



Marketing and Communications: Driving Demand

September 14, 2010



Framing for Discussion

- “What we want, what we need, what we must have are indispensable human beings...
- We need original thinkers, provocateurs, and people who care.
- We need marketers who can lead, salespeople able to risk making a human connection, passionate change makers willing to be shunned if it is necessary for them to make a point.
- Every organization needs a linchpin, the one person who can bring it together and make a difference...we need artists.”

– Seth Godin
Marketing Expert



Writing Your Communications and Outreach Implementation Plan



- Components:
 - High level Overview: Mission, Objectives, Goals
 - Identify and analyze key stakeholders:
 - Q: Who are you talking to?
 - Q: Who is doing the internal communications and outreach work? Identify roles and responsibilities
 - Develop key messaging to be used for various groups
 - Categorize and priorities tools you'll use to deliver message
 - Brochures, fact sheets, press releases, website, blog, PSAs, public relations involvement
 - Partner with stakeholders and organizations to roll out plan (be sure the timing is right!)
 - Provide ongoing engagement and track success of communication methods used via feedback, analysis, etc.



Writing Your Communications and Outreach Implementation Plan

- Message Development:
 - Social Influence
 - Framing is important
 - Reciprocity
 - Commitment and Consistency
 - Social Proof
 - Leadership
 - Liking
 - Scarcity
 - Make information easy to understand
 - Identify “What’s In it for Me?”
 - Always have a call to action



Concepts to Consider in your Plan: Social Marketing



- Based on trusted relationships and organizations
- Alignment with people who are intrinsically motivated
 - Volunteers
 - Non-Profits
 - NGOs
- Lessons learned from Political Campaigns
- Retrofit case studies available in LBNL report



Concepts to Consider in your Plan: Word of Mouth Marketing

- 2001 McKinsey & Co study found 67% of U.S. consumer goods sales influenced by word of mouth
- Creating buzz based on everyday conversations
- 5 Step Process:
 - Talkers: brokers, plumbers, HVAC contractors, neighborhood associations
 - Topics: easy to talk about
 - Tools: easy to use and forward
 - Take part
 - Tracking



Concepts to Consider in your Plan: Permission Marketing

- Age of 'interruption marketing' is dead
- Traditional TV/radio/print advertising; marketers no longer have the ability to command the attention of anyone they choose, whenever they choose
- Need to show consumer respect by anticipating their need
- Be personally relevant
 - EX: online search queries
 - EX: asking to opt in to receive emails
- Be remarkable- the Purple Cow



Concepts to Consider in your Plan: Online Communications



- Website Development:
 - Create with Search Engine Optimization in mind
- Email communications can help lead to self-sustaining marketplace:
 - Build a list
 - Talk to them regularly
 - Let them forward your message on
 - Communicate promotions, incentives, gifts, loyalty programs
- Track website traffic before, during, after important outreach campaigns
 - Know who is going to your site, how often, who they are, how long they visit, what they are clicking on, and more
 - Google Analytics – data and evaluation of your program messages
 - Side by side message testing- update immediately to increase action and awareness



Concepts to Consider in your Plan: Social Media

- Highly accessible, scalable online publishing techniques
- Less expensive than traditional media
- Consumers generate their own content: web 2.0
- Reaches small or large audiences- you can customize
- Immediate communication and editable: can comment on posts, altering discussion threads, etc.
- Story telling: build a community of advocates and believers you can use for long term
- Viral advantages: Greyson Chance



Concepts to Consider in your Plan: Types of Social Media

- Communication:
 - Blogs: Blogger, WordPress, Open Diary
 - Microblogging: Twitter
 - Location-based social networks: FourSquare, Gowalla
 - Social networking: Facebook, Linked In
 - Events (meetup.com), information aggregators
- Collaborative Tools:
 - Wikis: Wet
 - Social Bookmarking: Delicious
 - Social News: Digg, Reddit
- Multi-media
 - Photography/art sharing: Flickr, Picasa
 - Video Sharing: YouTube, Vimeo
 - Livecasting: Skype
- Even more...



- <http://groups.google.com/group/betterbuildingsalliance>
- DISCUSS...
 - Program development
 - Strategies and tactics used
 - Lessons learned
- DIVE into key resources posted by DOE and your peers...
 - Collaborative Working Groups
 - Calendar: webinars, calls, conferences, workshops, etc.
 - Templates: RFPs, worksheets
 - Links to helpful resources (DOE, EPA, Technical Assistance Program (TAP))
- DOWNLOAD
 - BetterBuildings contact list
 - Logo and draft brand guidelines
 - Workshop presentations
- Walk through after this session during the break

