



At Eastern Connecticut
State University

Marketing 101

How To Sell Clean, Renewable Energy



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Marketing 101

- SmartPower Overview
- What do we mean by “marketing”?
- The Power of Language
- Selling Clean, renewable energy



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SmartPower Overview

Smartpower is a non-profit marketing campaign dedicated to promoting and mainstreaming clean, renewable energy...



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SmartPower Overview

*We promote and mainstream clean,
renewable energy through:*

- Direct marketing campaigns
- Collaborative Efforts to unify messages



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SmartPower Overview

Our Collaborative Efforts Focus on Key Target Audiences:

- Environmental And Health Activists
- Faith Based Communities
- Colleges and Universities



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SmartPower Overview

Our Direct Marketing Efforts Focus on Key Demographic groups, specific geographic areas and unique messaging:

- We use print, radio, and television advertisements
- We use direct mail and direct e-mail
- We use free/earned media to reach our targets



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What Do We Mean By Marketing?



“We’re gonna sell Jack like soap flakes!”

Joseph P. Kennedy, 1960



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What Do We Mean By Marketing?

Marketing is not education!

- *Through a successful marketing campaign, one can educate.*
- *But one doesn't necessarily market through education*



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What Do We Mean By Marketing?

Lessons Learned:

*It's the Real Thing:
Coca-cola*



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What Do We Mean By Marketing?

*Marketing:
It's The Real Thing:
Coca-Cola*



*Refreshing
Cold
Americana
Family/Friends
Enjoyment*



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What Do We Mean By Marketing?

Education:

Coca-Cola

- *Carbonated Water*
- *High Fructose Corn Syrup and/or Sucrose*
 - *Carmel Color*
 - *Phosphoric Acid*
 - *Natural Flavors*
 - *Caffeine*



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What Do We Mean By Marketing?

*So **marketing** is about communicating a feeling, an emotion that resonates with either a specific person or audience and causes them to demand your product*



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The Power Of Language

“It’s the real thing”

As illustrated by Coca-Cola, and perhaps any product you purchase, the consistent *language* they use is key to their marketing success



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The Power Of Language

consistent language and messaging is perhaps one of the greatest challenges we face in renewable energy:

- Clean energy?
- Green Power?
- Renewable Power?
- Power v. Energy



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The Power Of Language

We need to create a common language
within our industry in order to
mainstream our products:



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The Power of Language

1970



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The Power of Language

1990



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Selling Clean, Renewable Energy: Tip Sheet

- Market – don't educate
 - Don't be afraid to sell clean energy “like soap flakes”
 - Create an emotional response with your customer, not a laundry list of industry terms and conditions
 - Use consistent terms and concepts which are easy to understand and strike an emotional chord



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Selling Clean, Renewable Energy: Tip Sheet

- Your “cause” can be marketed – but you must be sensitive to the fact that not everyone embraces your cause.
- Brevity is key! Too much information can have the opposite effect of achieving your goal.
- Diversify your marketing “portfolio”. Don’t put your product ads only on radio or television. Diversify!
- Target your audiences. You can’t sell to everyone at the same time!



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For More Information

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