

Sterling Planet, Inc.

Getting Social:

Promoting Renewable Energy In a Digital World



Topics

- **Sterling Planet company overview**
- **Why Use Social Media?**
- **Description of Youtube video experience**
- **Case study: Promoting Programs on Facebook**
- **Next steps, ongoing plan to engage online**

Sterling Planet Overview

Provider of three environmental products:



Renewable Energy



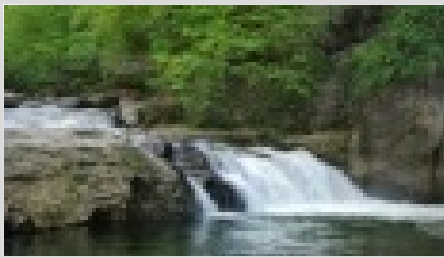
White Tags[®]



Carbon Offsets

Leading the Way

45.2 billion renewable kilowatt-hours sold since 2000



Small Hydro



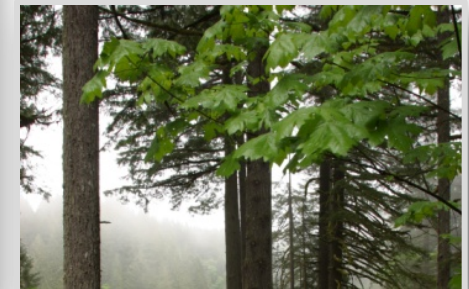
Wind



Solar



Geothermal



Biomass

Making a Difference

Enough kWh for 4.3 million average U.S. homes for a year



**And enough to offset 63 billion
pounds of carbon dioxide emissions**

Market Leadership

Supplier to 4 of top 10 U.S. renewable energy purchasers

Purchaser	Rank	% of Load	Total Annual kWh Volume
Intel	1	88%	2,502,052,000
Kohl's	2	100%	1,418,065,000
Whole Foods Market	3	100%	817,657,623
Commonwealth of PA	4	50%	500,000,000
City of Houston, TX	5	34%	438,000,000
Starbucks	6	52%	421,921,000
Johnson & Johnson	7	39%	416,510,688
Staples	8	52%	341,524,408
City of Dallas, TX	9	40%	302,880,000
HSBC North America	10	112%	300,000,000



Old Tactics Were Losing Effectiveness



Time Spent Online

Top 10 Web Brand for August 2011 (U.S., Total)

Rank	Brand	Total Internet Audience (000)	Time per Person (hh:mm:ss)
1	Google	176,235	1:47:42
2	Facebook	163,163	7:45:49*
3	Yahoo!	149,072	2:12:08
4	MSN/WindowsLive/Bing	134,410	1:43:45
5	YouTube	127,983	1:41:27
6	Microsoft	98,168	0:45:05
7	AOL Media Network	92,096	2:52:52
8	Wikipedia	79,000	0:18:03
9	Amazon	74,532	0:30:56
10	Apple	74,526	1:06:15

Read as: During August 2011, 176.2 million unique U.S. people visited Google's websites.

Source: Nielsen

Facebook



Wind Turbine



Sell for: 75000 Coins
XP Gained: 15000

 **1,500,000**

BUY

The image shows a game item card for a "Wind Turbine". At the top, the name "Wind Turbine" is written in a green, sans-serif font. Below the name is a square icon containing a white wind turbine with three blades. Underneath the icon, the text "Sell for: 75000 Coins" and "XP Gained: 15000" is displayed in a green, sans-serif font. At the bottom left of the card, there is a small yellow coin icon followed by the price "1,500,000" in a large, bold, green font. At the bottom center, there is a green rectangular button with the word "BUY" in white, bold, capital letters.

What Type of Give-Away Works Best?



Facebook Insights

Users [See Details](#)

New Likes?

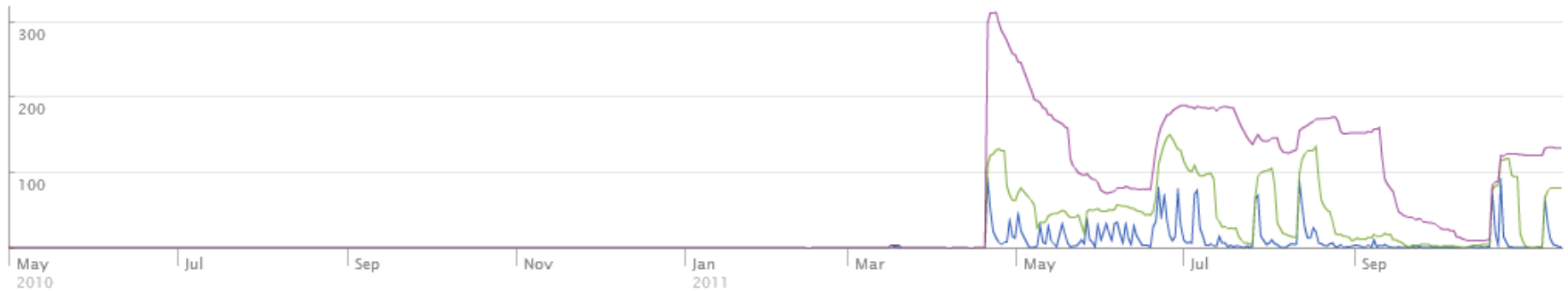
222

Lifetime Likes?

235

Active Users?

Daily Active Users Weekly Active Users Monthly Active Users



Interactions [See Details](#)

Post Views?

19,514

Post Feedback?

47

Promoting across multiple media platforms



Girl Talk's Project Inside Out



Campus Conservation Nationals

Create a Page

Add to my page's favourites

Get updates via SMS

Get updates via RSS

Unlike

Report Page

Share

Like · Comment · Share · 19 August at 17:58 ·

Sterling Planet, Inc. shared Sterling Planet - CTCleanEnergyOptions's photo.



Wall Photos

Adam Courtin, Host of Eco Company with Sterling Planet's Chief Sustainability Of...

See more

by: Sterling Planet - CTCleanEnergyOptions

Like · Comment · Share · 12 August at 17:11 ·

RECENT ACTIVITY



"What a sweet program! At..." on Campus Conservation Nationals's Wall.

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