

Build it Bright!

Crafting Your Solar Marketing Program

Presented by
Glenna Wiseman of



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Vibrant Marketing™

Working with
EnergyTrust
of Oregon



#MARKETINGSOLAR



Taking Stock

Assessing the Condition of Your Marketing Foundation



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TAKING STOCK SESSION OBJECTIVES

This session will help you take stock of your current marketing initiatives:

- Understand what you deem successful about your past year's and/or current marketing program
- The factors contributing to the success or failure you are currently experiencing
- Factors and assets upon which you can build to create more success in 2016
- Factors and challenges you need to address to shore up your marketing initiatives in 2016 and beyond
- An inventory of marketing assets and their potential impact to prioritize your resources for maximum marketing effectiveness
- Create the foundation for next month's marketing building block session, "Mapping Strategy"



SECTION 1

Where do you stand now with your marketing program?

TAKING STOCK – 2015 TRIUMPHS

1

The 5 - 10 “Triumphs” of my marketing program last year were:

1	
2	
3	
4	
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TAKING STOCK – 2015 SUCCESS FACTORS

2

Some of the most important factors relating to these marketing successes include:

1	
2	
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TAKING STOCK – 2015 “DOWNFALLS”

3

The 5 – 10 “Downfalls” of my marketing program last year were:

1	
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8	
9	
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TAKING STOCK

2015 DISAPPOINTMENT FACTORS

4

Some of the most important factors contributing to my marketing 2015 disappointments include:

1	
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9	
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SECTION 2

Marketing Goals

TAKING STOCK – 2016 MARKETING GOALS

5

The 5 – 10 primary goals we currently have for 2016 marketing include:

1	
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7	
8	
9	
10	



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SECTION 3

Marketing Assets Inventory

MARKETING INVENTORY - BRANDING

6

Brand/Identity: A brief brand/identity checklist:

We have a current brand guide

We have recently done a competitive landscape review

We understand our three top value propositions (strengths)

Our top value propositions are consistently communicated

We have a current mission statement

We understand the uniqueness of our company culture and communicate it consistently

Yes No



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MARKETING INVENTORY

2016 BRANDING PRIORITIES

7

Brand/Identity priorities for this year include:

1

2

3

4

5



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MARKETING INVENTORY - GRAPHICS

8

Graphics: A brief graphics checklist:

Window Snip

	Yes	No
Our logo accurately reflects our brand		
Our logo is responsive		
We have a current style guide for the company		
We implement the style guide throughout the company		
The style guide is used by our consultants and outside help		
All of our online assets (website, social media) are consistent graphically		
We use a standardized email signature throughout the company		
Our company email signature is regularly updated by marketing		
All of our photo and graphic assets are cataloged in one place		
We have a systematic process for securing project photos		
Our team follows the process for securing project photos		

MARKETING INVENTORY

2016 GRAPHIC PRIORITIES

9

Graphic priorities for this year include:

1

2

3

4

5



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MARKETING INVENTORY - COLLATERAL

10

Collateral Inventory: A brief collateral checklist:

	Yes	No
We have an up-to-date brochure	<input type="checkbox"/>	<input type="checkbox"/>
Our brochure is in an email/digital version	<input type="checkbox"/>	<input type="checkbox"/>
Our brochure is available for download on our website	<input type="checkbox"/>	<input type="checkbox"/>
We have brochures targeted to each of our key customer types	<input type="checkbox"/>	<input type="checkbox"/>
We have an up-to-date SOQ (statement of qualifications) for commercial, public sector and other nonresidential work	<input type="checkbox"/>	<input type="checkbox"/>
We have current case studies for commercial work	<input type="checkbox"/>	<input type="checkbox"/>



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MARKETING INVENTORY

2016 COLLATERAL PRIORITIES

11

Collateral project priorities for this year include:

1

2

3

4

5



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MARKETING INVENTORY - WEBSITE

12

Website: A brief website checklist:

	Yes	No
Is brand new!		
Is an old version that needs updating <small>Window Snip</small>		
Communicates our top three competitive strengths		
Supports our brand visually		
Consistently presents our phone number for ease of use		
Has all our social media accounts prominent with links that work		
Speaks to the customer clearly about the benefits of working with us		
Showcases testimonials		
Showcases projects by type in an attractive format		
Is mobile responsive		
Is SEO (search engine optimization) enhanced		
Has a blog which is regularly updated		
Has landing pages for our online digital ads		
Captures leads via a CRM (drops contact info into CRM)		
Is easy to update internally		
Is easy to navigate		
All links are working properly		
Has Google Analytics embedded		
We have an newsletter subscription opt-in on the website		
We have all the hosting and admin login credentials in one place		



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MARKETING INVENTORY

2016 WEBSITE PRIORITIES

13

Website priorities for this year include:

1

2

3

4

5



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MARKETING INVENTORY – SOCIAL MEDIA

14

Social Media: The social media sites we have are:

		Social Media Sites are Updated			
		Daily	Weekly	Monthly	Yearly
1					
2					
3					
4					
5					
6					
7					
8					



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MARKETING INVENTORY – SOCIAL MEDIA

15

A brief social media checklist:

	Yes	No
Our social media icons are consistent with the website	<input type="checkbox"/>	<input type="checkbox"/>
Our social media profiles are consistent with the website	<input type="checkbox"/>	<input type="checkbox"/>
We have consistent graphic approach on social media	<input type="checkbox"/>	<input type="checkbox"/>
We have a systematic way we funnel social media material	<input type="checkbox"/>	<input type="checkbox"/>
We have identified key advocates and why we are talking to them	<input type="checkbox"/>	<input type="checkbox"/>
We know and talk with important press contacts on social media	<input type="checkbox"/>	<input type="checkbox"/>
We measure our social media results	<input type="checkbox"/>	<input type="checkbox"/>



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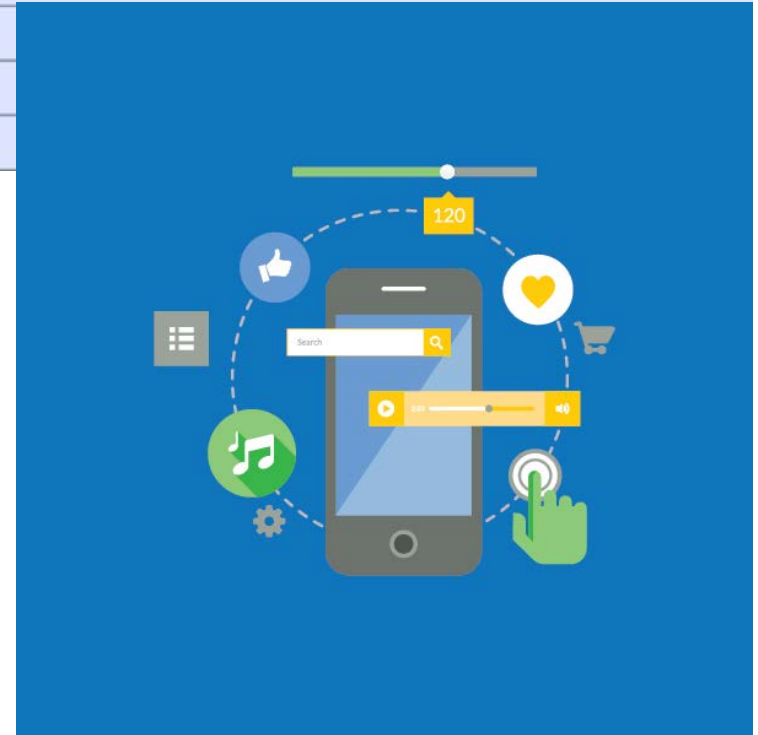
MARKETING INVENTORY

2016 SOCIAL MEDIA PRIORITIES

16

Social Media priorities for this year include:

1	
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MARKETING INVENTORY

PUBLIC RELATIONS

17

Public Relations: A brief public relations checklist:

	Yes	No
We have a comprehensive PR strategy we execute		
We have a PR strategy together for our firm		
We have a list of press contacts we target		
We have an updated "About Us" statement on our press release		
We coordinate PR and social media activities		
We support our commercial clients with PR		
We carry our press releases and in the news mentions on our website		
We measure our PR results		



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MARKETING INVENTORY

2016 PUBLIC RELATIONS PRIORITIES

18

Public relations priorities for this year include:

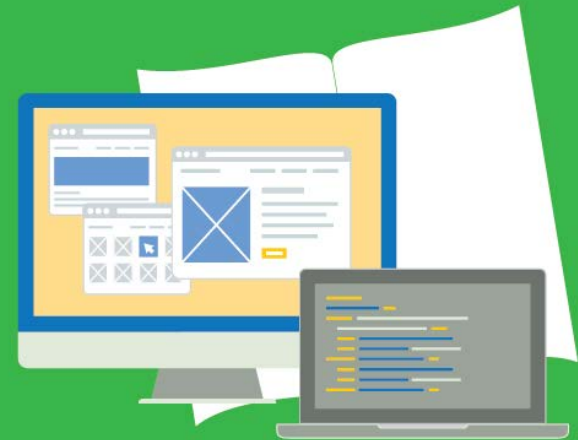
1

2

3

4

5



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MARKETING INVENTORY

CLIENT RELATED

19

Client Related: A brief checklist related to client information:

We have developed client personas for our key customer types

We keep and monitor client type data

Our client personas are the basis of our marketing strategy

On social media we use our persona info to target key demographics

We use our client personas to create on target content

We understand our client buying questions and answer them through content

We have a systematic referral program

We track our referral program results

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>



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MARKETING INVENTORY

2016 CLIENT RELATED PRIORITIES

20

Client related priorities for this year include:

1	
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MARKETING INVENTORY

LEAD TRACKING AND ROI

21

Lead Tracking and Return on Investment Tracking:
A brief checklist related to tracking return on investment (ROI):

	Yes	No
We have identified key performance indicators and metrics for our marketing program	<input type="checkbox"/>	<input type="checkbox"/>
We review our metrics monthly	<input type="checkbox"/>	<input type="checkbox"/>
We understand how much we spend on average for each lead	<input type="checkbox"/>	<input type="checkbox"/>
We use a CRM (customer relationship management) tool	<input type="checkbox"/>	<input type="checkbox"/>
We know which lead types generate the highest conversion rates	<input type="checkbox"/>	<input type="checkbox"/>
We track how long our sales team responds to a new lead	<input type="checkbox"/>	<input type="checkbox"/>
We have identified and track each phase of a lead conversion	<input type="checkbox"/>	<input type="checkbox"/>
We track our referral program results	<input type="checkbox"/>	<input type="checkbox"/>
We track our average customer acquisition cost	<input type="checkbox"/>	<input type="checkbox"/>



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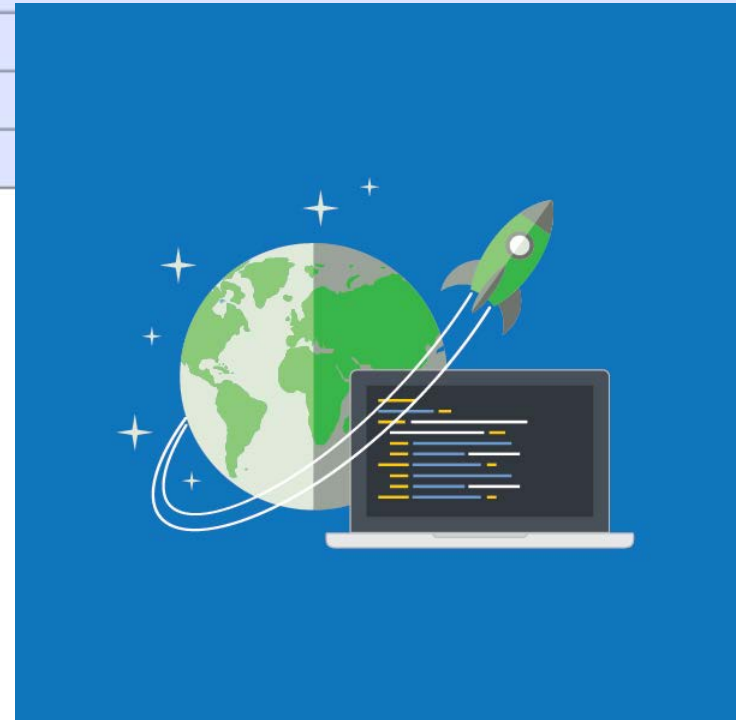
MARKETING INVENTORY

2016 LEAD TRACKING / ROI PRIORITIES

22

Lead tracking and ROI priorities for this year include:

1	
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UP NEXT FOR THE “BUILD IT BRIGHT” SERIES

Up Next in the “Build It Bright” Series

Listen to the Latest Podcast:

The Effective Use of Graphics in Marketing Solar

Continue onto the Next Webinar!

Mapping Strategy: Engineering Your Marketing Success
live on Thursday, February 25th, 11am PST

Mapping Strategy Engineering Your Marketing Success



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Links:

[Podcast: The Effective Use of Graphics in Marketing Solar](#)

[Taking Stock Webinar Recording](#)

[Register Mapping Strategy Webinar, Feb. 25 11am 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?

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