



Utility  Exchange



Contractor Exchange



Marketing Success Factors

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Marketing Success Factors for..

Homeowner Outreach

- Showcase real people in real homes
- Spotlight energy and non-energy benefits
- Cultivate traditional and social media
- Collaborate/aggregate with utilities, retailers, etc.
- Offer rebates AND financing via online & snail mail
- Target a typical \$10,000(?) retrofit for deep savings
- Focus media on homes AFTER measures installed
- Maintain quality control – embrace national standards
- Demonstrate how energy improvements pay for themselves over the long-term



Marketing Success Factors for..

Contractor Outreach

- Promote peer networking and business exchange
- Help contractors integrate your programs with other energy incentives and non-energy business
- Target transformation of existing companies that are already in home retrofit
- Support with technical & business development training, tools and mentoring
- Embrace reporting /standards that benefit; not just police
- Showcase the stars; Publicly punish wrongdoers
- Teach them to market with co-branded materials
- Offer incentives for homeowners to buy and for contractors to train and expand
- Help them build businesses to thrive after your incentives are gone

Give them a kitchen table close!

