STRATEGIC MARKETING OF YOUR ENERGY EFFICIENCY PROGRAMS

1 or 1.5 Days

Gain the necessary tools to develop an effective and practical marketing plan from ideation and strategy to implementation and evaluation. The course combines tactical skills with valuable marketing based information and is delivered by experienced trainers well versed in the challenges of utility marketing. The course incorporates emerging trends, including how to maximize online tools and new media.

COURSE OUTLINE

What Influences Customer Perception & Behavior
- Real and perceived barriers to overcome

Elements to Execute your Marketing Plan
- Setting goals and objectives
- Conducting situation analysis
- Establishing metrics to measure progress
- Conducting consumer & market research
- Building a marketing team
- Identifying and profiling target audiences
- Developing creative & message platform
- Identify and engaging key communications channels
- Outlining key strategies and tactics
- Establishing reasonable budget
- Implementing ongoing evaluation plan

Segmentation
- Segmenting your customers into groups
- Four areas of opportunity

Social Marketing
- Grassroots and Community
- Events
- Faith & Ethnic
- Engaging Schools

Social Media
- Steps of Developing a Plan
- The Right Tool for the Job – Program Marketing & Public Relations
- The Do’s and Don’ts
- Social Media Case Study

Collateral
- Best practices to get the message across

Make Your Website Work Hard
- Search Engine Optimization
- Paid Search

Reaching Different Markets
- C&I Marketing Strategies
- Residential Strategies

Evaluating Your Marketing Plan
- Evaluation Approaches
- Surveys, Focus Groups, Intercepts, Database review, Program Application Forms

Interested?
Contact
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