BPA Marketing Portal



First a hypothetical conversation

That is probably not so hypothetical...

Let's Do Some Marketing!!!



- But design is expensive
- And nobody has the right software
- And who has the time...
- Do you know how many jobs I have?
- Let's just write something in the news letter

Doesn't BPA Have Some Stuff??



- Yeah, but I have to add our logo
- And In Design costs like \$27,000*
- And I don't know how to use it anyway
- What am I, a graphic designer?
- Don't you have a meeting to go to, quit bothering me.

I Thought BPA Would Do That For Us?



COMPANY & LOGO

Heat Pump Water Heaters are the most efficient way to heat your water and can lower hot water costs by up to 50%. Insert utility name here offers incertives to help keep costs low. Take control of energy waste and make your home 4.0cm #taxe for 8 and 10 ms with the cost show.

Contact us about installing a heat pump water heater at yourutility.com or call 0000 xxx-xxxx.

- Don't you have to fill out a 17 page form
- And, that would mean I would have to call them
- And talk to those bureaucrats
- (shudder)
- Yeah you're right, let's just write something in the newsletter....

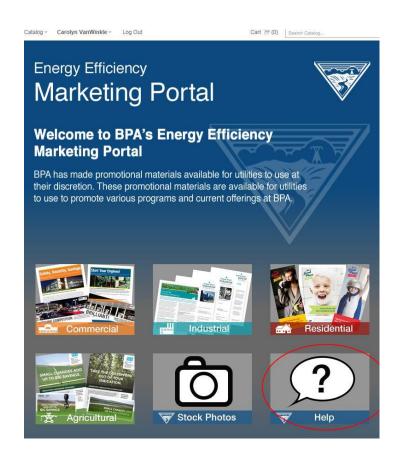
GREAT NEWS!!!

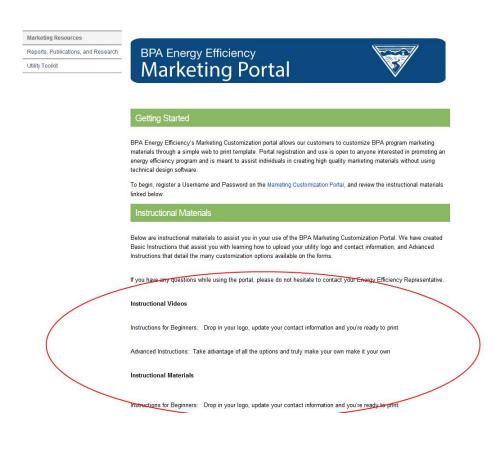
You never have to have that conversation again!

Energy Efficiency Marketing Portal **Welcome to BPA's Energy Efficiency Marketing Portal** BPA has made promotional materials available for utilities to use at their discretion. These promotional materials are available for utilities to use to promote various programs and current offerings at BPA. Industrial Residential Commercia Stock Photos Help

Instructional Materials

Located on BPA website and in Marketing Portal





Let's Begin

Log In to the MarCom Central Portal:

http://marcomcentral.app.pti.com/Bonneville Power Administration/bpa



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Need Help?

Contact you EER.

Need More Than It Can Offer?

We're here to help.

Call your EER, we will get you the resources you need.