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# Marketing to Move Businesses into Action

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AMBAG

.....energy  
watch

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# AMBAG 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
  - Staff include
    - Elisabeth Russell, Special Projects Manager
    - Joe Button, Special Projects Associate
    - Stephen Campbell, Special Projects Associate
    - Anja Mondragon, Special Projects Intern
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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.
  - Calculation of Greenhouse Gas Inventories and Development of Draft Energy Action Strategies for 21 AMBAG jurisdictions.
  - Education & Training course for all market sectors brought to the AMBAG region
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# 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?
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# Identify Where You Are Product Life Cycle Stages

- 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 off set 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.

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# 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.
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# 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
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