

Demand Generation Plan for Commercial Solar Water Heating Commercial System launch

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Planning Component	Entry
Marketing Objectives	<ul style="list-style-type: none"> • Identify and contact key decision-makers within our target commercial segments. • Tailor our positioning around credible, data-backed ROI and long-term cost savings to resonate with commercial buyers. • Execute an aggressive marketing campaign over a six-month period to maximize sales during the peak summer installation season. • Contact over 500 new and existing commercial firms during the six-month campaign.
Current Market Trends	<ul style="list-style-type: none"> • Identify and contact key decision-makers within our target commercial segments. • Tailor our positioning around credible, data-backed ROI and long-term cost savings to resonate with commercial buyers. • Execute an aggressive marketing campaign over a six-month period to maximize sales during the peak summer installation season. • Contact over 500 new and existing commercial firms during the six-month campaign.
Primary Marketing Theme	<ul style="list-style-type: none"> • Save money and the environment with solar water heating.
Target Audience	<ul style="list-style-type: none"> • The primary focus for the initial six-month campaign is commercial customers. • Prime segments include small, moderate, and large commercial users seeking to reduce energy costs and maximize profits.
Specific Programs or Tactics	<ul style="list-style-type: none"> • Marketing Collateral: <ul style="list-style-type: none"> ○ Product brochures, sell sheets, and fact sheets (10,000 of each). ○ A competitive product comparison white paper. • Digital & Sales Tools: <ul style="list-style-type: none"> ○ A fully updated website. ○ Paid Search Engine Optimization (SEO) campaign. ○ Product demo videos for social media and the sales team. ○ An interactive ROI calculator for use at trade shows and by the sales team.
Campaign Schedule	<ul style="list-style-type: none"> • 2026/Q3-Q4:

	<ul style="list-style-type: none"> • Launch the updated website and paid SEO campaign. • Distribute all printed marketing collateral to sales teams and at events. • Publish and promote product demo videos on social media. • Develop and publish the competitive comparison white paper (by end of Q3). • Attend and exhibit at two major industry trade shows.
Industry Associations and Expert Engagement	<ul style="list-style-type: none"> • Gain endorsements or partnerships from key industry influencers. Contacts already engaged include: <ul style="list-style-type: none"> ○ Nico Johnson (Sun Cast podcast) ○ Jigar Shah (Generate Capital) ○ Yann Brandt (Energy entrepreneur advocate) • Attend and exhibit at the following events: <ul style="list-style-type: none"> ○ Intersolar North America ○ Clean Power Conference and Exhibition
Key Tracking Metrics	<ul style="list-style-type: none"> • Attend and exhibit at the following events: • Intersolar North America • Clean Power Conference and Exhibition
Demand Generation Lead	<ul style="list-style-type: none"> • SRU Marketing Director