Designing Custom Messages for Specific Markets

Beth Galante
Global Green New Orleans
• Identify your strengths
• Identify your allies
• Identify your market’s pride and pressure points
• Use strengths/allies to target pride/pressure points
• Shotgun until you hit multiple targets
• Follow the future
Identify your strengths:

- **Staff** - technical skills
  - marketing/sales experience
  - relationships
  - volunteers/interns/AmeriCorps
  - leadership
- **Reputation**
- **Financing/incentives**
- **Marketing budget**
Identify your allies:

- Utility
- Contractors and developers
- Neighborhood leaders
- Local/regional government
- State government
- Environmental/social justice groups
- Trade and business groups
- Product manufacturers
- Realtors
- Banks/mortgage brokers
- Philanthropics
Identify your market’s pride and pressure points:

- **Pride points** – who/what inspires civic pride, media coverage, investment, and participation
  - Sports teams
  - TV or radio personalities
  - Musicians
  - Academics/schools
  - Adversity/common enemy
  - Celebrations/local traditions

- **Pressure points** – what motivates homeowners and business owners to act
  - Comfort
  - Quality contractors
  - Neighborhood meetings
  - Trusted neighbors
  - Incentives
Use strengths/allies to target pride/pressure points:

• Ex: Respected civic leader participates/lets us use home for open house in her neighborhood and her case study in printed marketing materials
• Ex: Mayor and well-liked actor in TV commercial
• Ex: New Orleans Hornets basketball team offers mascot, cheerleaders, and free tickets for marketing
• Ex: City Council member champions televised presentation of program and marketing videos
Good for you and good for New Orleans

- Make your home cooler in the summer, and warmer in the winter!
- Reduce your utility use by up to 30%
- Get a home energy evaluation starting at only $25
- Save thousands of dollars on your total project cost through local, state and federal incentives
- Access to exclusive low interest loans at Fidelity Homestead Savings Bank
- Reduce your family’s impact on the environment

"We’ve been considering home efficiency improvements for a while before calling NOLA Wise. Once we signed up, we were amazed to learn how much energy we could save." – Jamie & Todd

Sign up now to save energy

504-523-WISE (9473)
nolawise@globalgreen.org
www.nolawise.org

Come Visit Us at:
841 Carondelet Street
New Orleans, LA 70130

We’re NOLA Wise, are you?

Bob & Brenda

NOLA Wise is a partnership of public agencies and nonprofit organizations committed to helping homeowners save energy

www.nolawise.org
504-523-WISE (9473)
NOLA Wise is a public/private partnership of the City of New Orleans with Global Green USA, the U.S. Department of Energy, Southeast Energy Efficiency Alliance and Fidelity Homestead Savings Bank.

- Get a home energy evaluation starting at $50 (a $200 value) for a limited time only
- Save on your total project cost through local, state and federal incentives.
- Access exclusive low interest loans at Fidelity Homestead Savings Bank

Cut utility use by up to 30%

504-523-WISE (9473) www.nolawise.org

We will make your home more comfortable and energy efficient.

1. Evaluate energy loss
2. Recommend energy improvements
3. Help with financing and incentives
4. Identify and select expert contractors
5. Enjoy your home year-round, while saving money and energy!

Call Nolawise 504-523-WISE (9473) www.nolawise.org
Shotgun until you hit multiple targets:

- List your available marketing avenues in order of preference
- Create a spreadsheet of targets/timeline
- Commit to set number of targets each week
  - Community
  - Business
  - Government
  - Pride point contact
Follow the future:

• Identify best potential funding sources
• Adapt marketing plan to target those source’s priority buildings/stakeholders
• Ensure high quality marketing of those successes
Elizabeth Galante
Director
Global Green New Orleans
bgalante@globalgreen.org
(504) 525-2121