

# ENTREPRENEURSHIP IN RENEWABLE, ENERGY EFFICIENCY AND GREEN START UPS

DAY 4 – HOUR ONE – MARKETING

March 12, 2012

# Marketing

- Using social media
- key role of marketing plans
- guest lectures
- promoting your industry, not just your company
- community presentations
- "future of" education vs.
- educating your customer base when they don't pay tuition
- pr vs marketing vs sales

# Branding

- branding and brand audits
- brands are the result
- earned vs. bought media
- art of the give away as a promotional tool
- distribution of message
- consistency of message
- congruency of message of founder/company and product/service
- Look and feel/image

# Adding To Your Brand

- warranties and guarantees
- price guarantees
- advertising including newsletters, constant contact, articles
- sponsorships
- contribution strategy
- internal marketing and communications
- look and feel
- public relations and building/managing your reputation

# Extending Your Business

- doing business internationally
- Getting help for international sales
- marketing - alpha customers, early adopters
- customer segmentation
- blue ocean strategy
- defining and dominating your “space”
- leading your ecosystem

# Questions

15 minutes

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DAY 4 – HOUR TWO – SALES

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# Sales

- sales systems
- demonstrating capabilities of your company
- promises to customers
- needs analysis of customers - interview potential customers
- know your sales drivers - Lane Furniture example
- buying data bases, email lists
- selling to decision makers
- making the close: ask



# Sales - Continued

- psychographic, demographic analysis of customers
- qualifying your potential customers
- know your barriers to sales - GM seven sign offs for ice sensor
- customer ratings and surveys
- promoting referrals by customers
- customer groups – online
- ratings, ratings, ratings; reviews, reviews



# Integrating Sales, Marketing, Advertising and Branding

- Google word tests
- focus groups
- developing your marketing plan
- developing your advertising plan
- developing your sales plan
- evaluating advertising marketing, public relations and sales budgets – very challenging
- websites, links to other websites
- receiving money via your website

# Questions

15 minutes

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# ENTREPRENEURSHIP IN RENEWABLE, ENERGY EFFICIENCY AND GREEN START UPS

DAY 4 – HOUR THREE –  
UNDERSTANDING YOUR MARKET

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# Defining Your Market

- who you can sell to NOW and in the foreseeable future
- defining market size
- knowing the costs of reaching different markets
- concept of market share

# Defining Your Market

- preferred target segments
- variable pricing of products and services
- data to be used in decision making
- buying data vs generating data

# Questions

15 minutes

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# ENTREPRENEURSHIP IN RENEWABLE, ENERGY EFFICIENCY AND GREEN START UPS

DAY 4 – HOUR FOUR – REACHING  
YOUR MARKET

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# Reaching Your Market

- channel development and management
- strategic alliances
- potential for cause-related marketing
- use of video
- commission sales personnel
- becoming a franchisor
- process orientation

# Reaching Your Market - Continued

- Twitter
- Facebook
- Ping.fm
- Youtube
- Vimeo
- Linked-In strategies
- Associations and their cost/benefit
- Speaking, writing, blogging, webinars

# Questions

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# ENTREPRENEURSHIP IN RENEWABLE, ENERGY EFFICIENCY AND GREEN START UPS

DAY 4 – HOUR FIVE – SELLING  
MARKET

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# Selling

- selling to the government
- selling internationally
- managing a sales force
- weekly sales goals
- that next customer
- spreadsheets of customer potentials
- salesforce.com
- upselling old customers
- cross-selling and selling others' products/services

# Selling - Continued

- value-added resellers
- measuring customer satisfaction
- building the reputation
- achieving market domination
- reducing transaction costs

# Selling - Continued

- securing customer feedback for improvement
- mentoring and consultation by industry experts
- tailoring your marketing plan

# Questions

15 minutes

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