



FROM ANALOG TO DIGITAL:

Creating Successful Commercial Marketing Strategies

Emily Pearce, Senior Program Manager

Melanie Adamson, Marketing Manager, Commercial

May 17, 2012



Brand

|

Analog to Digital

|

Results



Need: Grow service outside current utility territory



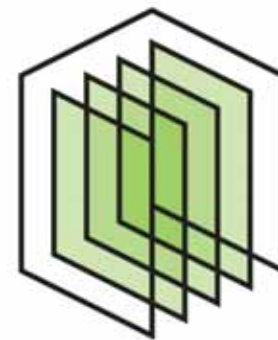


Problem: Limited communications

Problem



Solution: Rebrand with new look and promise to customers

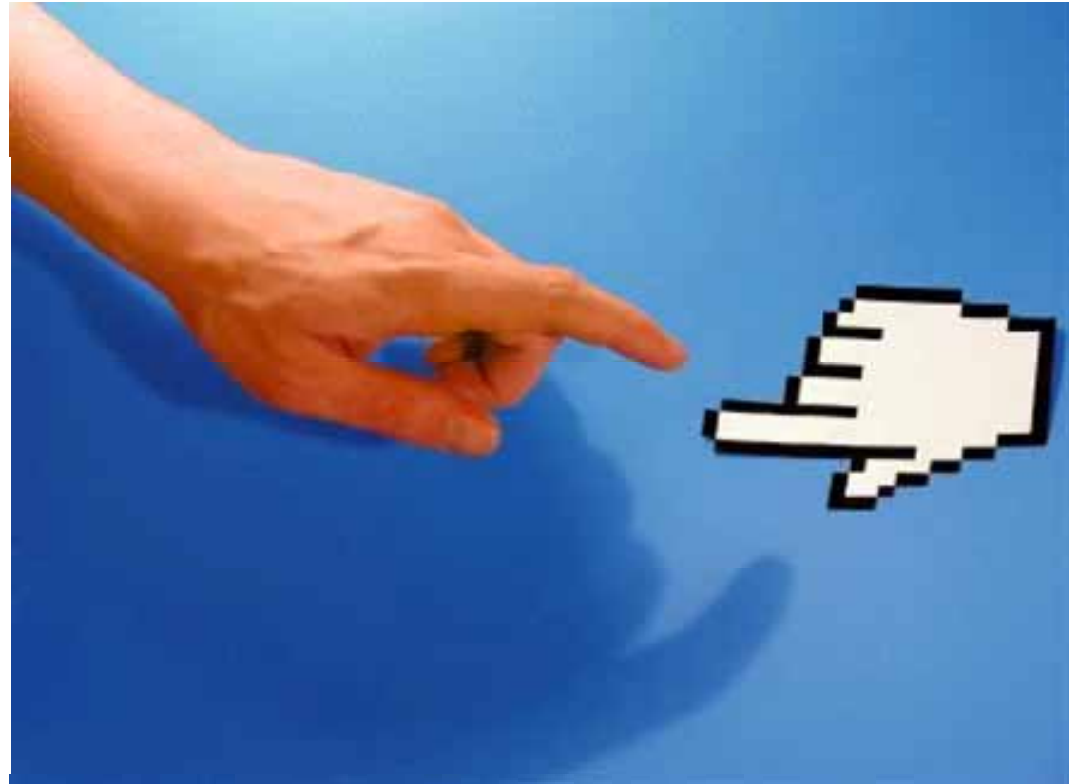


AirCare PLUS®



Digital, Baby, Digital

- Mobile technology
12% of organic
search visits
Q1 2012
- 13% of all paid
search clicks





Moving Your Business Toward Energy-Efficiency

[Details & Benefits](#) »

Customers who work with the AirCare Plus Program are on the forefront of energy-efficiency consciousness. They are searching for no-cost alternatives to save energy and increase their bottom line.

AIRCARE PLUS SAVINGS INDEX



ENERGY SAVED*

78,182,613

kWh

REPLACED VEHICLE CO₂ EMISSIONS**

10,571

Passenger Vehicles

REPLACED BEFORE STATION LOST CO₂ SEQUESTRATION**

534

acres of forest

Customers

Save money and energy for your business!

[Details for Customers](#) »

Contractors

A value-added energy-efficiency program for your customers.

[Details for Contractors](#) »

Utilities

Quality energy savings with proven success.

[Details for Utilities](#) »



Analog

Paper certifications

Postcards

Email

Digital

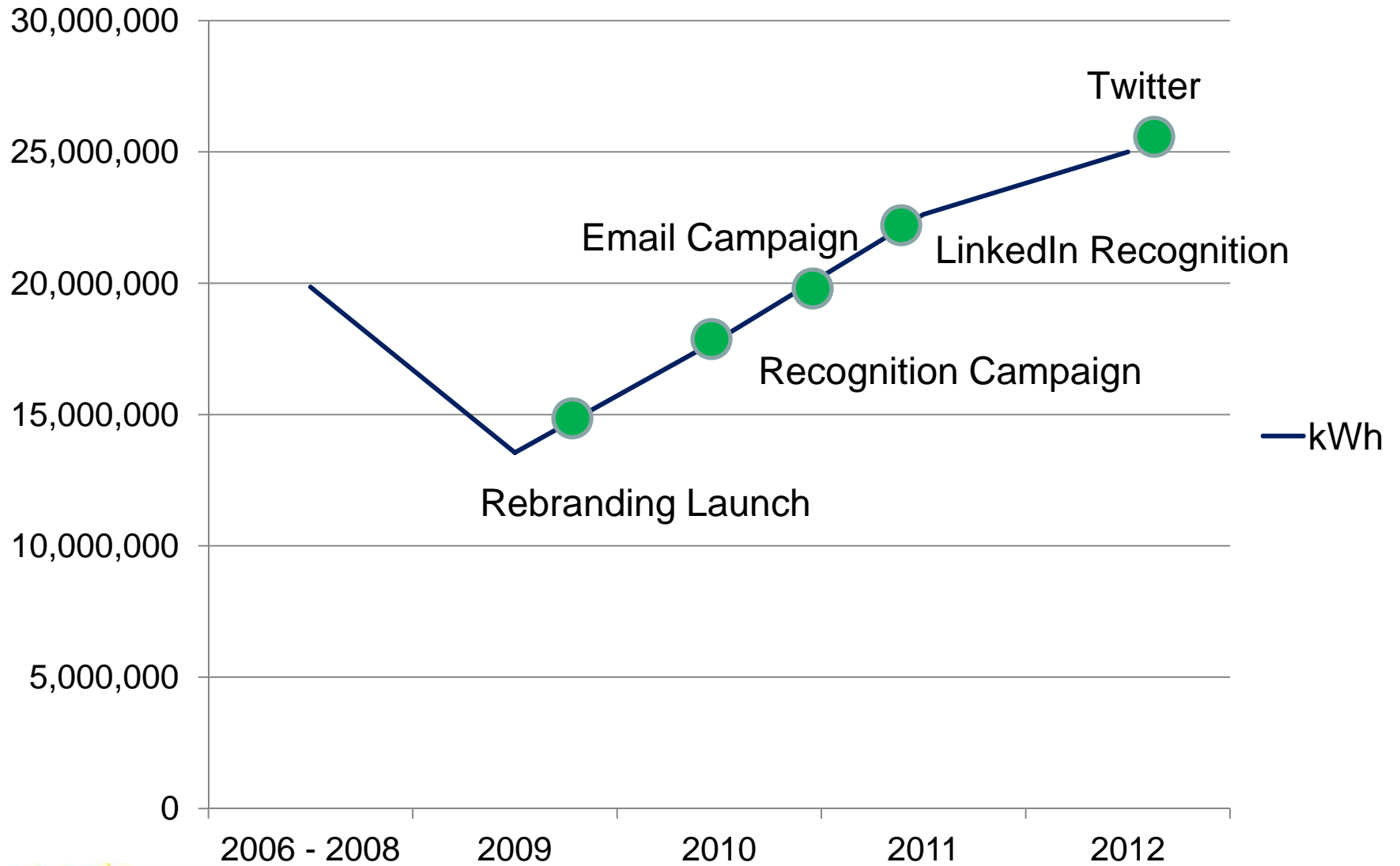
LinkedIn

Website listing

Newsletter



AirCare Plus kWh Energy Savings and Marketing Milestones





What have we learned:

- **Marketing** is critical to program **success**
- **Don't be afraid** to go back to the drawing board
- **Integrate** digital into traditional marketing plan



Questions

www.aircare-plus.com

www.peci.org

epearce@peci.org

madamson@peci.org





Save the Date

- Jul. 30-31, 2012 AESP's Summer Conference
Toronto, ON (Canada)
- Oct. 15-17, 2012 AESP's Fall Conference
Long Beach, CA
- Jan. 28-31, 2013 AESP's 23rd National
Conference & Expo
Orlando, FL

For more information - www.aesp.org

