

Sparking the interest of the business community





Recap of the presentations


COLLABORATION

- ❖ Identify all the marketing partner channels for your programs and services and determine the distinct objectives to be achieved from each unique channel– then maximize those channels.
 - ❖ Collaborate with program leads, stakeholders and market actors to inform your marketing plan.
 - ❖ Outreach & engagement campaigns work exceptionally well when there is strong & unified cooperation among LGP (Local Government Partner) and the IOU.
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Recap of the presentations


MARKETING

- ❖ Marketing is an exchange of values. Understand your customer values. Understand your marketing channel partner values. When making new marketing plans or decisions, always return to the question of what are my customers and my marketing channel partner's values.
 - ❖ Conduct market research and survey your target audience to identify motivations and form relevant messaging.
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Recap of the presentations

TOOLS FOR ONGOING SUCCESS

- ❖ IOU customer data is essential to target product campaigns based on customer type, usage & region to maximize project ROI for customer
 - ❖ Develop a well-trained and skilled team who can audit and manage customer service, energy equipment, etc.
 - ❖ Provide a simple and clear path of engagement for the customer.
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Thank you on behalf of...

* Elisabeth Bertrand Russell

* Elisia Choi and Stephanie Gray

and

* Greg Jones

