

MARKETING AND OUTREACH

The Better Buildings Residential Network hosts a series of Peer Exchange Calls for residential energy efficiency programs and partners to discuss similar needs and challenges, and to collectively identify effective strategies and useful resources. Following is a sample of marketing and outreach lessons learned shared by members during Peer Exchange Calls held during Spring 2015, with the call title and date listed. Follow the link to view full summaries of each call. Go to energy.gov/eere/bbrn to view a schedule of upcoming Peer Exchange Calls.

Messaging to Multifamily Stakeholders

- ▶ Effective marketing of multifamily upgrades depends on whether the decision maker is a tenant or building owner. Tenants are more concerned with issues such as reduced noise, enhanced comfort, and lower energy bills. Owners are more concerned with enhancing marketability of a unit, e.g., the aesthetics of installing new window treatments.
 - > [“Generating Demand for Multifamily Building Upgrades,”](#) May 14, 2015

Don't Reinvent the Event Wheel

- ▶ Stand-alone outreach events, such as workshops, can have difficulty attracting people to a venue just for that event. Instead, focus on leveraging pre-existing events and community groups (e.g., workplace wellness groups, farmers markets, etc.) to educate people.
 - > [“Community Organizing and Outreach,”](#) April 23, 2015

Peer Exchange Calls are scheduled on Thursdays from 1:00 to 2:30 p.m. Eastern. The schedule is announced on the [Better Buildings Residential Network website](#) and in the *Better Buildings Network View* newsletter.

Topics include:

- ▶ Energy Efficiency and Renewable Energy
- ▶ Contractor Engagement and Workforce Development
- ▶ Smart Homes
- ▶ Financing
- ▶ Market Position and Business Models
- ▶ Marketing and Outreach
- ▶ Program Design and Customer Experience

*DOE shares the items above as information, rather than endorsement.



This program in Bainbridge, Washington, shows how important it is to bring your message to places in the community where people gather, rather than relying on stand-alone events.

Start With Satisfied Customers

- ▶ Boulder County, Colorado, found happy customers are often the most effective marketers. They ask satisfied customers to host Home Energy Parties, which leverage their networks of neighbors and friends, show off their projects, and provide real-life examples of energy efficiency upgrade benefits.
 - > [“Community Organizing and Outreach,”](#) April 23, 2015

Research and Segment the Market

- ▶ Market research is the first step toward effective energy upgrade messaging. Programs can profile different homeowner segments and tailor messages to each unique group with the proper information. [Enhabit](#) (formerly Clean Energy Works in Oregon) found the most important factor among all market segments is family, so messages have been designed to connect upgrades with creating a healthy home for families.
 - > [“The Future is Here: Smart Home Technology,”](#) April 9, 2015

Smart Technology Spurs Upgrades

- ▶ Customers are attracted to smart technology that enhances comfort, control, convenience, and safety at home, which also offers a gateway to further engagement by energy efficiency programs. Through its Nest® campaign, [Enhabit](#) found that smart home technology, such as programmable thermostats, reduces energy use, fosters new levels of interaction between residents and their home environment, and gets customers' attention.
 - > [“The Future is Here: Smart Home Technology,”](#) April 9, 2015