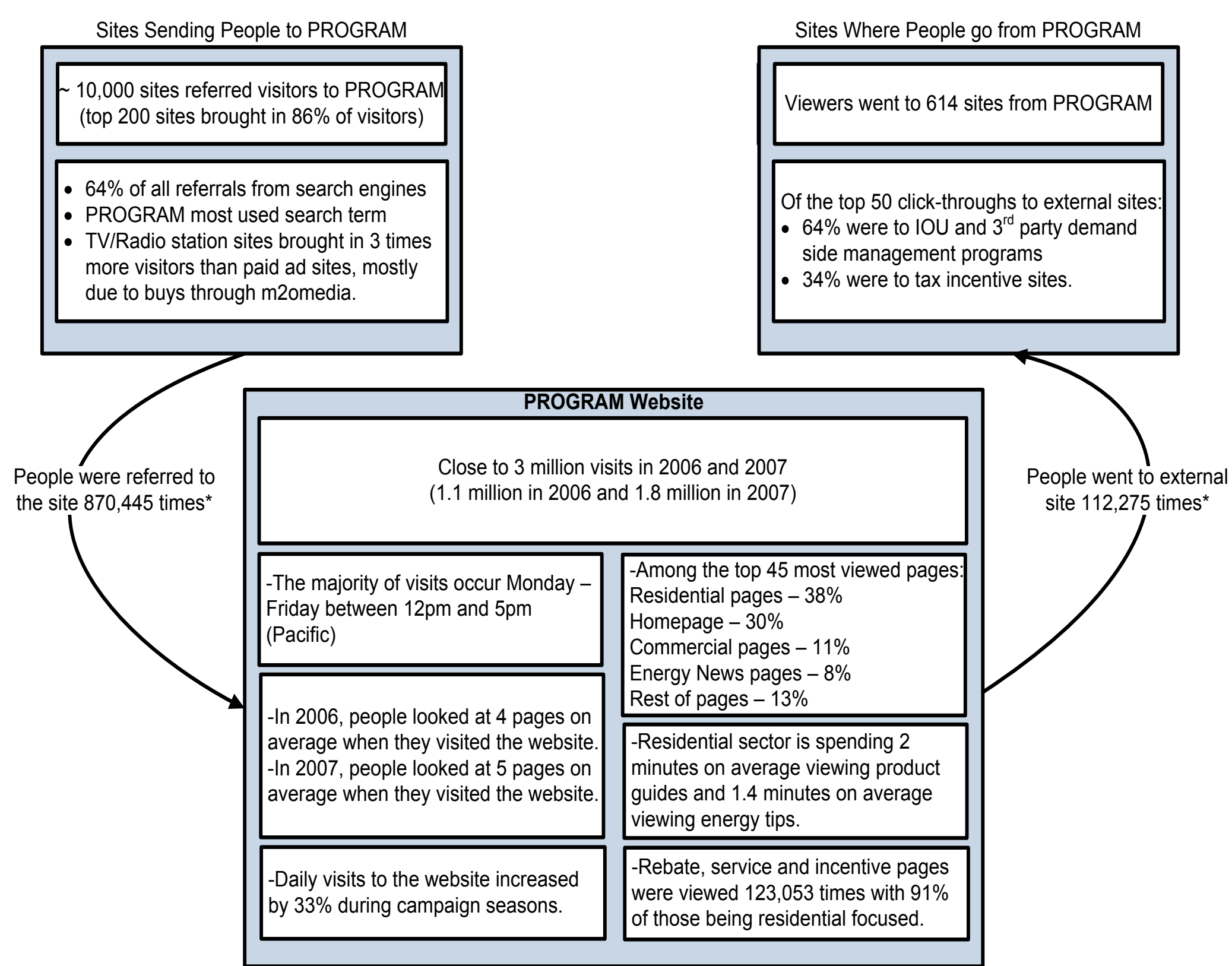


Energy Efficiency Program Marketing: Methodological Approaches to Quantifying Program Success

By
Hannah Arnold

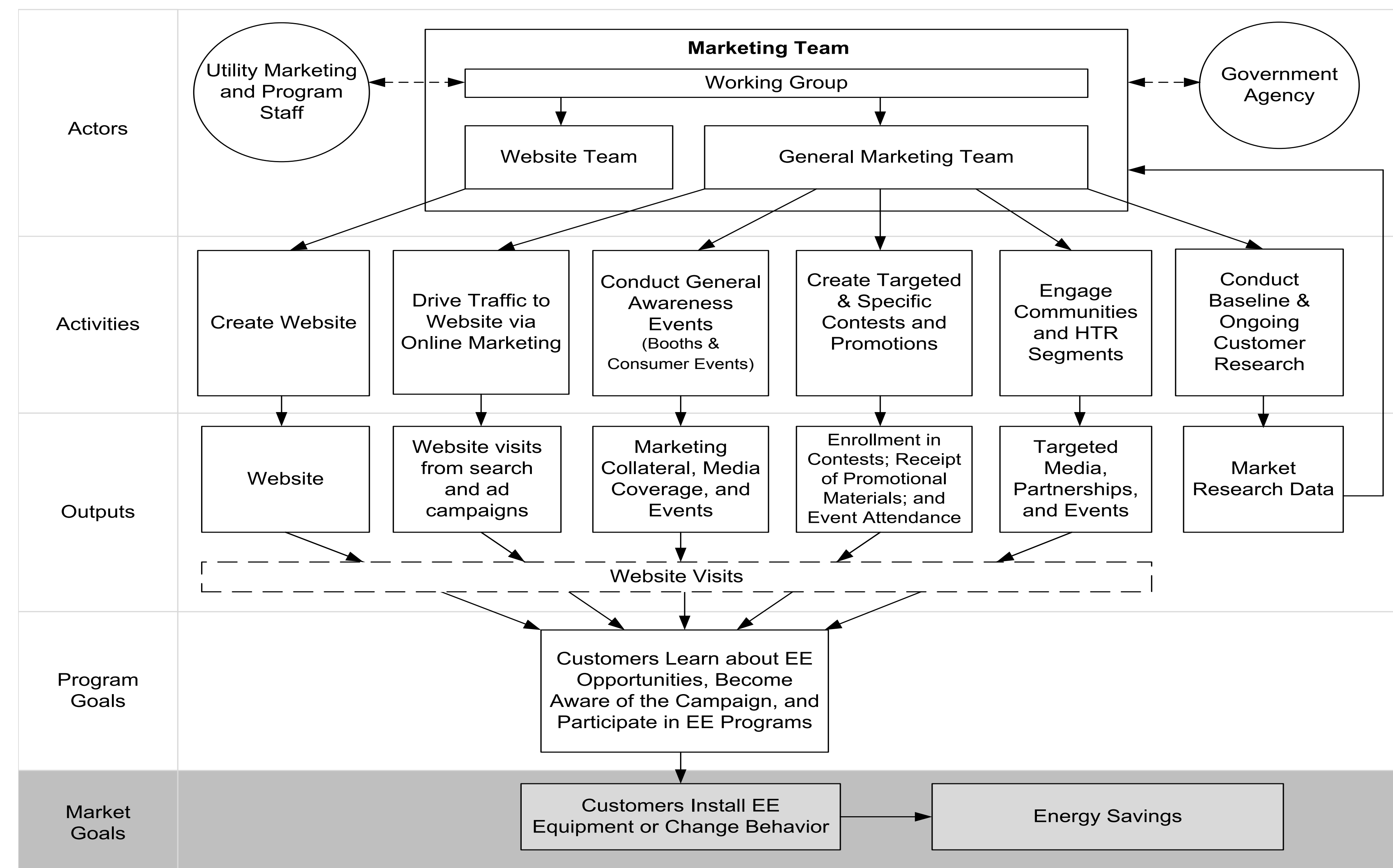
Web Statistics Analysis

Where online marketing plays a role in statewide marketing, reach and frequency analysis is based on website data, and online ads either purchased directly by the program or indirectly as part of media buys and partnerships with television and radio stations. The graphic below depicts the type of information generated through this type of analysis.



Organizational Assessment

Organizational assessment is the study of actors and institutions involved in managing and delivering the marketing campaign. The aim is to identify key stakeholders, and document their role and relationship to one another.



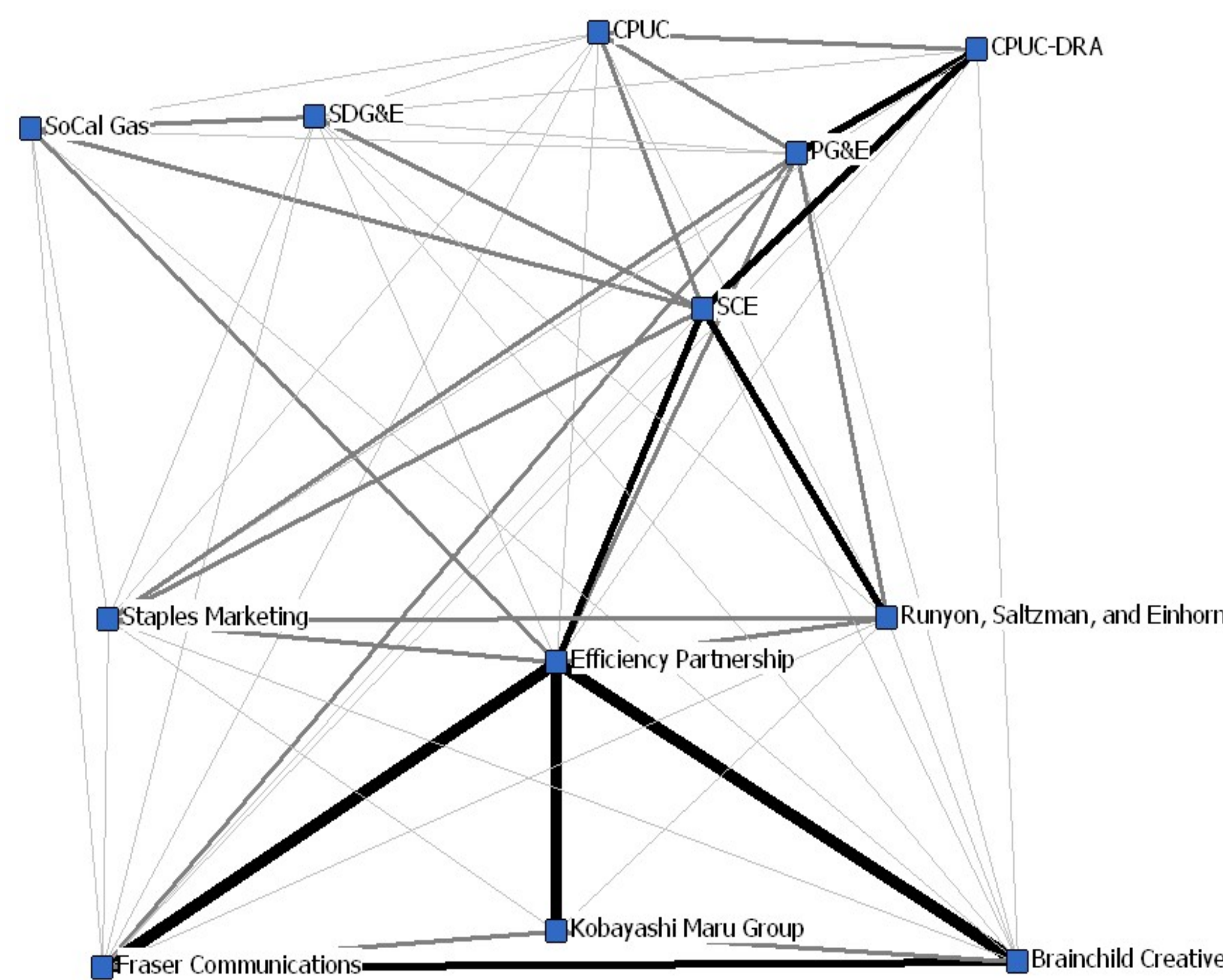
Segmentation

Segmentation is the process of defining a population of individuals or companies into distinct segments that have similar characteristics. The goal is to identify distinctive customer groups that can be targeted through statewide marketing campaigns.

SEGMENT	E.E. IMPORTANCE	MOTIVATION RANK	BEHAVIORAL MOVEMENT POTENTIAL	OUTREACH RECOMMENDATIONS
LEADING ACHIEVERS	High	1 Money 2 Environment 3 Foreign oil 4 Future gen. 5 Health	1 Climate chg. 2 Healthy env. 3 Future gen.	APPEAL Engage as peers and leaders in movement OUTREACH APPROACH Sophisticated, info-driven, available online
PRACTICAL SPENDERS	High	1 Money 2 Foreign oil 3 Future gen. 4 Health 5 Environment	1 Energy independence 2 Nat'l security 3 Help economy	APPEAL Straightforward, no-nonsense messaging OUTREACH APPROACH IOU programs, traditional media
STRIVING BELIEVERS	High	1 Money 2 Environment 3 Future gen. 4 Foreign oil 5 Health	1 Climate chg. 2 Resources 3 Animal and plant life	APPEAL Social capital-driven media with "us" appeal OUTREACH APPROACH Web-based formats with clear information
THRIFTY CONSERVERS	High	1 Money 2 Environment 3 Foreign oil 4 Health 5 Future gen.	1 Climate chg. 2 Healthy env. 3 Resources	APPEAL Efficiency barrier-reduction messaging OUTREACH APPROACH IOU programs, point-of-purchase messaging
DISCONNECT-ED	Low	1 Money 2 Environment 3 Help state lead 4 Health 5 Foreign oil	1 Animal and plant life 2 Healthy env. 3 Climate chg.	APPEAL Community health and well-being messaging OUTREACH APPROACH Community or faith-based local outreach

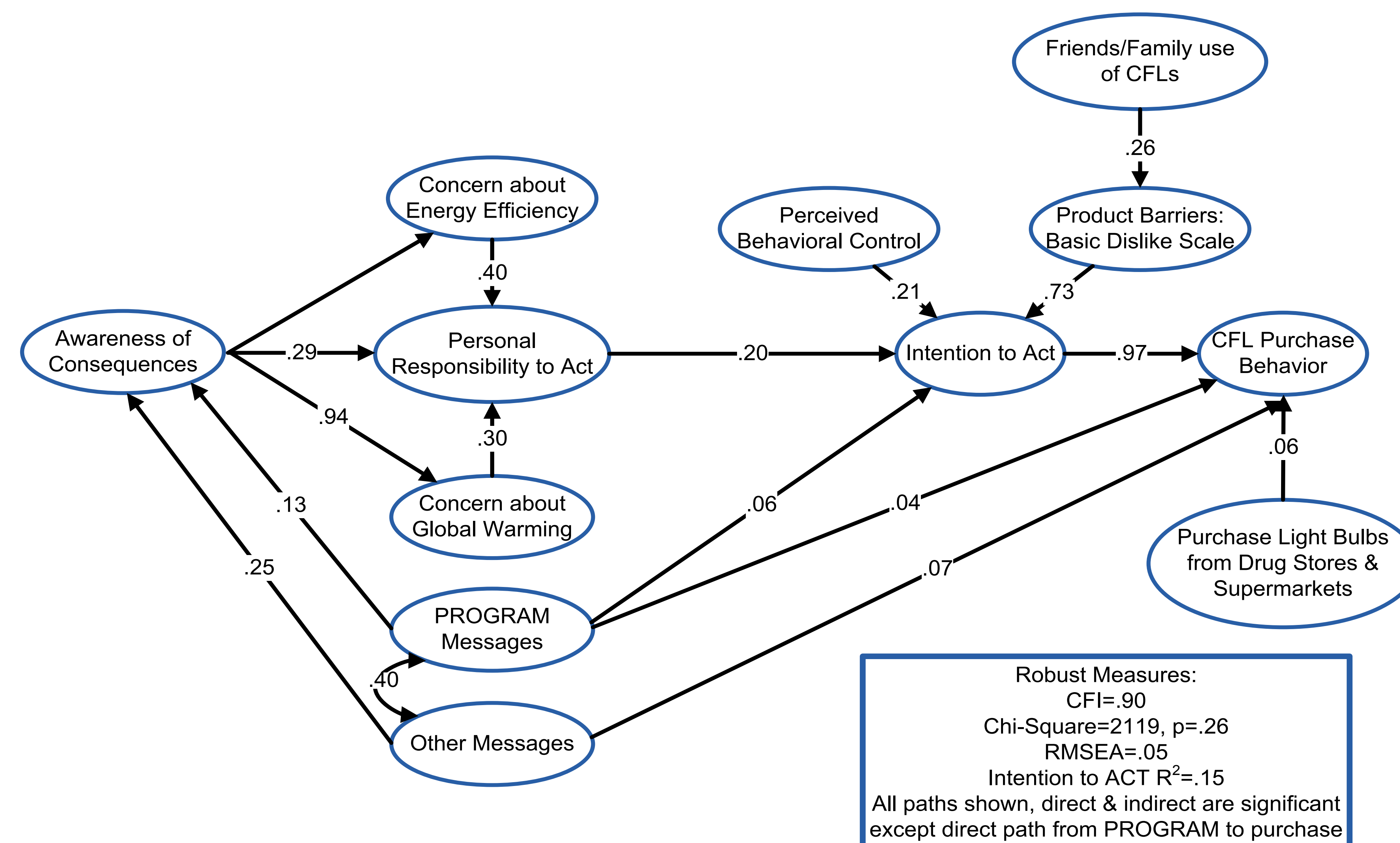
Social Network Analysis

Social network analysis is another tool that evaluators can use to examine the ability of multiple organizations to coordinate the implementation of a statewide marketing campaign. This method helps to identify bottle necks in the process, as well as structural components that foster effective communication among stakeholders.



Structural Equation Modeling

Structural equation modeling is a tool that can be used to assess the relative impact of statewide marketing efforts in influencing participant knowledge and awareness, or intent to participate in energy efficiency programs.



Channeling Analysis

Channeling analysis is used to assess the degree to which marketing efforts lead to customer participation in energy efficiency programs, which is often a key performance metric for program staff.

