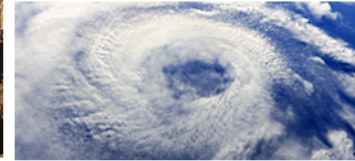


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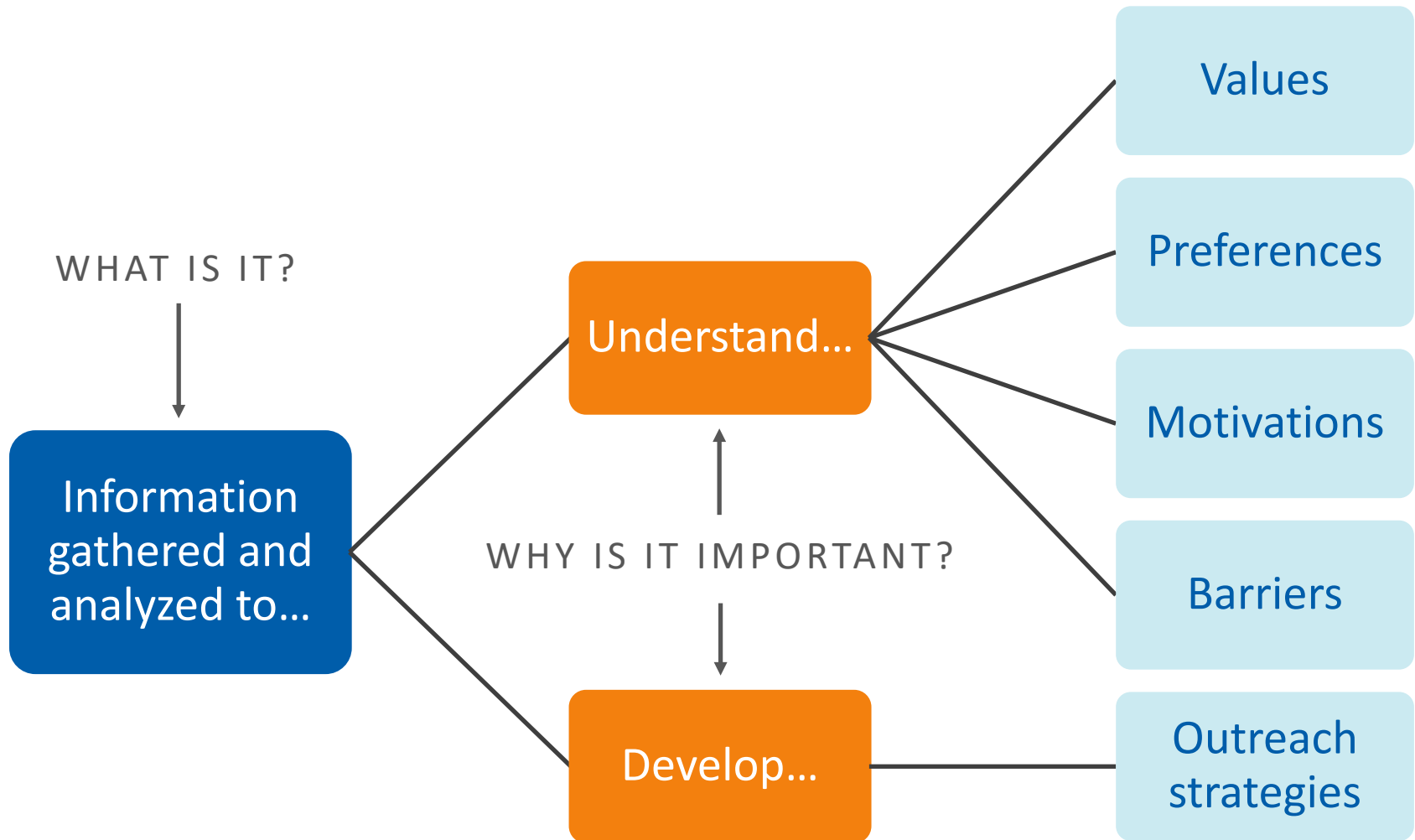
Market Intelligence: From Info to Action

October 26, 2017

AGENDA

- 1 Market intelligence (definition and importance)
- 2 Get to know your audience
- 3 Put your knowledge to work
- 4 Residential case study
- 5 Market intelligence in use
- 6 Key lessons
- 7 Q&A

Market intelligence



Get to know your audience



PRIMARY RESEARCH

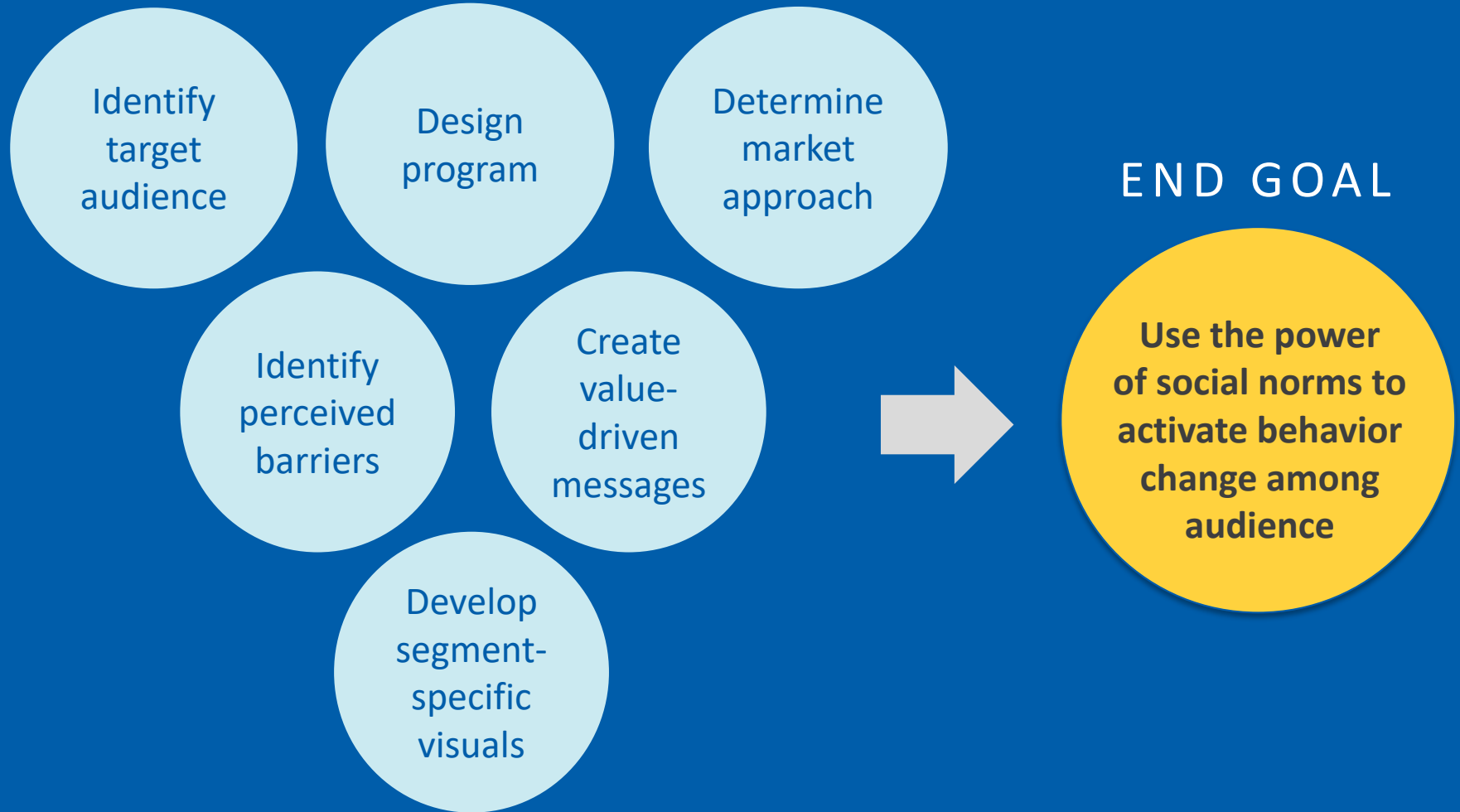
- Surveys
- Focus groups
- Interviews



SECONDARY RESEARCH

- Residential data
- Commercial data

Put your knowledge to work



Residential case study: Boulder County



MARKET INTELLIGENCE

Primary and secondary research



FINDINGS...

- Consumers respond to energy-efficient messages they relate to and value
- Homeowners tend to overestimate the energy efficiency of their homes
- Cost is a barrier, but rebates can help
- There is a need for personalized assistance and guidance

Market intelligence in use

VALUE
MESSAGES

SOCIAL
MARKETING

Example 1: Value message – one size does not fit all

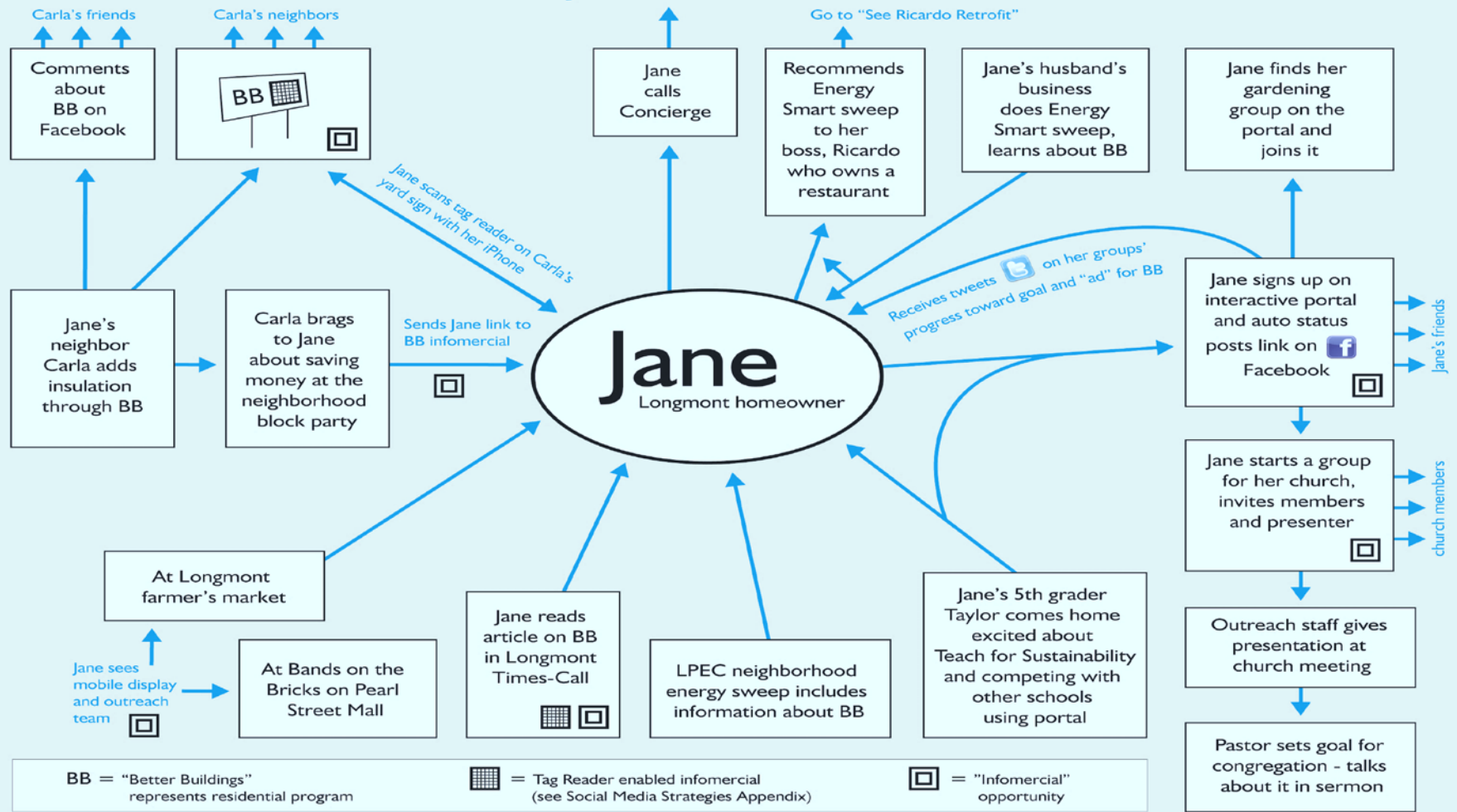
| Residential Groups | Savings | Comfort | Easy, Convenient | Control | Global Environment | Local Environment | Energy Independence | Local Jobs | Knowledge, Info/Smart | Social Norms |
|---------------------------|---------|---------|------------------|---------|--------------------|-------------------|---------------------|------------|-----------------------|--------------|
| Churches/ Congregations | XX | XX | XX | X | X | X | XX | XX | X | XX |
| HOA/Neighborhood Group | XX | X | XX | X | Varies | Varies | X | XX | X | XX |
| Civic Groups: Middle Age | XX | X | XX | X | Varies | Varies | X | XX | X | XX |
| Civic Groups: Younger Age | XX | X | XX | XX | Varies | Varies | X | X | X | XX |
| Civic Groups: Older Age | XX | XX | XX | XX | | | XX | X | | XX |
| Environmental Groups | X | X | XX | X | XX | XX | XX | X | XX | XX |
| Outdoor Groups | X | X | XX | X | XX | XX | X | X | X | XX |

Example 1: Value message – continued

| Residential Customer Attributes | Savings | Comfort | Easy, Convenient | Control | Global Environment | Local Environment | Energy Independence | Local Jobs | Knowledge, Info/Smart | Social Norms |
|---------------------------------|---------|---------|------------------|---------|--------------------|-------------------|---------------------|------------|-----------------------|--------------|
| Affluent | X | XX | XX | XX | Varies | Varies | X | X | XX | XX |
| Moderate Income | XX | XX | XX | X | Varies | Varies | X | X | X | XX |
| Older, Retired | XX | XX | XX | XX | Varies | Varies | XX | X | X | XX |
| Middle Age, with Kids | XX | X | XX | XX | X | X | X | X | XX | XX |
| High Tech, Gadgets | X | X | X | XX | X | X | X | X | XX | XX |
| Landlords, Property Managers | | X | XX | | | | | | X | XX |

Example 2: Social marketing – strategic emphasis

See Jane Retrofit



Key lesson: Messaging matters

1 Market intelligence is key

2 Customize messaging

3 Use loss aversion and social norming frameworks

4 Be clear and concise

Key lesson: Get to know your resources



COLLABORATE!



Key lesson: LISTEN!



FIND OUT how your service or equipment will benefit **them**

Train outreach staff to ask questions and LISTEN

- What are the customer's concerns?
- What are their values?
- What will motivate them?

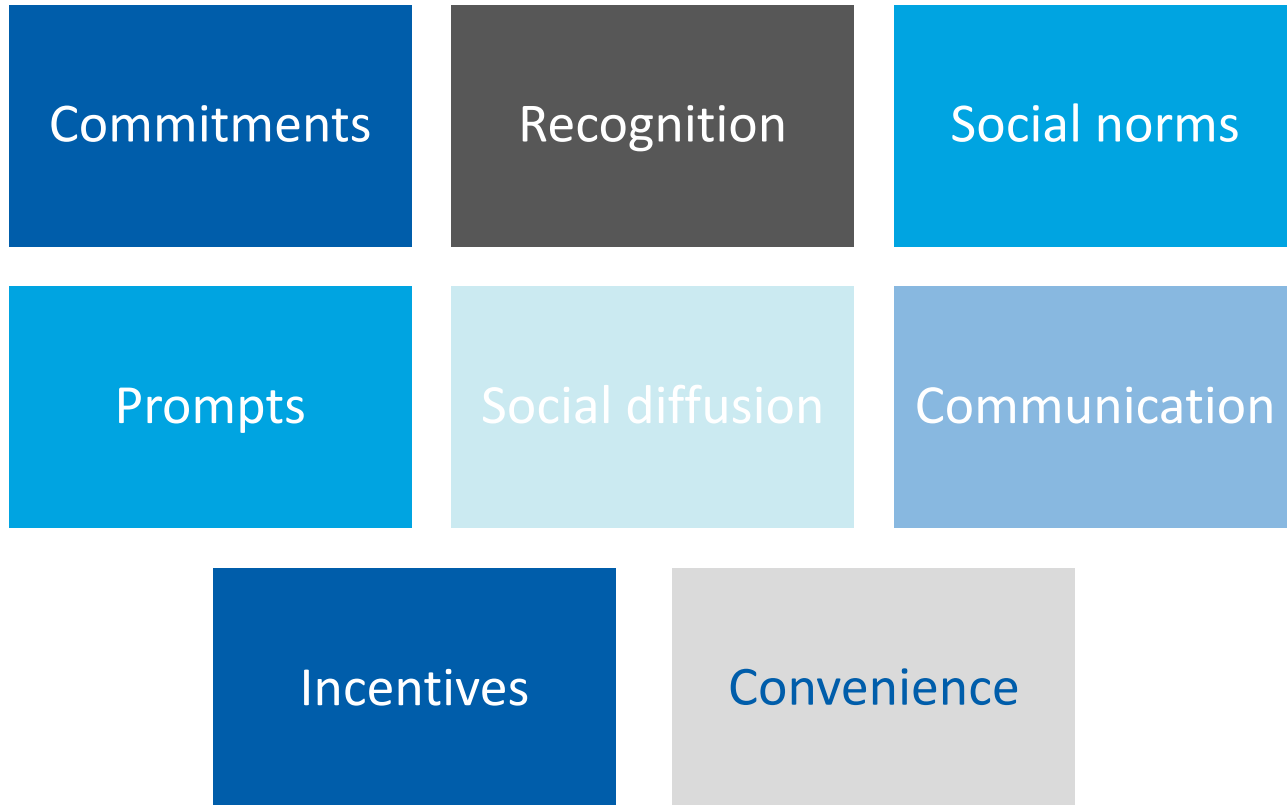
Key lesson: Measure success



Build in metrics from the beginning. They do not have to be elaborate to work.

- Measure and track how participants found out about the program
- Measure and track website intake
- Track events and attendance
- Track participants by equipment or service

Key lesson: Community-based marketing works!



Questions?



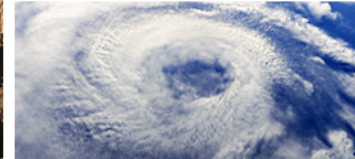
Resources

- [ENERGY STAR®: Social Media Metrics](#)
- [Mass Save: Listening to the online conversation informs marketing strategy](#)
- [Mass Save: Online Promotions](#)
- [NeighborWorks of Western Vermont: Impact Assessment](#)
- [National Grid: Light Up Your Library Campaign](#)
- [The Sponsors of Mass Save: “Like to Save” Marketing Campaign](#)
- [Benchmarking and Best Practice Research: Making it Real](#)
- [Paving the Way for a Richer Mix of Residential Behavior Programs](#)
- More [Cadmus-based resources](#)

Also visit www.cbsm.com for more helpful information regarding the approach and tools of Community-Based Social Marketing



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