Audience Poll Question #1

What type of organization do you represent?

- Utility
- Green Power Marketer
- Electricity Supplier
- Solar Company
- Commercial Customer
- Non-Profit
- Vendor / Service Provider

Audience Poll Question #2

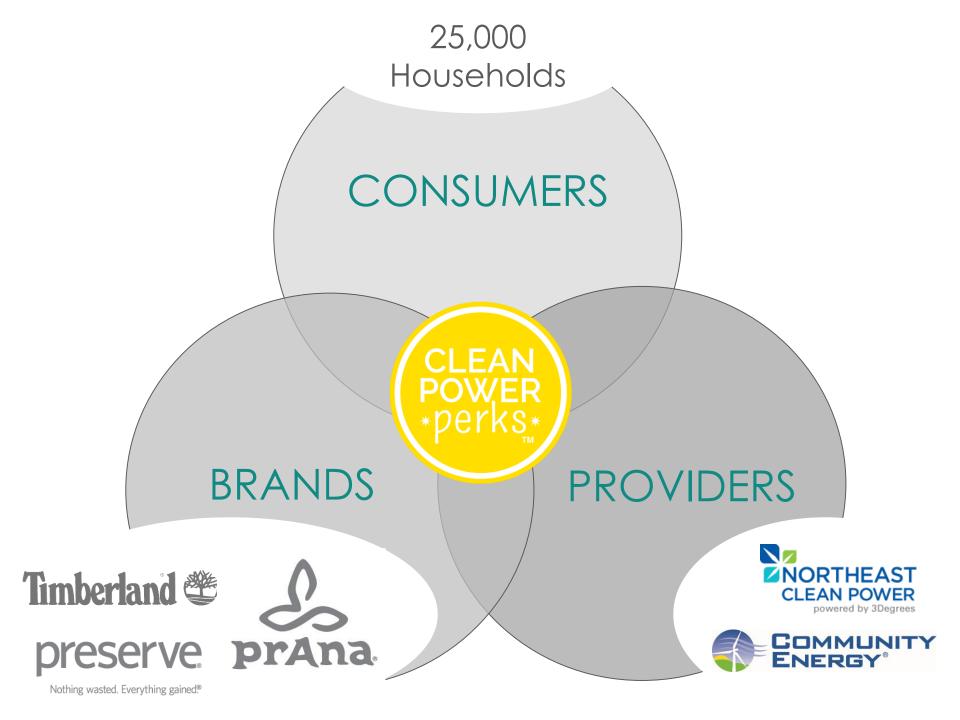
What's the status of your digital marketing efforts?

- Still trying to get approval
- Have social media presence
- Actively looking for tools / building campaigns
- Implementing strategy
- Automated marketing program in place



Marketing Renewable Energy in the Digital Age





CleanPowerPerks engages current clean power customers + attracts the next tier of consumers.

2-3 million US households currently

using clean energy





75 million responsible consumers who shop based on their values*

*Sources: LOHAS, BBMG, Shelton Group 29 million households (US Census)

DIGITAL MARKETING: THE GOOD NEWS + THE BAD NEWS

<u>PROS</u>

- Great potential
- Can edit real time
- East to try / test
- Metrics automated

CONS

- Great potential
- Not free!
- East to try / test
- Lots of time
- Take inventory: tools, goals, audience
- Prioritize + stay focused
- P Create a plan + content calendar
- S Build your list!

WEBSITE + CONTENT + ANALYTICS

GENERATE TRAFFIC

Social Media

Blog

SEO

SMS

Offline

Digital Ads

Earned Media

Affiliates

CAPTURE LEADS

Landing Pages

Video

CTA'

S

NURTURE LEADS

Marketing Automation

Email

Offers

ENGAGE CUSTOMERS

Surveys

Email

Offline

MANY THANKS!

Tess O'Brien Founder / CEO

617-918-7656 tess@cleanpowerperks.com www.CleanPowerPerks.com



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