

Build it Bright!

Crafting Your Solar Marketing Program

Presented by
Glenna Wiseman of



Working with
EnergyTrust
of Oregon

About the Program

“Build it Bright” is a unique opportunity to craft your solar marketing. Offered by Energy Trust of Oregon, the training series is part of our ongoing work to reduce soft costs in Oregon.

The training series will be facilitated by Glenna Wiseman of [Identity³](#), a nationally recognized solar marketing expert.

The program includes live and recorded webinars, podcasts and blog content.

The Program Online

- Energy Trust Website: energytrust.org/ta/solar
- Energy Trust [Insider's Blog](#)
- Energy Trust [Calendar](#)
- Identity³ Website: [#MarketingSolar](#) page and [Blog](#)

2016 Calendar & Topics

January

Taking Stock

Assessing the Condition of Your Marketing Foundation

Live Webinar:
1.28.16, 11 AM PST
[Sign up Here](#)

February

Mapping Strategy

Engineering Your Marketing Success

Live Webinar:
2.25.16, 11 AM PST
[Sign up Here](#)

March

Presenting Your Best

Marketing Campaigns and Creative Content

Live Webinar:
3.24.16, 11 AM PST
[Sign up Here](#)

April

Efficient Activation

Tools and Strategies for Efficient Campaign Delivery

Live Webinar:
4.28.15, 11 AM PST
[Sign up Here](#)

May

Tracking Results

Implementing Systematic ROI Reporting

Live Webinar:
5.26.16, 11 AM PST
[Sign up Here](#)

June

Putting it All Together

From Assessment to Tracking Results, Creating the Building Blocks of Your Solar Marketing Program

Live Webinar:
6.23.16, 11 AM PST
[Sign up Here](#)

Save Time, Save Money Marketing Solar

Build it Bright! Crafting Your Solar Marketing Program is a training series to help you create your most powerful initiatives to market solar. It is offered by Energy Trust of Oregon at no cost to you.

At the core of the program is a series of live webinars supported by interactive tools. You will be encouraged to use the tools to craft marketing strategies and programs suited to your company.

This is specifically engineered to empower you and your firm to save time and money on your marketing solar efforts, while creating the foundation for company growth.

Use hashtag #MarketingSolar to participate on Twitter.

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About Glenna Wiseman

Glenna Wiseman is a solar industry marketing veteran who brings the installer's point of view to marketing communications. Her solar marketing expertise dates from 2007. For five of those years, she led the marketing initiatives for a California-based solar installation firm.

Glenna Wiseman has worked to build integration companies for more than 10 years, resulting in a holistic and enterprise-level perspective on marketing for solar installers.

Glenna is a recognized writer and speaker within the industry, covering a wide range of topics. Wiseman co-created "Shining a Solar Marketing Light on Women," the industry's first women-oriented survey. She has contributed to industry publications and talk show formats, co-hosted the popular SolarChat series and been a featured speaker at Solar Power International.

Glenna is a member of Women in Solar Energy, WISE. Read her HeatSpring "Women in Solar Summer Series" interview here.



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