

Marketing Objectives:

- **Increase market share of SRU's solar water heating systems by 20% within the next 12 months.**
- **Generate 1,000 qualified leads per quarter through online and offline marketing campaigns.**
- **Enhance brand recognition as the leading eco-friendly and cost-effective solar water heating solution provider.**

Current Market Trends:

- **A significant shift towards renewable energy solutions due to rising energy costs and environmental concerns.**
- **Government incentives for solar energy adoption are increasing demand in both residential and commercial markets.**
- **Technological advancements are making solar water heating systems more efficient and affordable.**

Marketing Theme:

- **"Harness the Sun: Save Money, Save the Planet" - emphasizing the cost savings and environmental benefits of SRU's solar water heaters.**

Primary Market Segment:

- **Eco-conscious homeowners and commercial property owners who are looking to reduce their carbon footprint and energy bills.**

Promotion Vehicles/Marketing Collateral:

- **Digital: Website updates, social media campaigns, online ads, and email marketing.**
- **Print: Brochures, flyers, and direct mailers.**
- **Events: Trade shows, webinars, and workshops on solar energy benefits.**

Marketing Campaign Schedule:

- **Launch campaign: 3-month intensive campaign starting with the product launch.**
- **Ongoing awareness: Bi-weekly social media updates, monthly newsletters, and regular blog posts.**

- **Seasonal promotions: Special discounts during peak home renovation seasons.**

Industry Influencers and Key Events:

- **Partner with environmental influencers for social media promotions and endorsements.**
- **Attend and sponsor key green energy trade shows and conferences.**

Marketing Campaign Tracking Metrics:

- **Lead generation numbers from each marketing channel.**
- **Conversion rates from lead to customer.**
- **Engagement rates on social media and email campaigns.**
- **Website traffic and behavior analytics.**
- **ROI for each marketing activity.**

Demand Generation Plan Lead:

- **Appoint a Senior Marketing Manager who will oversee the demand generation plan, supported by a cross-functional team consisting of marketing, sales, and product management members.**