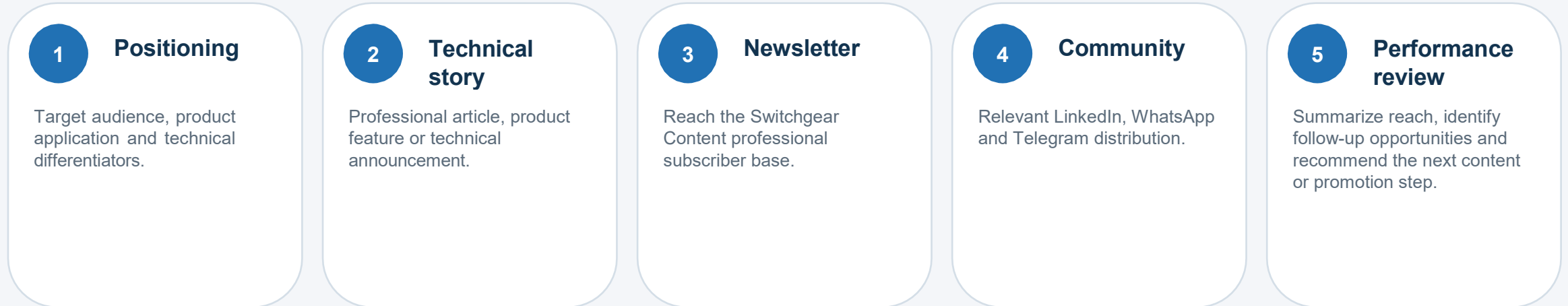
Executive findings, technical findings, content priorities, conversion priorities and a practical improvement roadmap.

Switchgear Content Platform Impression Aug 2025-Aug 2026:



A structured launch - not a single announcement

The campaign is designed for a new product, new product family or significant technology upgrade.



Product-specific approach

A high-voltage circuit breaker, LV panel, transformer, protection relay or test instrument needs different technical messaging.

Build capability as well as visibility

The business plan extends the platform into professional training and practical digital marketing education for the electrical sector.

Practical T&D Training

Online and in-person programs in collaboration with reputable international brands. Topics can include modern transmission and distribution technologies, maintenance practices, operational considerations and safety protocols.

Digital Marketing Seminar

Workshops for sales and marketing teams, students and professors in electrical engineering. Topics include branding, lead generation, digital sales and practical methods for international online promotion.

Business effect

Stronger technical capability + stronger digital communication + stronger brand authority.

Choose the business outcome - then combine the services

Switchgear Content can structure a campaign around the specific commercial priority of your company.

Build visibility

Website + banner + newsletter + community distribution

Launch a product

Technical content + newsletter + communities + banner + follow-up

Improve the website

Professional website review + prioritized action plan

Enter the virtual exhibition

Permanent company profile + product discovery + premium options

Develop a market

Content + audience reach + introductions + sourcing support

Develop people

Manufacturer-led training + digital marketing seminar + professional community

The proposition: specialized audience + technical credibility + coordinated distribution + permanent digital visibility.

A focused partner for the global electrical T&D industry

The platform is built around a single specialization: electrical transmission and distribution equipment.

Specialized

Not a general media audience – the content environment is built around electrical equipment and switchgear.

Technical

Marketing is supported by technical content, categories, applications and engineering context.

Connected

Website, professional groups, newsletter and social channels reinforce each other.

Commercial

Services extend beyond advertising into product launches, market access, sourcing and digital analysis.

International

Designed for companies seeking visibility and business opportunities across borders, especially Middle East & Africa.

Flexible

A company can start with one service and expand into a multi-channel program.



LET US BUILD THE RIGHT CAMPAIGN FOR YOUR COMPANY

From technical visibility to market opportunity.

Discuss advertising, technical content, executive interviews, business development, sourcing, training, the international virtual exhibition, professional website review, or a new product launch campaign.

A specialized digital ecosystem for the global power engineering community.

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