

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

Tess O'Brien
Founder + CEO
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Renewable Energy Markets 2014 - Sacramento, CA

25,000
Households

CONSUMERS

CLEAN
POWER
perks
™

BRANDS

PROVIDERS

Timberland 

preserve

Nothing wasted. Everything gained.®


prAna

 NORTHEAST
CLEAN POWER
powered by 3Degrees

 COMMUNITY
ENERGY

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

PROS

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

CONS

- Great potential
- Not free!
- East to try / test
- Lots of time

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Take inventory: tools, goals, audience

Prioritize + stay focused

Create a plan + content calendar

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

S

NURTURE LEADS

Marketing Automation

Email

Offers

ENGAGE CUSTOMERS

Surveys

Email

Offline

MANY THANKS!

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