



Micromarketing to Deliver Kilowatts

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Lime Energy

Building a New Energy Future

Leading national provider of energy efficiency for small business customers.



We design and implement direct install programs for utilities which consistently exceed program savings goals.

9 Active SB Programs



We are solely focused on helping utilities educate and deliver energy efficiency to their small business customers.

15,000+ Implementations

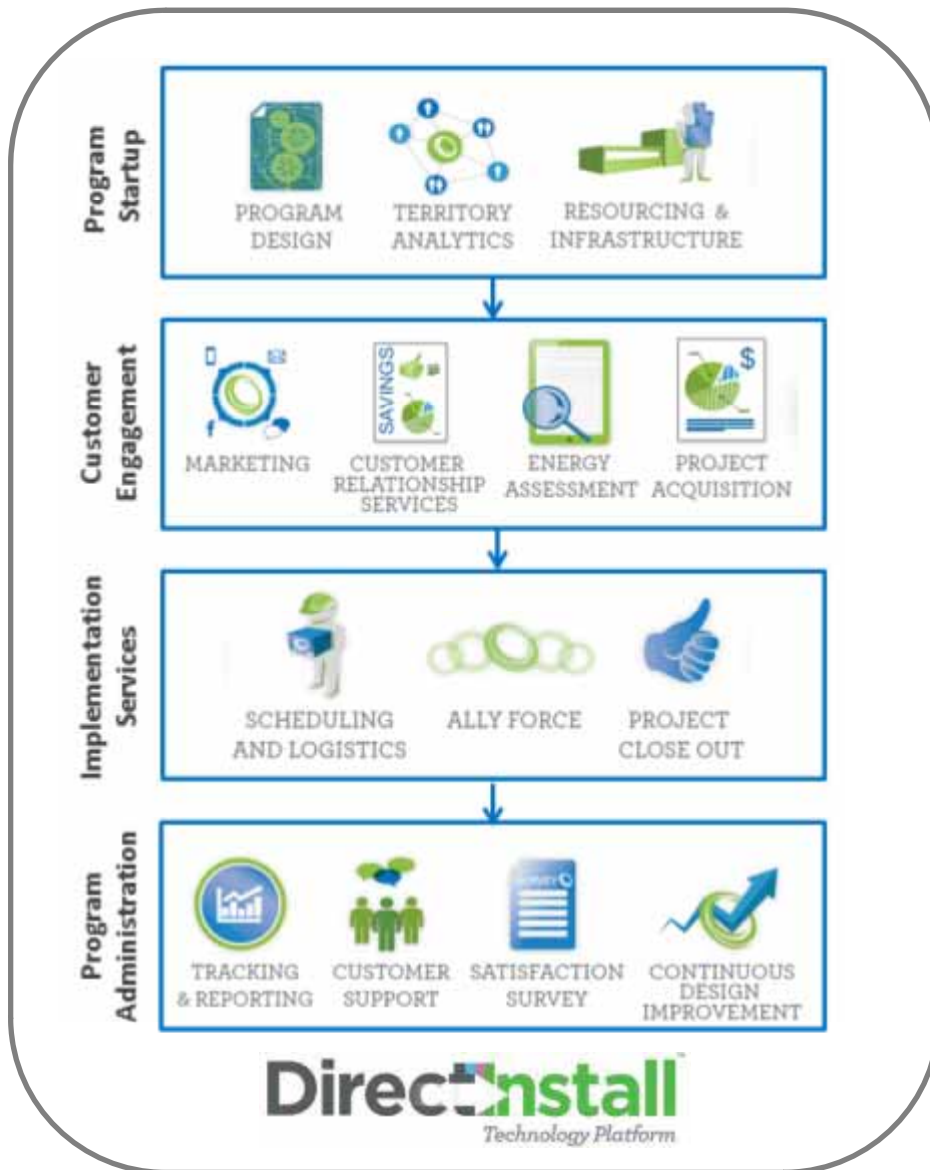


Our integrated services model delivers predictable energy reduction goals and high customer satisfaction.

405,000+ MWh Saved



Lime Energy's Integrated Services Model



- Performance Based Energy Efficiency
- Predictable Customer Experience
- Higher Participation Rates
- Flexible Financing Vehicles
- Opportunities to Deliver Deeper Measures
- Increased Customer Satisfaction

AEP Ohio Express Direct Install Program



ENERGY IS PRECIOUS.
LET'S NOT WASTE IT.

AEP OHIO

Small Business
Express Program

A photograph of a woman in a white shirt and green apron holding a bouquet of red flowers, standing in a greenhouse or florist shop.

Overview

- Turnkey
- Rapid implementation
- 200,000 kWh or below
- Multi-measure program
- Est. 88,000 SMB customers
- 13,700 MWh annual goal
- 'Up to 80%' incentive
- Financing available

Approach

- Data driven

Micromarketing Defined



Micromarketing is the practice of tailoring marketing strategies locally; where a marketing message is crafted more personally to a buyer.

AEP Ohio Planning

Approach to Market: Data Driven



Marketing & Communications Plan

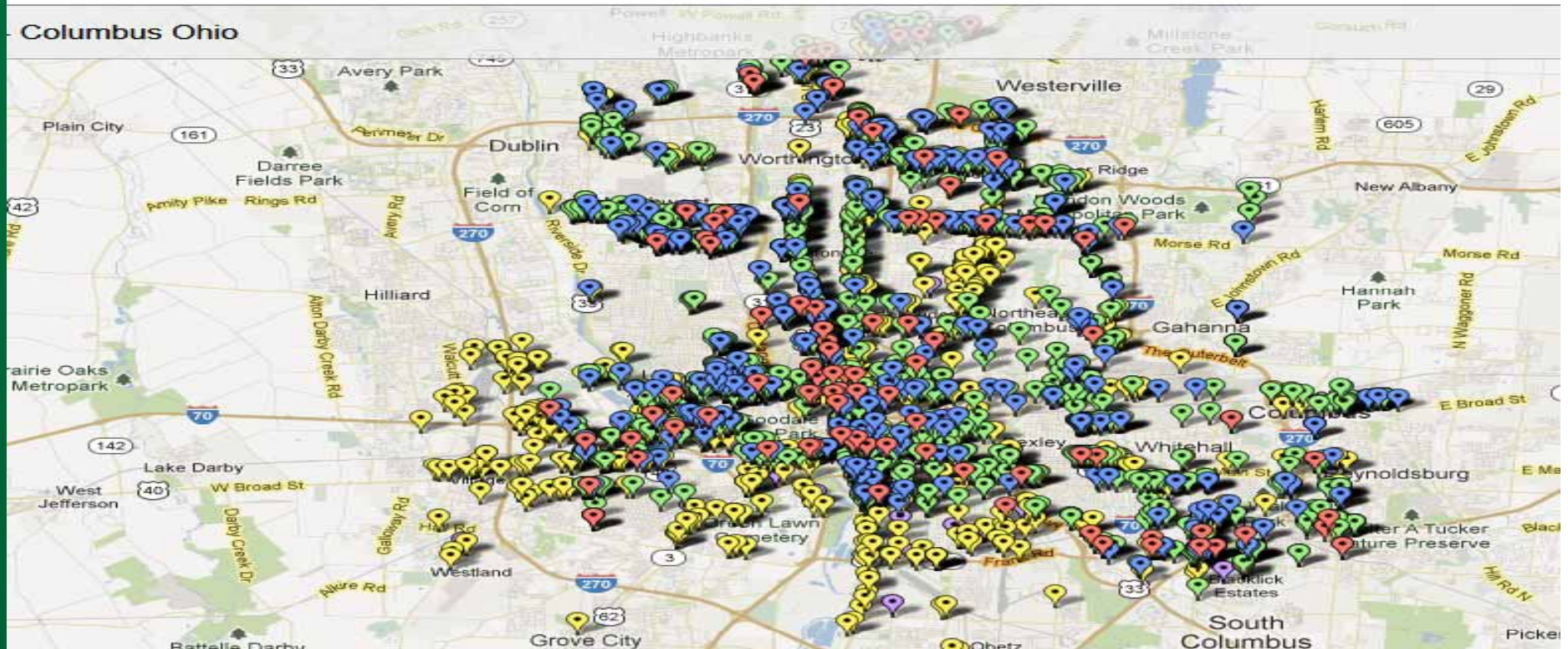
Key Elements of Approach

EE Insight	Territory analytics
	Market segmentation
	Personas development
Actionable Data	Predictive analytics
	Geo-targeting



Territory Analytics

Understanding Addressable Market



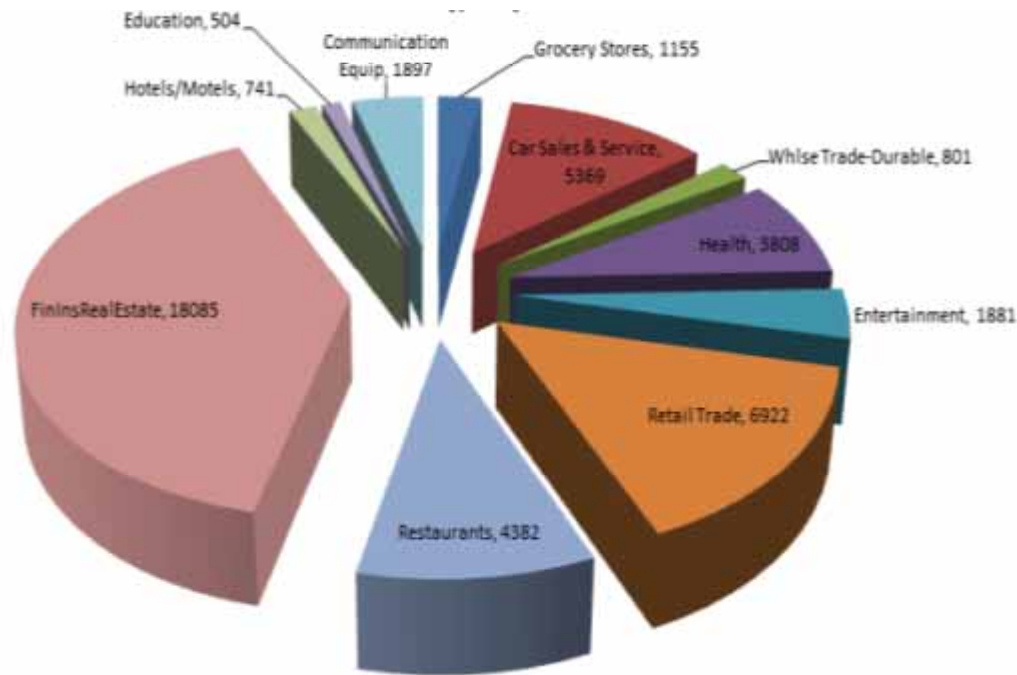
Lime Energy drills down with 3 levels of segmentation analysis:

- Level 1 – all territory
- Level 2 – county territory
- Level 3 – zip code territory

(# of accounts, Avg. Peak Demand, Potential Savings)

Market Segmentation

Defining AEP Ohio's Small Business Profile



Lime Energy has identified approximately 88,000 businesses within the 0-200,00 kWh peak demand in the AEP Ohio territory zip codes.

Key Vertical Targets:

- Automotive Service & Repair Shops, Auto Dealers & Supply
- Retail Trade
- Small Office
- Restaurants
- Grocery and Food Stores

Key Characteristics:

- Decision maker on site
- Strong network
- Measure alignment



Lime is able to identify customers that have a high potential for energy savings through the program based on business industry classification and utility data energy usage modeling.

Persona Development

Small Business Profile



Focusing on people means that we move beyond basic benefits of the direct install program. We understand how leveraging the program changes the lives of these small business customers.



Characteristics of Small Business Owners:

What Most Know:

*Hard working
Self Motivated
Passionate
Market Intuition
Limited Capital*

What Most Do:

*Market Broadly
Sell Benefits*

What We Also Know:

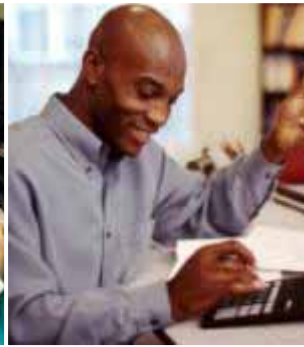
*Where they need funds
Operating/ Burn Hours
Measures
Best Practices
Influencers*

What We Do:

*Tailor Message
Sell Value
Educate
Relate
Build Relationships*

Persona Development

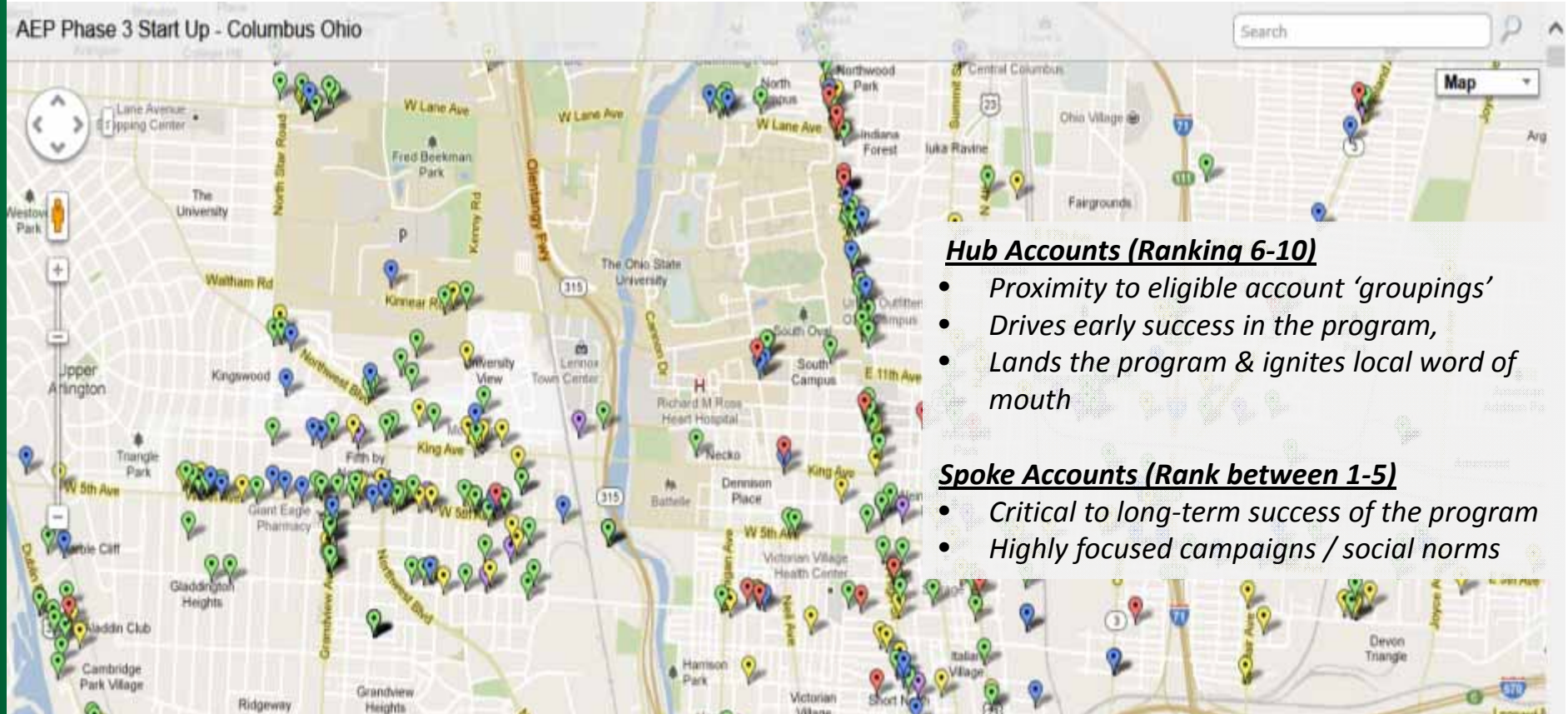
Small Business Profile



Small Business Owner	"Kate" 47, Married , 2 kids	"Maggie" 30, Single	"Nick" 38, Married, 1 kid	"Mitch" 29, Single	"Marshall" 32, Married
Business Type	Family Practice	Retail -Clothing	Fine Dining / Cafe	Accountant, CPA	Auto Care Shop
Years in Business	15	3.5	6	5	8
Attitude on Saving Energy	"I want to reduce operating costs"	"total tree hugger. I drive a blue Prius"	"too tired to think about energy"	"would love to save some money if can"	"I sure use a lot of it"
Cash Position	Strong	Really Tight	Getting Better	Fair	Steady
Retrofit Driver	Patient comfort / Productivity	Extra \$ for Advertising/ Product Enhancement	Ambiance/ \$ for vacation	New admin/ Productivity	Upgrade Equipment/ Advertising
Target Measures	Lighting, HVAC	Lighting, controls	Lighting, Refrig	Lighting	Lighting (int/ext)
Avg Kwh Saved	16,500	13,500	20,000	14,000	12,500
Avg Project Size	6,200	4,300	\$4,500	3,000	\$4,400
Avg Payback	12 months	8 months	10 months	9 months	14 months

Predictive Analytics

AEP Ohio SMB Modeling

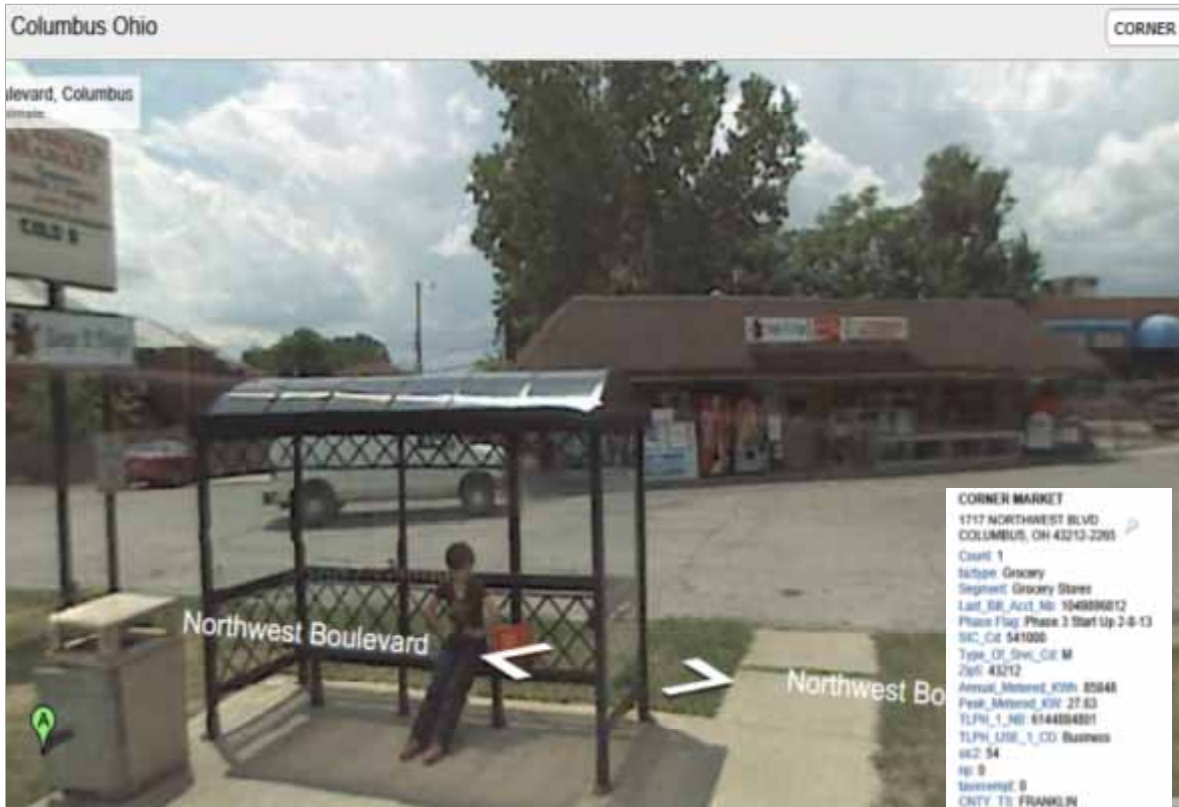


Energy Modeling and Ranking systems are applied to each customer based on a combination of characteristics such as **energy consumption, industry savings potential, and potential payback.**



Geo Mapping

AEP Ohio's Field Level Alignment

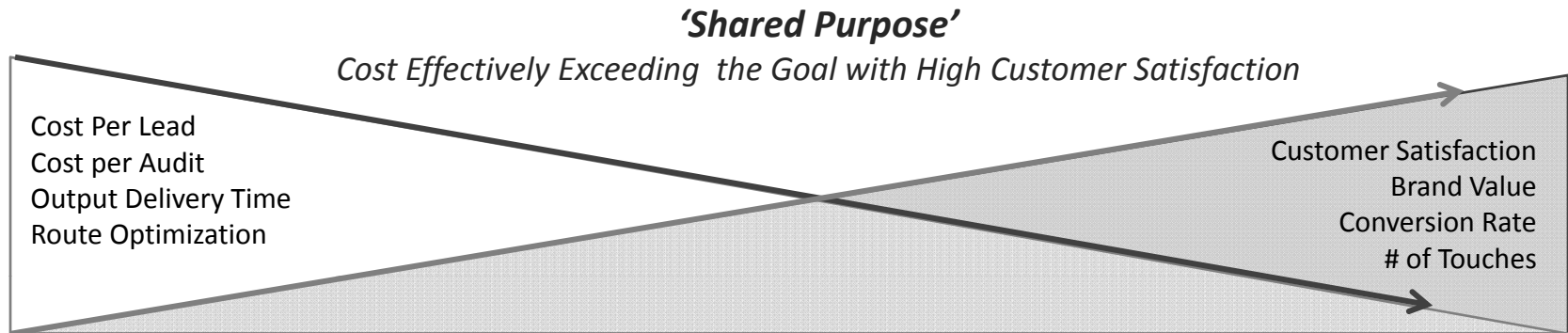


Our data mapping software allows our Energy Advisors and Outreach Coordinators to drill down all the way to the street level with the push of a button...**while canvassing!**

Live GPS location allows them to see all utility account contact information as well as high value business industry classifications.

Building AEP Ohio's Plan

How we are wired



Good
Geographic

Better
Vertical Segmentation

Best
Community Centric

Install Contractor →
 Incentive Program →
 Skeptical →
 Promotion →
 Limited Channels →

Energy Advisor
 Business Solution
 Trusted
 Education
 Integrated Channels

AEP Ohio Marketing

Data Feeds & Manages the Channels

Commitment to Customer Experience

				
Local Field Teams	Telemarketing	Direct Mail	Inbound Marketing	Post-Install
Canvassing Program voice Call to action	Lead generation Scheduling Call to action	Education & awareness Call to action	Education & awareness Call to action	Customer satisfaction Word-of-mouth referrals

Consistent Message & Compelling Call To Action

AEP Ohio Marketing Data Feeds and Manages the Channels



AEP Ohio Program Plan

Customer Satisfaction



Customer Satisfaction Survey

Your feedback helps us provide our customers with the best possible experience. Thank you so much for your time.

If you're using the Safari (iPad or iPhone) browser, [click here](#) for the survey.

Once you have finished the survey, please take a moment to complete the form on the right to be entered to win a \$150 Visa gift card!

*1. My zip code:

*2. This program was a good value for my business.

Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*3. The process was quick and easy to understand.

Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Would you be willing to provide a testimonial to be used in future marketing materials to promote this program to other local businesses?

If so, please complete this form once you've completed the survey. As a way of saying thank you, we will enter you in a quarterly drawing for a \$150 Visa gift card.



I want a \$150 VISA Gift Card!

First Name *

Last Name *

Job Title

Post-Installation Campaign

- Ensure customer satisfaction
- Ongoing customer engagement
- Testimonial development
- Customer referrals

AEP Ohio

Small Food Markets Pilot

Targeted Education Collaboration between Lime Energy & BKI

Objectives

- Increase program adoption
- Increase efficient practices
- Engage participants in peer-to-peer influence
- Grow community awareness



AEP Ohio Grocery Store Pilot

SAVE THE DATE

You make shopping EASY.
We make saving energy EASY for you!



Dinner Workshops on Saving Energy

FREE Dinner Workshops on Saving Energy

Learn how to save money and make your store lighter and brighter

- Enjoy a great dinner while you learn
- Get money-saving tips from an expert on small market efficiency
- Talk to our pre-qualified contractors about the next steps.



LIMA: Monday, July 8 from 5pm to 8pm
(Location to be determined)

COLUMBUS: Tuesday, July 9 from 5pm to 8pm
(Location to be determined)

SPACE IS LIMITED!
Please complete the form on the right or
contact us at 614.487.1234

Space is limited! Please complete this form to let us know you're coming!

First Name *

Last Name *

Company *

Email (we will keep your email completely private) *

Phone (optional)

I plan to attend the dinner workshop is: *

Choose One

I would like to bring a guest (include name here)

Methods

- Integrate two EE programs
- Leverage data on small grocery store research
- Educate owners in savings opportunities
 - Two local workshops
 - Connect with contractors
- Provide in-store materials to promote residential EE

Best Practices

- Force big data into manageable & actionable data
- Continuously seek areas to optimize field coordination
- Healthy campaigns start with healthy data – spend the time to scrub and clean
- Build strong personas - really understand what drives action
- Increased kilowatt savings are a natural output





Save the Dates

Sept. 30-Oct. 2, 2013

AESP's Fall Conference
Seattle, WA

Jan. 27-30, 2014

AESP's National Conference
San Diego, CA

May 12-14, 2014

AESP's Spring Conference
Baltimore, MD

For more information - www.aesp.org

