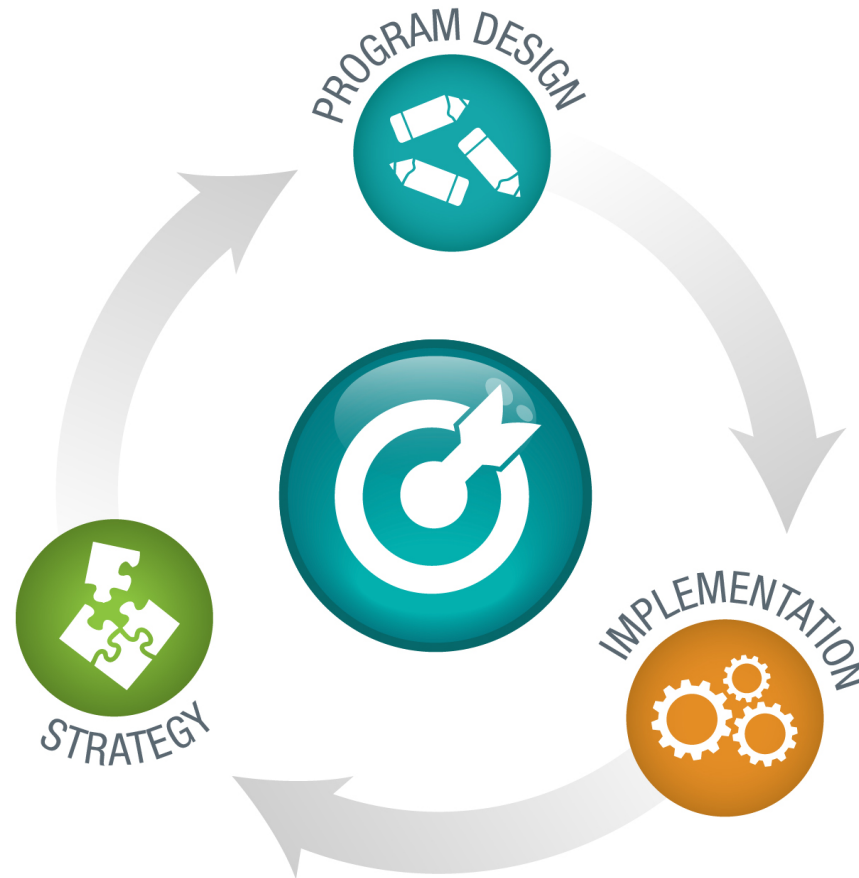




# Marketing to Businesses

## BEST PRACTICES

# Marketing is Part of the Program Strategy





# COMMON CHALLENGES

Need for programs to be more **cost effective**. Build **customer relationships** across all offerings, over time. Collaboration with stakeholders to ensure **clear messaging**. Access to **data** to inform strategy and measure results.

# Our Solution

Define goals and strategies for the year in collaboration with your program.  
Create and share your annual marketing plan to meet company goals.



# Our solution

Port of San Diego Green Business Network  
Survey Results  
Conclusions and Recommendations



## MESSAGING AND MARKETING

**01** **CONCLUSION:** Participating businesses are primarily motivated by improving the environment, gaining knowledge and aligning with the community. Most non-participating businesses are not aware of the Green Business Network (GBN), but they seem to care about reducing utility costs and increasing operational efficiencies.

**SUPPORT:** When asked why they participate in the GBN, the top themes were: going green, learning new practices and being a part of the community's goals. Saving money was mentioned the least.

**SUPPORT:** While many non-participating businesses said they were unaware of the GBN (70%) and were not interested in participating (47%), a large percentage (72%) said they had goals to reduce utility costs and increase operational efficiencies. This illustrates the importance of educating businesses on what the GBN offers.

**SUPPORT:** The few non-participating businesses that said they were interested in joining the GBN said they were interested because they wanted to learn more about green practices, network and gain exposure for their business.

**RECOMMENDATION:** Marketing messages for non-participating businesses need to clearly identify high-level, compelling benefits and simple next steps. For participating businesses, marketing messages should focus on the community and larger regional effort. Marketing tactics should also include an element of gentle peer pressure which motivates them to join their neighboring businesses.

**02** **CONCLUSION:** Participating businesses are interested in incentive and rebate programs from San Diego Gas & Electric (SDG&E) and the Water District.

**SUPPORT:** Forty-six percent of participating businesses said they are interested in using Water District incentive and rebate programs for landscape conversion and 38% said they are interested in commercial water conservation. In addition, 38% said they are interested in enrolling in SDG&E programs for incentives and rebates.

**RECOMMENDATION:** Include water conservation as one of the scorecard focuses for the year. Marketing material should incorporate incentives/rebates as a high-level benefit. When speaking to businesses, position GBN team members as experts who can help businesses with incentive and rebate programs.

**03** **CONCLUSION:** Businesses value the power of word-of-mouth recommendations.

**SUPPORT:** All non-participating businesses (100%) and the majority of participating businesses (86%) said most of their customers hear about their business through word of mouth from existing customers.

**RECOMMENDATION:** Marketing campaigns should weave in tactics that encourage word-of-mouth recommendations. This benefit should also be highlighted and communicated to businesses.

**04** **CONCLUSION:** Participating businesses value televised promotions.

**SUPPORT:** When asked about the promotional efforts they would like us to use the most, "television" was the top theme, followed by stories via newsletters, press releases, etc.

**RECOMMENDATION:** Promote participating business/GBN through a television approach and/or leverage any existing ads placed by businesses or community organizations. Continue to share stories through other GBN channels.

## Survey

- Non-participants and participants
- Program leads
- Stakeholders

## Research

- Past collateral and results
- Market trends

# Our solution

Develop branding, messaging and creative based on research.  
Carry key messaging and themes throughout campaigns.

**Work harder smarter.**  
Join the Port of San Diego Green Business Network to save money and energy.

The Green Business Network is a part of the San Diego regional energy efficiency and sustainability effort. We help businesses save money and energy by delivering sustainability program incentives, rebates, no-cost marketing, no-cost efficiency tools, and community recognition for your environmental leadership.

**Do good. Get noticed. Here's how.**

**Contact us.** We are experts at helping businesses like yours.

**Meet us.** Get your no-cost personalized energy evaluation.

**Stand working smarter.** Stand out: No-cost marketing and ongoing Green Business Network support.  
Save money: No-cost energy-saving tools, plus rebates, training, and upgrades.

(619) 686-6254  
greenport@portofsandiego.org  
greenportnetwork.org  
@portofsandiego

**People, profit, planet**

**Green Business Network members commit to:**

- Reduce energy use
- Conserve water
- Recycle waste
- Purchase more sustainable products

By offering technical, educational, financial, and marketing support, the Port of San Diego Green Business Network inspires real action toward economic and environmental health.

The Port of San Diego Green Business Network is supported by San Diego Gas & Electric® and the San Diego Regional Climate Collaborative.

**Members help keep San Diego Bay beautiful and vibrant.**

In year one, we had savings of about 22-25% and then we were able to increase that to a savings of an additional 7% a year in year two. If you want to see bottom-line oriented results, this is a great way to do it.

— Todd Roberts, CEO President, Mission College Book Store

**Take Action. Get Noticed.**

Work Smarter with the Port of San Diego Green Business Network.

Our members—like you—get no-cost marketing, no-cost efficiency tools, rebates, sustainability program incentives, and community recognition in exchange for their environmental leadership.

**Ready to save money and get noticed?**

**Contact us.** We will take the guesswork out of your next steps.

**Take action.** Move from idea to action—such as receiving a no-cost energy evaluation—to save money, energy, and resources.

**Share your story.** Tell us your successes. We'll spread the word.

**Stand out.** Get acknowledged as a committed leader in sustainable business with no-cost marketing tools, awards ceremonies, and recognition.

(619) 686-6254  
greenport@portofsandiego.org  
greenportnetwork.org  
@portofsandiego

**Make this year count.**  
We can't wait to see what you do.

By offering technical, educational, financial, and marketing support, the Port of San Diego Green Business Network supports real action in:

- Energy efficiency
- Sustainable business practices
- Waste reduction
- Air quality
- Sustainable development
- Water conservation

**We will walk you from idea to action, helping your business work smarter, faster.**

In year one, we had savings of about 22-25% and then we were able to increase that to a savings of an additional 7% a year in year two. If you want to see bottom-line oriented results, this is a great way to do it.

— Todd Roberts, CEO President, Mission College Book Store

**SDGE** **Climate Collaborative**

**PORT OF SAN DIEGO**

# Our solution

Develop branding, messaging and **creative based on research.**  
**Carry key messaging and themes throughout campaigns.**

**TAKE ACTION. STAND OUT.** In 2014, As a Green Business Network member, stand tall among local businesses by promoting your achievements. It's time to receive your no-cost marketing package!

**CONTACT US** today for your self-promotional marketing package, including:

- Facebook badge for your Facebook page.
- Email template to send to your customers.
- Sample Twitter posts to boost your followers.
- Press release template to share with media.
- Website icon to include on your website.

(619) 686-6254 or [greenport@portofsandiego.org](mailto:greenport@portofsandiego.org)

**2014 GREEN BUSINESS**

We take sustainable action every day

[greenportnetwork.org](http://greenportnetwork.org)

The program is funded by California's utilities and administered by San Diego Gas & Electric under the supervision of California Public Utilities Commission. The trademarks used herein are the property of their respective owners.

**THANKS** for keeping the San Diego Bay beautiful and vibrant.

Since 2010, Green Business Network members have collectively saved 4.3 million kilowatt hours of electricity and 281,093 therms—combined, that's the equivalent CO2 emissions from 361,215 gallons of gasoline.

**361,215** prevented emissions from gallons of gasoline

**P.S.** Tell us how your business takes sustainable action every day. We can produce a video about your efforts!

Contact us today to get your self-promotional package. We'll also help you build on your energy-saving achievements.

(619) 686-6254  
[greenport@portofsandiego.org](mailto:greenport@portofsandiego.org)

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**Thanks for noticing.**

We have lost a few kilowatt hours.

That's because our business participated in **Imperial Beach Green Scene**. Together, with many South Bay businesses, we received an energy evaluation and energy-efficient products. Now, we take sustainable action every day.

Learn more about your local businesses' sustainability efforts.  
 619-409-3893 • [conservation@chulavistaca.gov](mailto:conservation@chulavistaca.gov)

Imperial Beach Green Scene is a program of the City of Imperial Beach, California. It is a partnership between the City of Imperial Beach, California, and the Conservation Services Group. The program is funded by California's utilities and administered by San Diego Gas & Electric under the supervision of California Public Utilities Commission. The trademarks used herein are the property of their respective owners.

# Our solution



**Measure results** to gauge success. Re-evaluate to **inform future strategy**.



KEY INGREDIENTS +

CLEAR PATH =

SUCCESSFUL RESULTS

Thank you!

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