

Effectively Marketing Your Offerings

How to Use Stories and Data to Better Reach
Your Residential and Business Customers



E Source

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2018 E Source Summit for the Tennessee Valley

We'll Answer Three Questions

What stories should you tell customers about your offerings?

How can data and segmentation help you more effectively market your offerings?

How might we improve our efforts?

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Top 3 Marketing Challenges Facing Utilities in the Upcoming Year (2019)

1

Effectively marketing to unengaged customers

2

Turning awareness into program enrollments

3

Integrating marketing efforts into a broader customer experience plan

**“Marketing is not a department, it’s
the story of how you create difference
for your customers.”**

—Bernadette Jiwa

Start-ups versus regulated monopolies

Novel products versus a commodity

Highly specific audience versus everyone



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**What stories
explain the value of
your offerings?**

Five Stories That Work

- You're making my family's life better.
- You're making others' lives better.
- You're giving me more comfort and offering new technologies.
- You're giving me more choice, control, and simplicity.
- You're investing in the future.

Making My Family's Life Better

MAKING YOUR
COMMUNITY
BETTER

From youth sports
to the big leagues.

PEOPLES
MAKING YOUR LIFE BETTER.

PEOPLES-GAS.COM

**We're upgrading
your natural gas
delivery system.**
*So you can
keep cuddling.*

PEOPLES GAS®

We Keep Life Moving

[Click to learn more](#)

**We're upgrading
your natural gas
delivery system.**
*So you can
keep playing.*

PEOPLES GAS®

We Keep Life Moving

[Click to learn more](#)

MAKING YOUR
LIFE
BETTER

The reason is simple...
this is our home too.

PEOPLES
MAKING YOUR LIFE BETTER.

PEOPLES-GAS.COM

Source: Peoples Gas

Making Others' Lives Better



Source: Gulf Power (Instagram)



gulfpower • Follow

gulfpower For #EarthDay2018, Nest is launching a five-year campaign dedicated to lifting the energy burden across the United States. For every thermostat purchased between 4/16 and 4/30, Nest will donate 10% of the proceeds to organizations like Habitat for Humanity. <http://glfpwr.co/gulfpowerstore>



rdelahaya and hunter_fisher_mj like this

42 MINUTES AGO

Log in to like or comment.



Offering Comfort, New Technologies



With a value of nearly \$2,500, make your home more energy efficient and comfortable – for FREE! Check to see if you qualify for the OG&E Weatherization program at oge.com/weatherization.



OG&E - Weatherization

Your home may qualify for free weatherization services that will help decrease your energy bills and increase your comfort.

[OGE.COM](http://oge.com)

[Learn More](#)

244 Likes 67 Comments 222 Shares



Cozy Nest Offer!
LIMITED TIME OFFER:
APRIL 10-20, 2018
\$75
INSTANT REBATE
on eligible Nest smart thermostats



Get an #InstantReward of \$75 off your new Nest thermostat purchase! For a limited time, SnoPUD customers can use our promo link to get \$75 off their purchase at checkout. This offer is only valid today through April 20.

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APRIL 10

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Sources: OG&E (Facebook), Snohomish County PUD (Instagram)



GOOGLE HOME
\$129



WINK HUB 2
\$99



AUGUST CONNECT
\$79



NEST CAM IQ
\$299 - \$498



WEMO® MINI SMART PLUG
\$29



LUTRON CASETA WIRELESS SMART
LIGHTING DIMMER SWITCH AND
REMOTE
KIT
\$59

Source: SMUD

PORTABLE POWER

Sort By:

Featured



GOAL ZERO NOMAD 7 PLUS SOLAR PANEL

\$99



GOAL ZERO FLIP 10 RECHARGER

\$24



GOAL ZERO VENTURE 30 RECHARGER

\$99



Source: SMUD

Giving More Choice, Control, Simplicity



Consumers Energy
Count on Us®

**HELPING
SIMPLIFY YOUR
LIFE WITH eBILL**

SEE HOW

A man is sitting on a couch, smiling while looking at his smartphone. A laptop is open in front of him. The background is a bright, indoor setting.



Entergy.

**Don't let
missed payments
slow you down.**

Get Billing Alerts.

A man with a backpack is walking and looking at his smartphone. To his right is a large red speech bubble containing a white warning triangle with an exclamation mark. The background is a plain, light-colored wall.

Sources: Consumers Energy, Entergy

Giving More Choice, Control, Simplicity (cont.)



5% blend
\$2.63/month extra

50% blend
\$26.25/month extra

100% blend
\$52.50/month extra

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fortisbc Did you know that 5, 10, 25, 50 or 100 per cent of the natural gas you use in your home can be designated to Renewable Natural Gas? Signing up is simple too - there's no need to upgrade your appliances or do anything differently. Visit www.fortisbc.com/renewablenaturalgas, choose the blend that works for you, and sign up for Renewable Natural Gas today. #RenewableNaturalGas #BioGas #RenewableEnergy #SignUp #DYK #EnergyAtWorkInBC

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JANUARY 15

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TAKE SRP MY ACCOUNT WITH YOU.
Get alerts and pay bills on the go.

SIGN UP



Sources: FortisBC (Instagram), SRP

Investing in an Exciting Future

Someday microgrids
could make most
power outages a thing
of the past.



PECO
An Exelon Company



**OUR
CLEAN
ENERGY
FUTURE
STARTS
NOW**

ComEd

**WITH
MICROGRIDS
SOLAR
ENERGY
LED STREET
LIGHTS**

ComEd

**DRIVING
THE
CLEAN
ENERGY
FUTURE**

[LEARN MORE](#)

ComEd

Sources: PECO, ComEd

Investing in an Exciting Future (cont.)

Duke Energy 
@DukeEnergy

Follow

Investing in zero-carbon [#windpower](#) is one way we're trying to reduce our environmental footprint while meeting the demand for reliable, affordable and increasingly clean electricity.



6:30 AM - 27 Mar 2018

3 Retweets 10 Likes 

 2  3  10

Xcel Energy MN
@XcelEnergyMN

Follow

Renewables in [#MN](#) are making dramatic growth & we'll continue leading the way, with a vision to reach 85% carbon-free energy by 2030, with over 60% from [#renewables](#). spr.ly/6015Dr5QH

via [@StarTribune](#)



6:56 AM - 2 Mar 2018

10 Retweets 19 Likes 

  10  19

Portland General
@portlandgeneral

Follow

We are proud to continue to focus on investing in clean and renewable energy to power our customers' lives. bit.ly/2oErEWB



5:00 PM - 2 Mar 2018

4 Likes 

   4

Sources: Duke Energy, Xcel Energy, Portland General Electric (Twitter)

E Source Energy AdVision

Growing database of 3,800 residential, business, and brand-related ads (including strategies and results)

KCP&L Greenville Square: Clean Charge

KCP&L Greenville Square: Clean Charge

Printer Friendly Version



Vote for this ad: ★★★★★

Campaign Name: KCP&L Greenville Square at the Greater Kansas City Home Show

Utility: Kansas City Power & Light Co.

First run date: March 3, 2017

Last run date: April 10, 2017

Program type: Education/Awareness, Electric vehicles, Energy Efficiency, Social Marketing

Media type: Event or experiential

Media sub-type: Custom vehicle

Media size/length: Other - Custom Vehicle

Coverage area: MO

Background & goals

Leveraging an existing relationship with the Greater Kansas City Home Show, KCP&L's goal was to educate attendees and raise awareness of their Home Energy Savings portfolio. More specifically, the priority programs of Clean Charge Network, Heating and Cooling, LED Discount and Thermostat.



Source: KCP&L

We'll Answer Three Questions

What stories should you tell customers about your offerings?

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How might we improve our efforts?

What does the FUTURE DIRECTION for marketing and communications look like at your utility?

When poll is active, respond at [PollEv.com/esourcepolls106](https://www.poll-ev.com/esourcepolls106) Text **ESOURCEPOLLS106** to **22333** once to join

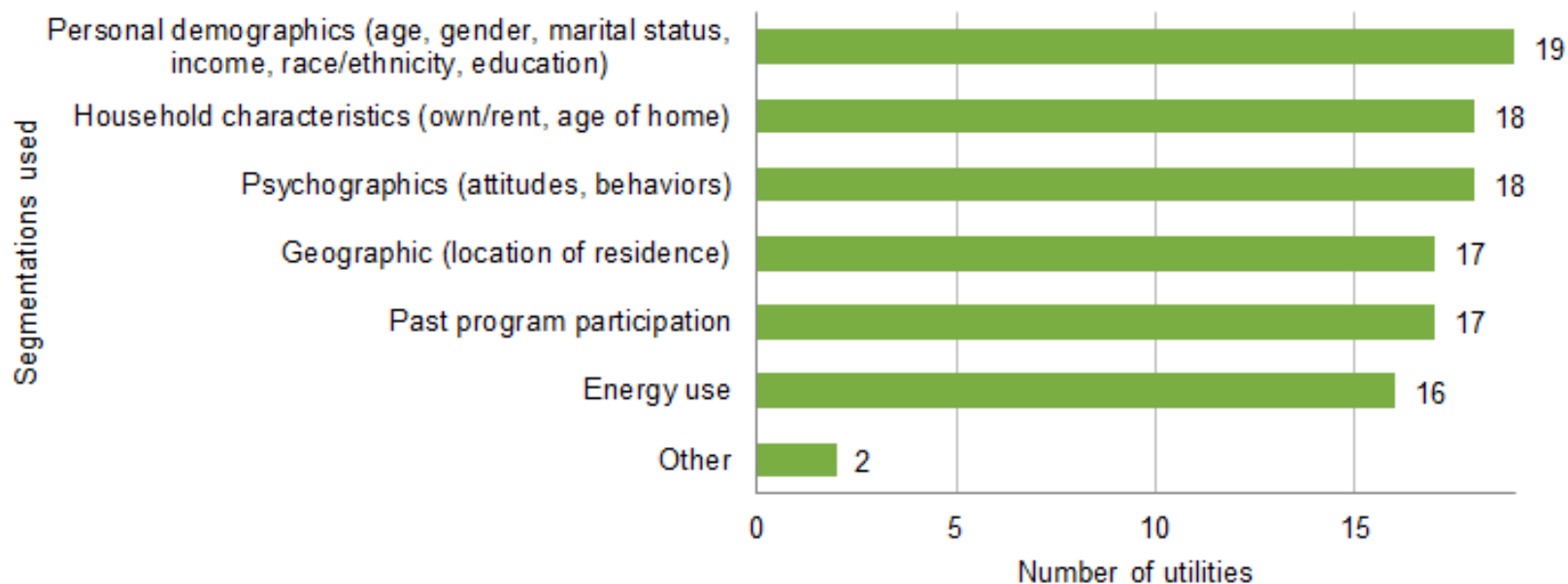


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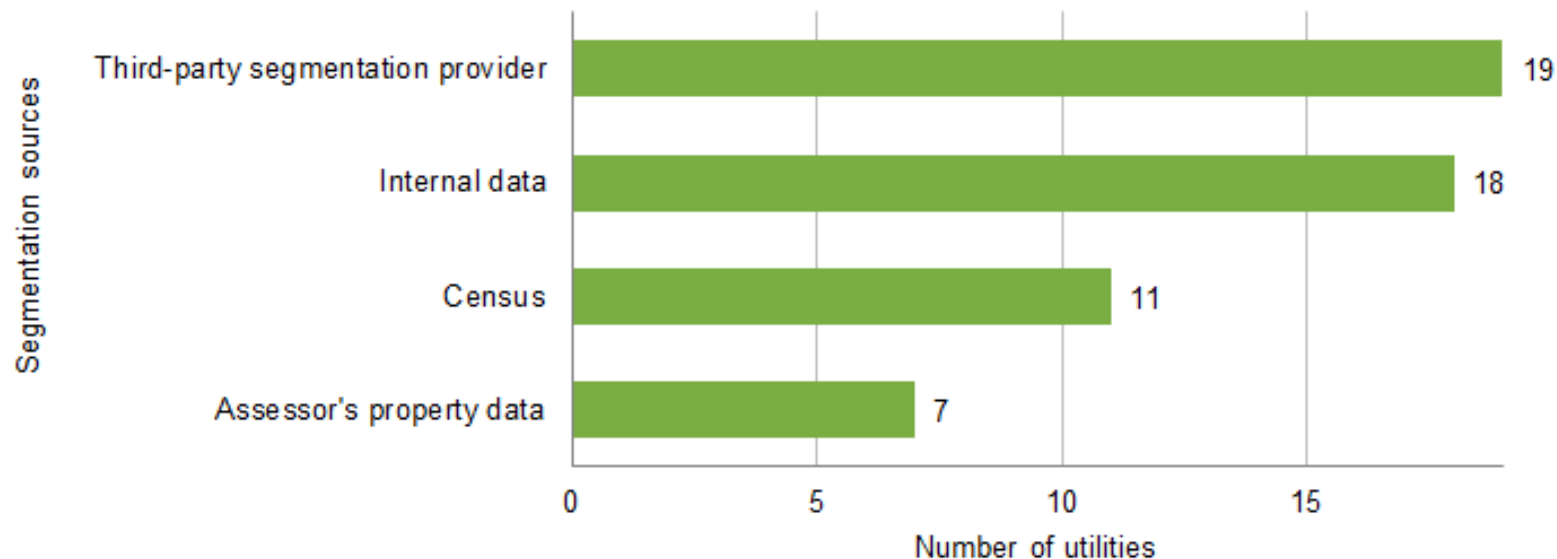
Residential Customer Segmentation



Base: Participants who segment their residential customers, n = 19.
Question S3_4b: How do you segment your residential customers?
Note: Answer choices could be selected more than once.

© E Source,
2018 Utility Marketing Survey

Residential Customer Segmentation Sources



Base: Participants who segment their residential customers, n = 19.

Question S3_5a: Which data sources do you use to inform your residential customer segments? **Note:** Answer choices could be selected more than once.

© E Source
2018 Utility Marketing Survey



E Source Can Help

Check Out Our Reports!

[Low-Income Segmentation: Analyzing Diverse Customer Groups](#)



Low-Income Segmentation: Analyzing Diverse Customer Groups

Meredith Ledbetter

APRIL 12, 2018





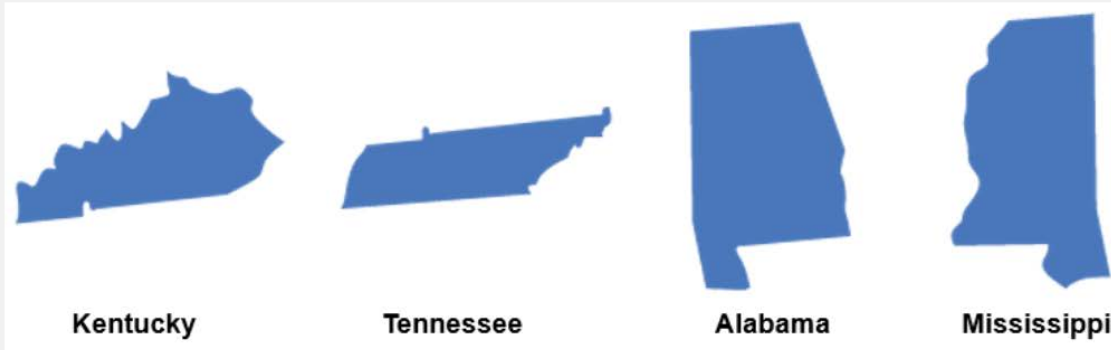
Low-Income Segmentation: East South Central Census Division Profile

Meredith Ledbetter

DECEMBER 20, 2017

Figure 1: The East South Central region by state

We explore characteristics of low-income populations in Kentucky, Tennessee, Alabama, and Mississippi.





Courtesy: Claritas

Country Strong

The Country Strong segment comprises 15% of the East South Central's low-income population, and primarily consists of lower-middle-class families in rural areas that embrace their day-to-day lives.

Segment characteristics:

- Lower-middle class (\$45,000 median household income)
- Family-focused
- Live in rural areas
- Prefer everyday simplicities to high-tech gadgets
- High school–educated
- Work blue-collar jobs
- Own their homes

Opportunities for growth

With an index score of 141, Country Strong customers have a higher propensity to participate in online activities around outages. To view segment details and our index scores for all low-income PRIZM segments in the East South Central, download the [complete data workbook \(XLSX\)](#).

Check Out Our Reports!

[Business Sector Marketing Profiles Resource Center](#)



Business Sector Marketing Profiles Resource Center

DECEMBER 21, 2016



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Agribusiness

Small agribusiness customers run myriad operations with small staff. They're looking for efficiency programs that offer rebates and solid returns on investment. Learn how to reach these customers, which utility-provided energy-savings programs they're interested in, and who they trust for energy management advice.



Data Centers

Large data center customers are critical customers for utilities. In this report, find out more information about how to reach these customers, which utility-provided energy-savings programs they're interested in, and who they trust for energy management advice.

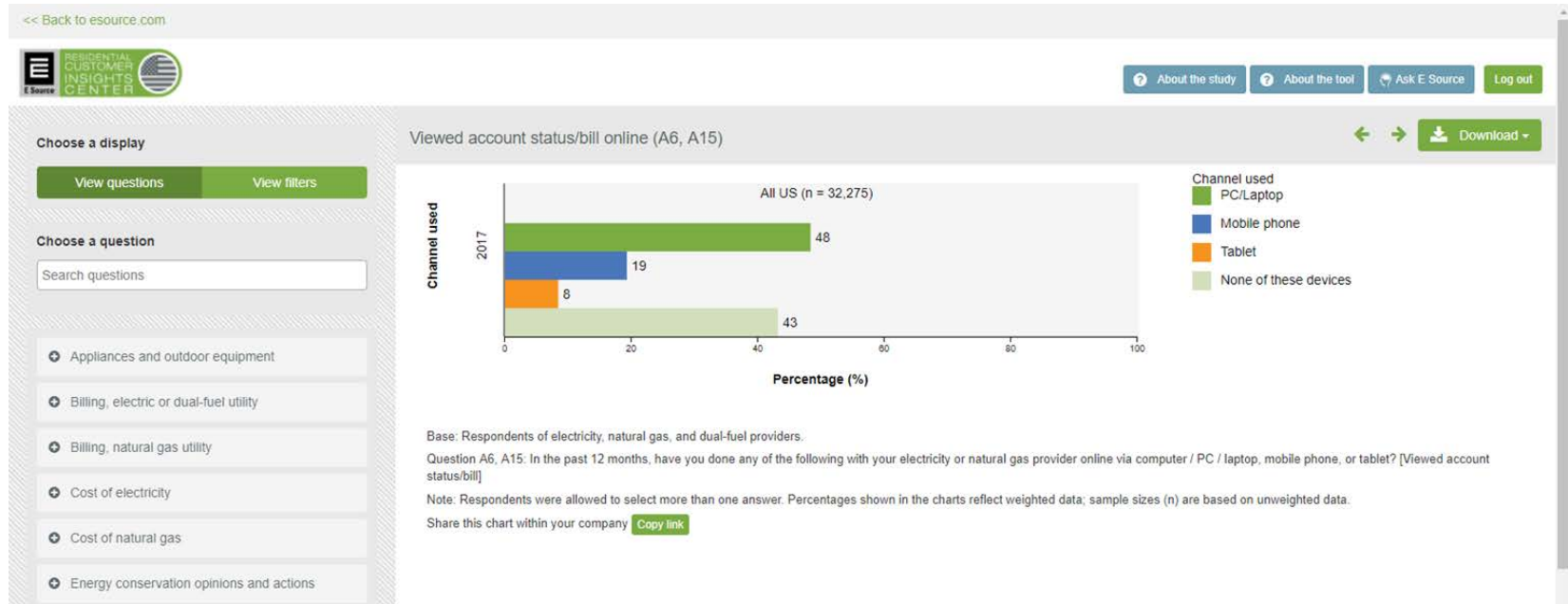


Education

Schools and universities look to their utility and colleagues at similar businesses for energy-efficiency advice. These customers show the most interest in lighting and HVAC programs, and they prefer to be contacted by email.

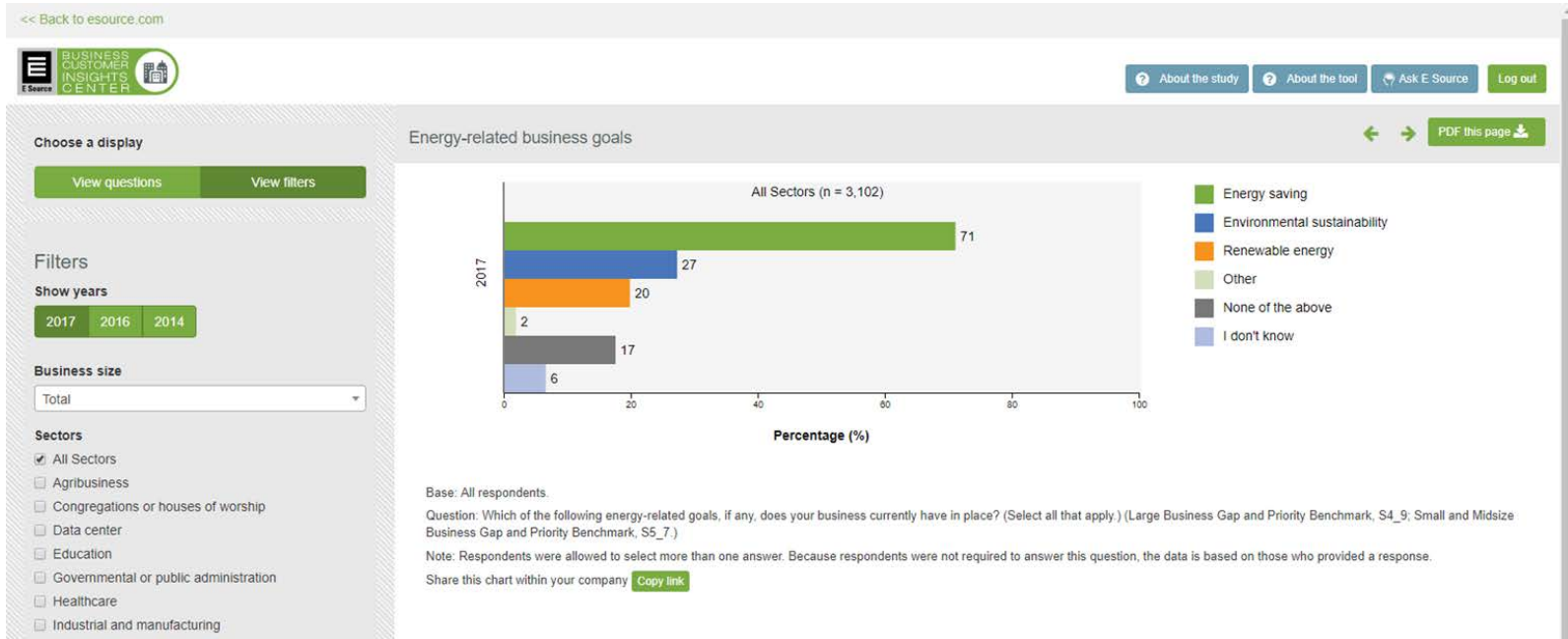
Residential Customer Insights Center

Growing database of residential customer survey data (filter by geography, year, demographics)



Business Customer Insights Center

Growing database of business customer survey data (filter by size, sector, year)



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What are the biggest PROBLEM AREAS for marketing and communications at your utility?

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How Might We Improve Our Efforts?

Three Actionable Takeaways

- Take a hard look at the stories you tell customers. Do you make a difference in their lives? Compare yourself to other utilities using Energy AdVision.
- Filter our data to better understand, target, and serve *your* residential and business customers.
- [Ask E Source](#) when you need research support!

The MarCom Research Team: We're Here to Help!



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