



# Getting to Yes

Innovative Strategies to Increase DSM  
Program Participation

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# What Is P2P **Communication**, How Does It Work, & Why Does It Happen?

Person-to-person (P2P) communication is the act of people sharing information.

It happens as people naturally pass information to others based on circumstance and happenstance.

People communicate with each other to exchange information. That information is generally based on experience and/or opinion.



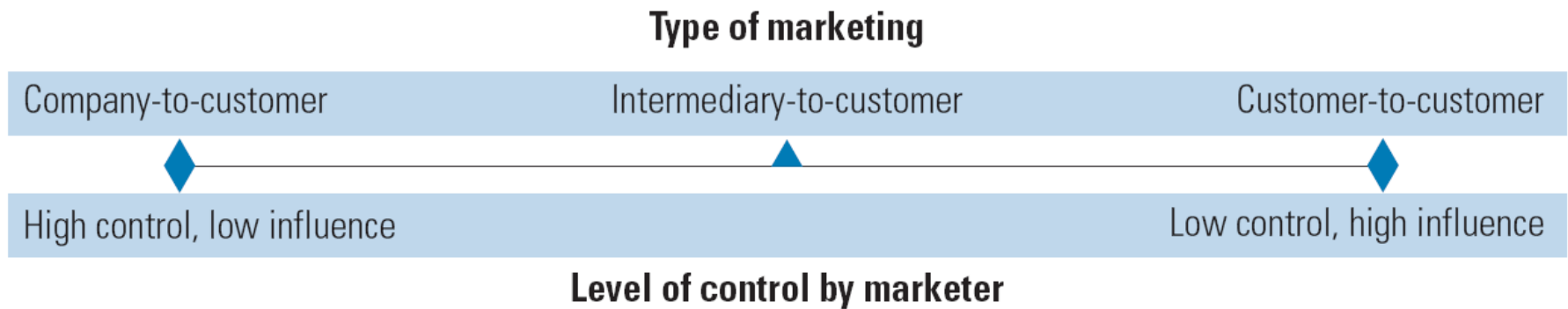
# What Is P2P Marketing, How Does It Work, & Why Does It Happen?

Person-to-person marketing is the act of using naturally occurring P2P communication to meet a marketing objective.

It works by encouraging and empowering people to share their experiences and opinions about your products and services.

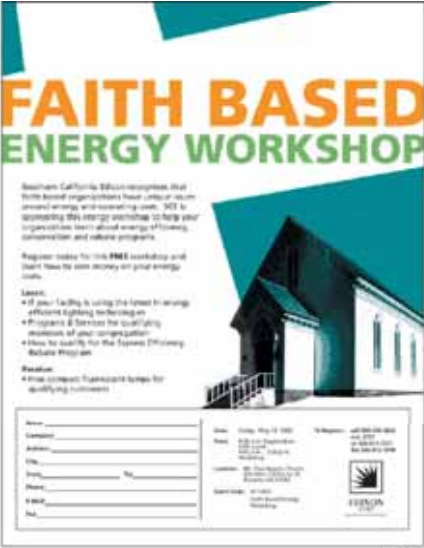


# Three Primary Types of P2P Marketing

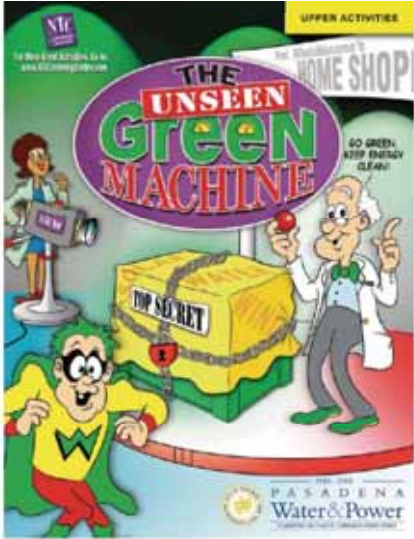




# P2P Examples



Courtesy: SCE



Courtesy: National Trustee for Children (NTC)

Advanced Building  
Fidelity Bank, Leominster MA



nationalgrid



# P2P Marketing Is Like Building a Fire

It takes three elements to start a P2P campaign

- An idea
- A reason to share it
- A reason to pay attention

Without all three your campaign won't ignite



# Three Topics of Conversation

- You – Your company, product, or service is great (or it sucks)
- Me – I had this great/horrible experience
- Us – I want to be part of the “group”



# Three Reasons to Talk

- Speakers want to feel...
  - Helpful
  - Smart
  - Important
- Note: Comments may be positive or negative P2P





# Four Types of Risk

- Technical – Will it work?
- Personal – Will it work for me?  
(safety, convenience, user-friendly, etc.)
- Financial – Is it worth the money?
- Professional – Will this hurt my career  
or my business?



# Use the Five T's To Create a P2P Campaign

According to the Word of Mouth Marketing Association (WOMMA encourages you to use the five T's

- Topic – Reason for people to discuss your products and services
- Talkers - Identify people likely to share their opinions
- Tools – Make it easier to share information
- Take part – Participate in a meaningful dialog
- Track - Track and measure how information is shared



# For More Information

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