Build it Bright!
Crafting Your Solar Marketing Program

Presented by Glenna Wiseman of Identity³
Working with EnergyTrust of Oregon
Use hashtag #MarketingSolar to contribute on Twitter.
HERE’S WHAT’S NEW...

1. **January** - Taking Stock – [Recordings, tool, slides here](#)
2. **February** - Mapping Strategy – [Recordings, tool, slides here](#)
3. **March** - Presenting your Best: Marketing Campaigns and Creative Content, [Graphics podcast here](#), NEW podcast here: Demystifying Solar with Consumer Friendly Website Fundamentals with Pollinate
4. **April** - Efficient Activation: Tools and Strategies for Efficient Campaign Delivery – [RSVP for webinar](#)
5. **May** - Tracking Results: Implementing Systematic ROI Reporting – [RSVP for webinar](#)
6. **June** - Putting it all Together: Creating the Building Blocks of your Solar Marketing Program – [RSVP for webinar](#)

Find all the program elements: [Energytrust.org/BusinessDevelopment](#)
Presenting Your Best Marketing Campaigns and Creative Content

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Today we are going to...

- Explore the **stages of campaign development** from customer persona to creative content and activation components

- Use an **example of a customer focused solar campaign** by AllEarth Renewables to demonstrate the fundamentals we are exploring

  ➢ Watch for **Fundamentals** and **Application**

- Begin to address **activation channels** including content marketing, PR, social media, online digital ads, and the use of tools including Faraday for identification of prospects
THIS MONTH’S INTERACTIVE TOOL

Customer Profile Development

- Customer Persona Name
- Consumer Type

Demographic Group Name

Profile Stats
- Age Range
- Approximate Number
- Buying Power
- Description

Pain Points

Geography

Sources of Customer’s Information

Marketing Goal

Representative Clients

Key Message

Characteristics

Motivations

Sources of Development Data

Presenting Your Best: Marketing Campaigns and Creative Content

Presented by Gienna Wiseman of Identity

Working with Energy Trust of Oregon
WELCOME SONYA!

Campaign Development Insights
- Campaign Development and Goals
- Persona Selection
- Creative Development
- Dealer Response
- Questions

Reach Sonya Krakoff
- skrakoff@allearthrenewables.com
- Twitter: @SonyaKrakoff and @AllEarthRenew

Sonya Krakoff
Marketing Coordinator
AllEarth Renewables
PRESENTING YOUR BEST

What Does it Mean?
PRESENTING YOUR BEST

Fundamentals

What does it mean to “present your best?”

It means:
• To identify comprehensive information about your prospective customers (via customer persona/profile tool) so your campaign has the best chance to reap leads from your target market
• To stay true to and build up your company’s brand and positioning in the market
• To delivery consistent thematic campaigns so all touch points with the prospect mirror the same message
• To delivery creative content with the highest potential for generating high quality leads
• To prioritize channel delivery
PRESENTING YOUR BEST

Campaign Development
CAMPAIGN DEVELOPMENT: DESCRIPTION

Fundamentals

Outline your campaign:
• Who is it targeting?
• What is the delivery time frame?
• What are the budget parameters?
• What co-op funds are available?
• Does it tie into an existing campaign?
• What are the hurdles or challenges involved with the campaign?
• Who are the team members:
  • Creative
  • Sales and lead follow up
• What are geographic areas being targeted?
• What are the business sectors being promoted?
Application

AllEarth Renewables Consumer Campaign Description

- Create thematic dealer components for January 2016 #GrowSolar marketing initiative
- Campaign to target key residential end users
- Extend #GrowSolar campaign initiated at SPI with messaging oriented to end user.
- Create a range of print and digital marketing campaign components to provide dealers with as many activation components as possible.
- Hashtags: #GrowSolar #FollowtheSun
CAMPAIGN DEVELOPMENT: GOALS

Fundamentals

Outline Goals of the Campaign, including:

• Metrics for outreach:
  • Social Media impressions, reach, engagement, clicks
  • Email opens, clicks, shares, responses
  • Website visits, conversions
  • Calls

• CRM or other tracking for:
  • # of leads generated
  • # of leads pursued
  • # of leads converted to proposal
  • # of leads closed
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Prospects
CUSTOMER PERSONA DEVELOPMENT

Fundamentals

A customer persona is a profile of a type of prospect. It is not a description of a particular client. It is meant to reflect a demographic group as it applies to your business.

It should help you understand the messaging both in text and visuals that will appeal to this group.

It should also help you understand where this type of consumer gets their information and help guide you through each step of a campaign from content through activation.
# CUSTOMER PROFILE TOOL

## Customer Profile Development

<table>
<thead>
<tr>
<th>Customer Persona Name</th>
<th>Consumer Type</th>
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<tr>
<th>Demographic Group Name</th>
<th>Profile Stats</th>
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<td>Age Range</td>
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<td>Description</td>
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<tr>
<th>Pain Points</th>
<th>Geography</th>
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<tr>
<th>Sources of Customer’s Information</th>
<th>Marketing Goal</th>
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<tr>
<th>Representative Clients</th>
<th>Key Message</th>
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<tr>
<th>Sources of Development Data</th>
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Presenting your best: Marketing campaigns and creative content

Presented by Glenna Wiseman of Identity

Working with Energy Trust of Oregon
# ALLEARTH TARGETED CONSUMERS

## Customer Profile Development

### Eco Emma

**Customer Persona Name**: Eco Emma  
**Consumer Type**: Residential Solar

### Demographic Group Name: EcoAware Mom

**Profile Stats**  
- **Age Range**: 25-50  
- **Approximate Number**: US - 62 million women  
- **Buying Power**: $1.45 trillion annually

**Description**: EcoAware Moms are focused on the daily aspects of their households and lifestyles – reducing waste, avoiding chemicals and toxins, saving resources, and making responsible choices.

### Characteristics

EcoAware Moms are far more likely to believe they have a great deal of control over how healthy their home is compared to other mothers.

### Motivations

- Family  
- Budget  
- Creating good environmental leadership examples for their children and community

### Pain Points

- Balancing budget with desire for green products  
- Time constraints  
- Budget constraints

### Sources of Customer’s Information

- [http://ow.ly/ZP76M](http://ow.ly/ZP76M)

### Geography

US with focus on Northeast and Southwest

### Marketing Goal

Produce dealer campaign components for digital, print, door hangers, lawn signs and post cards.

### Key Message

- Must Appeal to: Desire to do the right thing for the environment  
- Desire to do the right thing for their families including reducing budget expenses  
- Desire to demonstrate eco leadership to children and community

### Sources of Development Data


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Presented by Glenn Wiseman of Identity3  
Working with Energy Trust of Oregon
### ALLEARTH TARGETED CONSUMERS

#### Customer Profile Development

<table>
<thead>
<tr>
<th>Customer Persona Name</th>
<th>Individualistic Ian</th>
</tr>
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<tbody>
<tr>
<td>Consumer Type</td>
<td>Residential Solar</td>
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<table>
<thead>
<tr>
<th>Demographic Group Name</th>
<th>Gen X Man</th>
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<tr>
<th>Profile Stats</th>
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<tbody>
<tr>
<td>Age Range</td>
<td>34 – 54</td>
</tr>
<tr>
<td>Approximate Number</td>
<td>US: 24 million</td>
</tr>
<tr>
<td>Buying Power</td>
<td>More than any other generation</td>
</tr>
<tr>
<td>Description</td>
<td>Highly educated, active, balanced, happy and family oriented, Individualistic, Technologically astute</td>
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<tr>
<th>Pain Points</th>
<th>Reassurance and security</th>
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<tbody>
<tr>
<td></td>
<td>Finding products/ solutions of lasting value</td>
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<td></td>
<td>Concern over future</td>
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| Geography              | US with focus on Northeast and Southwest |

| Marketing Goal         | Produce dealer campaign components for digital, print, door hangers, lawn signs and post cards. |

| Key Message            | Must Appeal to: |
|------------------------|-----------------
|                        | Making a smart investment |
|                        | Technology suited to their investment and property needs |
|                        | Made in USA technology |

| Characteristics         | Homeownership is an important goal for Gen Xers. The majority of Gen Xers own their homes. |
|                        | Tend to distrust authority and large institutions including corporations, religious institutions and the government. |

| Motivations             | Provide for their families |
|                        | Take care of themselves |
|                        | Play it safe |

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PRESENTING YOUR BEST

Creative Development
CREATIVE DEVELOPMENT: MESSAGING

Fundamentals

The text or copy aspects of your campaign should:
• Reinforce the company’s brand
• Appeal to the target customer profile
• Be consistent throughout the campaign
• Adaptable to all activation channels planned in the campaign
• Keep long and short form content in mind

Components:
• Headline
• Sub-headlines
• Advertising and other short form copy
• Long form blog posts
• Video and/or other multi media formats
Application

AllEarth Headlines:
• Considered main headlines for each persona
• Went through 60 or so options grouped by type including secondary headline text
  • Options considered for Eco Emma:
    • Hello Solar!
    • Embrace the Sun!
    • Follow the Sun into the Future!
  • Options considered for Individualistic Ian:
    • Get more from your solar investment!
    • Tracking a higher return. Solar by AllEarth.
    • Get More Energy from Less Solar.
CREATIVE DEVELOPMENT: GRAPHICS

Fundamentals

Graphic elements need to:
- Reinforce the company’s brand
- Appeal to the target customer profile
- Be consistent throughout the campaign
- Adaptable to all activation channels
- Keep multimedia formats in mind if being utilized in the campaign

Components:
- Color palette
- Type of graphics – photos, illustrations, etc.
- Application of logo – style guide
Application

AllEarth color palette for campaign

AllEarth’s Brand Colors
CREATIVE DEVELOPMENT: PHOTOS

EcoAware Mom

Option 1 – She looks genuinely happy (not staged) and not so young to think a system in unaffordable. Having a kid in the photo definitely points directly to that EcoAware Mom demographic. Will need to adjust image colors to work with our color palette.

Option 2 – She also looks genuinely happy. The colors are good with our chosen palette. There isn’t that “family” pull in this one, but maybe it would appeal to a wider audience. Coloring is good with palette.
CREATIVE DEVELOPMENT: PHOTOS

Individualistic Ian

Option 1 – Very real smile. Doesn’t look too staged, like a portrait. Could easily photoshop a tracker into the background. Could be anywhere U.S. A bit of grey on his chin helps set him up to be the right age. Would have to adjust the colors to work with our palette.

Option 2 – Active. Having fun with his kids instead of worrying about his electric bill. Looks very real, versus model pretty. Could photoshop a tracker in the background. Would have to adjust the colors quite a bit to work with our palette.
PRESENTING YOUR BEST

Channel Selection
CHANNEL ACTIVATION

Fundamentals

Activation subject of next month’s webinar.

Fundamentals to consider in relation to creative development:

• Based on current customer interviews and past lead generation statistics, focus on most effective channels

• Cover basics in your creative: social media, content marketing, digital and print advertising, signage including lawn signs and door hangers

• Think outside the box for how creative can do “double duty:
  • Post cards for example can also be used as give away content at events
  • Creative can be utilized for email

• Prioritize activation to budget
Faraday.io

Faraday powers data-driven customer recruiting for the energy industry. With built-in data on 100 million U.S. homes, including property details, you can explore your markets, construct promising segments, target households predicted to convert, launch outbound campaigns with trusted partners, and capture leads the minute they respond.

- Using your customer profiles and current customer data you can target households similar to existing customers
- Faraday service costs can be amortized with Energy Trust of Oregon business development funds (contractor allies)
- Creative content must be developed prior to using Faraday or you can use their suggested resources – still best to follow the fundamentals here to know your targets, goals and branding preferences!
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Sample Campaign
ALLEARTH CAMPAIGN – ECO EMMA
ALLEARTH CAMPAIGN – INDIVIDUALISTIC IAN

Follow the Sun
Into the Future

We Followed the Sun

LOTUS ENERGY
Solar Energy Systems

518-800-3105 • www.lotusenergy.com

Follow the Sun
Into the Future

Get the Highest Return from Your Investment with AllEarth Solar Trackers

Your Local Solar Expert

Identity3

in association with

Working with EnergyTrust of Oregon
UP NEXT FOR THE “BUILD IT BRIGHT” SERIES

Efficient Activation: Tools and Strategies for Campaign Delivery

April 28 11 am PST
THE “BUILD IT BRIGHT” SERIES ONLINE

The Program Online

- Energy Trust Website: Energytrust.org/BusinessDevelopment
- Energy Trust Insider’s Blog
- Energy Trust Calendar
- Identity³ Website: #MarketingSolar Page and Blog
CONTACT US

Questions?

Contact Glenna Wiseman of Identity³

Direct: 909.553.3141  
Email: GWiseman@Identity3.com

Twitter: @GlennaWiseman  
LinkedIn: Glenna Wiseman

@Identity3Co

Web: www.Identity3.com

Help us shape the program to meet your needs... Fill out the Survey!