

Community Energy

Marketing Tactics to Reach Urban Green Power Customers

Meg Denney
October 29, 2008



**COMMUNITY
ENERGY**

An Iberdrola Renewables Company

Traditional Marketing Tactics

- Bill Inserts
 - Direct Mail
 - Community Outreach
 - The Web
- Are there different channels for urban markets?
 - No! but message and delivery differ...



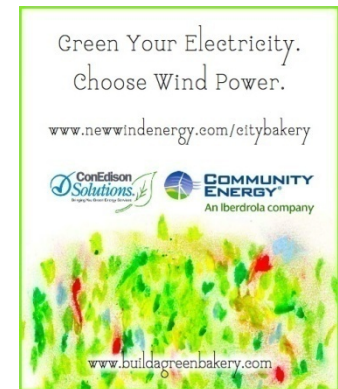
Why Different Marketing Tactics?

- Because lifestyles differ
 - Time spent at home
 - Transportation
 - Web savvy
 - Widely variable demographic profile



An Update to Traditional Marketing

- **Direct Mail**
 - Highly Targeted
- **Bill Inserts**
 - Experience shows bill inserts work regardless
 - One of most cost Efficient & Effective methods to grow
- **The Web**
 - Increased web-based marketing
 - For those that are information seekers
- **Community Outreach**
 - Logistics, Utilizing small businesses
- **Canvassing**



**COMMUNITY
ENERGY**

An Iberdrola Renewables Company

Adapting Marketing Strategies

- Adapt Marketing Strategies to the Urban Environment
 - Do not assume the status quo will be effective
 - Tailor existing methods and materials
 - Be conscious of lifestyle differences
- Be Open to Change
 - May be less difficult and expensive than expected
- Think Creatively



**COMMUNITY
ENERGY**

An Iberdrola Renewables Company

After a Customer Enrolls

- Welcome Kits
 - Stickers vs. Decals
- Increased ability for word of mouth campaigns
 - Either through residents, small or large businesses
 - The City Bakery in NYC
- The Web!
 - Blogging
 - Social Media Marketing



COMMUNITY ENERGY

An Iberdrola Renewables Company

Community Energy

Thank you for your attention!

Questions?

Meg Denney
Director of Mass Markets

Community Energy, Inc.
201 King of Prussia Road
Radnor, PA 19087
610-254-9800



**COMMUNITY
ENERGY**

An Iberdrola Renewables Company