Marketing and Communications: Driving Demand

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Framing for Discussion

• “What we want, what we need, what we must have are indispensable human beings...
• We need original thinkers, provocateurs, and people who care.
• We need marketers who can lead, salespeople able to risk making a human connection, passionate change makers willing to be shunned if it is necessary for them to make a point.
• Every organization needs a linchpin, the one person who can bring it together and make a difference...we need artists.”

– Seth Godin
Marketing Expert
Writing Your Communications and Outreach Implementation Plan

• Components:
  ▪ High level Overview: Mission, Objectives, Goals
  ▪ Identify and analyze key stakeholders:
    • Q: Who are you talking to?
    • Q: Who is doing the internal communications and outreach work? Identify roles and responsibilities
  ▪ Develop key messaging to be used for various groups
  ▪ Categorize and priorities tools you’ll use to deliver message
    • Brochures, fact sheets, press releases, website, blog, PSAs, public relations involvement
  ▪ Partner with stakeholders and organizations to roll out plan (be sure the timing is right!)
  ▪ Provide ongoing engagement and track success of communication methods used via feedback, analysis, etc.
• Message Development:
  ▪ Social Influence
    – Framing is important
    – Reciprocity
    – Commitment and Consistency
    – Social Proof
    – Leadership
    – Liking
    – Scarcity
  ▪ Make information easy to understand
  ▪ Identify “What’s In it for Me?”
  ▪ Always have a call to action
Concepts to Consider in your Plan: Social Marketing

- Based on trusted relationships and organizations
- Alignment with people who are intrinsically motivated
  - Volunteers
  - Non-Profits
  - NGOs
- Lessons learned from Political Campaigns
- Retrofit case studies available in LBNL report
Concepts to Consider in your Plan: Word of Mouth Marketing

• 2001 McKinsey & Co study found 67% of U.S. consumer goods sales influenced by word of mouth
• Creating buzz based on everyday conversations
• 5 Step Process:
  ▪ Talkers: brokers, plumbers, HVAC contractors, neighborhood associations
  ▪ Topics: easy to talk about
  ▪ Tools: easy to use and forward
  ▪ Take part
  ▪ Tracking
Concepts to Consider in your Plan: Permission Marketing

- Age of ‘interruption marketing’ is dead
- Traditional TV/radio/print advertising; marketers no longer have the ability to command the attention of anyone they choose, whenever they choose
- Need to show consumer respect by anticipating their need
- Be personally relevant
  - EX: online search queries
  - EX: asking to opt in to receive emails
- Be remarkable- the Purple Cow
Concepts to Consider in your Plan:
Online Communications

- Website Development:
  - Create with Search Engine Optimization in mind
- Email communications can help lead to self-sustaining marketplace:
  - Build a list
  - Talk to them regularly
  - Let them forward your message on
  - Communicate promotions, incentives, gifts, loyalty programs
- Track website traffic before, during, after important outreach campaigns
  - Know who is going to your site, how often, who they are, how long they visit, what they are clicking on, and more
  - Google Analytics – data and evaluation of your program messages
  - Side by side message testing- update immediately to increase action and awareness
Concepts to Consider in your Plan:
Social Media

- Highly accessible, scalable online publishing techniques
- Less expensive than traditional media
- Consumers generate their own content: web 2.0
- Reaches small or large audiences-you can customize
- Immediate communication and editable: can comment on posts, altering discussion threads, etc.
- Story telling: build a community of advocates and believers you can use for long term
- Viral advantages: Greyson Chance
Concepts to Consider in your Plan: Types of Social Media

- Communication:
  - Blogs: Blogger, WordPress, Open Diary
  - Microblogging: Twitter
  - Location-based social networks: FourSquare, Gowalla
  - Social networking: Facebook, LinkedIn
  - Events (meetup.com), information aggregators

- Collaborative Tools:
  - Wikis: Wet
  - Social Bookmarking: Delicious
  - Social News: Digg, Reddit

- Multi-media
  - Photography/art sharing: Flickr, Picasa
  - Video Sharing: YouTube, Vimeo
  - Livecasting: Skype

- Even more...
Google Group

- [http://groups.google.com/group/betterbuildingsalliance](http://groups.google.com/group/betterbuildingsalliance)
- **DISCUSS...**
  - Program development
  - Strategies and tactics used
  - Lessons learned
- **DIVE into key resources posted by DOE and your peers...**
  - Collaborative Working Groups
  - Calendar: webinars, calls, conferences, workshops, etc.
  - Templates: RFPs, worksheets
  - Links to helpful resources (DOE, EPA, Technical Assistance Program (TAP))
- **DOWNLOAD**
  - BetterBuildings contact list
  - Logo and draft brand guidelines
  - Workshop presentations
- **Walk through after this session during the break**