

PRODUCT MARKETING COLLATERAL OPTIONS

Marketing Collateral Option	Description
Product Brochure	<ul style="list-style-type: none">• A professionally designed brochure providing comprehensive information about SRU's new solar water heating system.• Includes details about product features, benefits, technical specifications, installation process, and customer testimonials.• Visually appealing and serves as a tangible marketing tool for distribution during trade shows, sales meetings, and customer presentations.
Sell Sheet	<ul style="list-style-type: none">• Concise and visually appealing one-page document highlighting the key features and benefits of SRU's solar water heating system.• Focuses on key selling points, such as cost savings, environmental benefits, and ease of installation.• Includes compelling visuals, infographics, and relevant statistics to grab the attention of potential customers and encourage inquiries.
Product fact Sheet	<ul style="list-style-type: none">• Detailed document providing technical specifications and performance data of SRU's solar water heating system.• Includes information about solar collector options, water tank configurations, energy efficiency ratings, warranty details, and compliance with industry standards.• Designed for engineers, contractors, and technical stakeholders who require in-depth information about the product's specifications and capabilities.
ROI Calculator	<ul style="list-style-type: none">• Interactive online tool that allows potential customers to calculate the

	<p>return on investment (ROI) of installing SRU's solar water heating system.</p> <ul style="list-style-type: none"> • Users input their current energy expenses, system requirements, and other relevant data, and the calculator generates a customized report outlining the potential cost savings and payback period achievable with SRU's system. • Helps quantify the financial benefits of adopting solar energy and encourages prospects to consider investing in SRU's solution.
White Paper	<ul style="list-style-type: none"> • Delves into topics such as rising energy costs, environmental regulations, technological advancements, and the competitive landscape. • Provides valuable insights and thought leadership content to educate potential customers, industry professionals, and stakeholders about the advantages of SRU's solar water heating system. • Explores industry trends, market insights, and the benefits of solar water heating technology.
Customer testimonials and Case Studies	<ul style="list-style-type: none"> • Highlights real-life experiences and success stories of businesses that have adopted SRU's solar water heating system. • Showcase the tangible benefits and outcomes achieved, such as reduced energy costs, improved sustainability, and enhanced operational efficiency. • Provide social proof and validation of SRU's product effectiveness, reliability, and customer satisfaction, influencing potential customers' purchasing decisions.

	<ul style="list-style-type: none">• Can be featured on the company website, in marketing materials, and during sales presentations.
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DEMAND GENERATION PLAN

Always Ready 3D Printer Demand Generation Plan	
Planning Component	Recommended Entries
Marketing Objectives	<ul style="list-style-type: none"> • Identify appropriate contacts in all market segments • Target each segment and determine the most appropriate means to share the Always Ready 3D Printer story • Tailor positioning and value propositions to the specific industry • Accelerate product growth over a two quarter (6-month) period.
Current Market Trends	<ul style="list-style-type: none"> • Current 3D printer market continues to grow • Current projections are more than 300% revenue growth by 2030 • Product concept remains valid
Primary Marketing Theme	<ul style="list-style-type: none"> • The Always Ready 3D Printer: Reduce printing time, costs, and waste-- increase efficiency and productivity
Target Audience	<ul style="list-style-type: none"> • Primary focus is in commercial users • Prime commercial segments include automotive, aerospace, defense, and education industries
Specific Programs or Tactics	<ul style="list-style-type: none"> • Primary marketing collateral will include: <ul style="list-style-type: none"> ○ Product brochures and sell sheets ○ Product fact sheets ○ ROI Calculators ○ Website updates ○ Product demo and videos
Campaign Schedule	<ul style="list-style-type: none"> • 20xx/Q3-Q4: Complete website update <ul style="list-style-type: none"> ○ Distribute brochures and sell sheets to key commercial partners ○ Distribute product fact sheets ○ Develop product videos ○ Conduct product demos ○ Demo product ROI calculators
Industry Associations and Expert Engagement	<ul style="list-style-type: none"> • Gain endorsement from key industry leaders. Contacts under consideration include Josef Prusa, Makers Muse, 3DPrintingNerd, Make Anything, Thomas Santander. James Bruto • Attend the following events: <ul style="list-style-type: none"> ○ CES 20xx: CES has been the launch pad for new innovation and technology that has changed the world. ○ TCT3Sixty: Covers all aspects of additive manufacturing from design to production. Every year it attracts all sort of companies involved in 3D printing, from big names to start-ups.

Key Tracking Metrics	<ul style="list-style-type: none"> • Demos: Complete demos with at least 30 potential commercial partners in Q3 • Corporate Partnerships: Win at least 10 new corporate partners in Q3 • Attend two major 3D printer trade events • Achieve first year ROI of 25%
Demand Generation Lead	<ul style="list-style-type: none"> • Marketing Director

Demand Generation Plan Blank Template

Demand Generation Plan for Commercial Solar Water Heating Commercial System launch	
Planning Component	Entry
Marketing Objectives	<ul style="list-style-type: none"> • Increase brand awareness and market visibility of SRU's new solar water heating system. • Generate qualified leads and inquiries from potential commercial customers interested in adopting solar water heating technology. • Position SRU as a leading provider of cost-effective and environmentally friendly solar water heating solutions. • Drive customer engagement and interest through targeted marketing campaigns and promotional activities. • Achieve a significant market share increase in the commercial solar water heating sector within the first year of product launch.
Current Market Trends	<ul style="list-style-type: none"> • Growing demand for energy-efficient and sustainable heating solutions due to rising energy costs and environmental concerns. • Increasing adoption of solar water heating systems by commercial entities seeking to reduce operational costs and carbon footprint. • Government incentives and regulations favoring renewable energy technologies, driving investment in solar water heating systems. • Technological advancements improving the efficiency and affordability of solar water heating systems, making them more accessible to a wider market.
Primary Marketing Theme	"Save money and the environment with solar water heating."
Target Audience	Small, Moderate, and Large commercial entities seeking to reduce energy costs and environmental impact through the adoption of solar water heating technology.
Specific Programs or Tactics	<ul style="list-style-type: none"> • Targeted email campaigns to existing and potential commercial customers, highlighting the benefits and cost savings of SRU's solar water heating system. • Participation in trade events such as Intersolar North America and Clean Power Conference and Exhibition to showcase product demonstrations and engage with industry professionals. • Search engine optimization (SEO) efforts to improve online visibility and drive organic traffic to SRU's website. • Development of product brochures, sell sheets, and fact sheets for distribution to potential customers. • Social media marketing campaigns to raise awareness and generate interest in SRU's solar water heating system among commercial entities.

	<ul style="list-style-type: none"> • Implementation of a customer referral program to incentivize existing customers to recommend SRU's system to others in their network.
Campaign Schedule	<ul style="list-style-type: none"> • March 20xx: Beta testing and usability testing completed. • April 20xx: Consolidation and review of beta test reports. • May 25, 20xx: Planned launch date for SRU's solar water heating system.
Industry Associations and Expert Engagement	<ul style="list-style-type: none"> • Engagement with industry associations such as Intersolar North America and Clean Power Conference and Exhibition. • Collaboration with solar energy influencers like Nico Johnson, Jigar Shah, and Yann Brandt.
Key Tracking Metrics	<ul style="list-style-type: none"> • Number of leads generated from marketing campaigns and trade show engagements. • Website traffic and engagement metrics, including visits, page views, and time on site. • Conversion rates from leads to sales inquiries and customer acquisitions. • Social media engagement metrics, such as likes, shares, and comments on promotional content. • Return on investment (ROI) from marketing spend, including cost per acquisition and customer lifetime value.
Demand Generation Lead	The Marketing Director, in collaboration with the marketing and sales team, will lead the demand generation efforts for SRU's solar water heating system launch.