

Elements of Marketing your Energy Efficiency Programs

AESP's 2 day *Elements of Marketing your Energy Efficiency Program* training course gives you 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.

- ▶ Understand the importance of conducting a situational analysis
- ▶ Know how to set realistic program goals, establish metrics and perform market research
- ▶ Learn how to identify and market to residential, low-income residential and C&I target markets
- ▶ Determine how to use on-line media and social media to benefit your programs and build your company's brand
- ▶ Recognize the differences between results-driven and ineffective marketing collateral
- ▶ Establish methods to evaluate program results



Who should attend?

The *Elements of Marketing your Energy Efficiency Program* course is ideal for those working in marketing, energy efficiency, demand response or program management. The course provides a solid foundation to those seeking a comprehensive 'how-to' training in developing effective marketing programs.



Training Options

2 Day Regional – delivered on a regional basis and is an exceptional opportunity to meet industry peers and share experiences

2 Day On-Site – provided at your facility and is ideal for your employees to learn as a group and you may request some course customization

Visit www.aesp.org for the training schedule.

2 Day Training Course Overview

Define Marketing as it relates to Demand-side Management

Overview of Elements of a Marketing & Communications Plan w/detailed case study

- Develop a Creative Messaging Platform
- Identify & Engage Key Communication Pipelines
- Establish a Reasonable Marketing Budget

Reaching the Residential, Low-Income Residential and C&I Target Audiences

- Select appropriate market research for sectors and segments
- Identify barriers to adoption of your product or service
- Develop channel-specific marketing methods
- Create the right messages for the right sectors and segments
- Implement strategies

The Power of Public Relations

Using Contractors, Implementers and Vendors

Encouraging Customer Participation

Engaging Employees as a Credible Marketing Channel

Social Marketing

Developing Effective Marketing Collateral

Evaluating your Marketing Plan



Listen to Attendees

- ▶ “AESP’s marketing course put all of our team members on the same marketing page. Everyone now has a firm grasp of the important role marketing plays to ensure program success.”
- Marketing Director from large IOU
- ▶ “I finally understand how to use social media to my program’s benefit and what produces results and what wastes time.”
- Energy Efficiency Supervisor
- ▶ “I learned the key of how to pinpoint the most likely customers for my new appliance rebate program, how to create some attention-getting materials and improve my overall participation rate.”
- Residential Program Manager

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Your Training Team

AESP trainers are well-known industry professionals with decades of experience in all aspects of marketing including research and branding, and targeting the right audience with the ideal message. Each instructor brings in-depth knowledge to this training course and is well-versed in how to engage an audience for an optimum learning experience. Contact AESP if you would like a complete trainer profile. Below is a partial listing of our training team.

Carol Mulholland – Principal, The Cadmus Group

Patricia Thompson – Sageview Associates, VP Regulatory Affairs

Laura Orfanedes – Senior Associate, The Cadmus Group

Bill LeBlanc – President, Boulder Energy Group

Jim Thayer – Senior Associate, The Cadmus Group

Bonnie Brandweth – PA Consulting Group, Member PA Management Team

For additional information, contact:

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