Marketing to Move Businesses into Action
AMBA Energy Watch

- Association of Monterey Bay Area Governments and PG&E Local Government Partnership including three counties (Monterey, San Benito and Santa Cruz) and eighteen incorporated cities

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AMBAG Energy Watch Programs

- Project support for complex municipal, special district, school district, and agribusiness energy efficiency retrofit (CRI) projects
- Direct Installation Program for Municipal, Non-profit, Special district, School District, Agribusiness, and Hospitality facilities
- Residential Direct Installation Program for Just Above Low Income Residents (MIDI) program
- Grant writing and loan acquisition services for complex energy efficiency projects.
- Energy Benchmarking of Municipal and School District facilities.
- Education & Training course for all market sectors brought to the AMBAG region
Marketing is an exchange of values

- Identify your customers and identify their values.
- Identify the sub-groups within your customer base and identify their values.
- Identify your channel partners. Which organizations have a similar customer base? Can you use their marketing channels to access customers for your product?
Marketing strategy will vary depending on where you are in your product life cycle.

- Introduction Stage – can be the most expensive stage, involves product launch costs, can substantially offset these working with channel partners.

Are you launching just a new product or are you launching a new brand?

If a new brand, that will involve a marketing strategy for the brand as well.
Identify Where You Are: Product Life Cycle Stages

- **Growth Stage** – typically characterized by strong growth in sales.

- **Maturity Stage** – product is established and focus is on maintaining market share.

- **Decline stage** – eventually a market will start to shrink, due to market saturation. Possible to re-invigorate market with new products, more effective pricing, etc.
Know Your Market

Your Timelines & Targets

- **Agriculture** – 1300 small agribusinesses
  
  2013 – 14 pilot $1,000,000
  
  100% pilot utilization

- **Hospitality** – 400 hotel/motels
  
  2006 – 08 Program Cycle
  
  Over 90% market penetration
  
  19,701,000 kWh annual savings