

**Austen Conrado - Potential Marketing Collateral options:**

Marketing Collateral Option	Description
Marketing Theme	Capture the idea of what the systems can provide and convey it to customers
Target Segment	Identify the target market and potential new customers.
Trade shows	Participate in trade shows to demonstrate the product in front of commercial users
Targeted website update	Hoping there will be an increase in visits within the first 6 months.
Product Brochures, sell sheets, and fact sheets will be created	To inform users of what the product is, what it offers, and how it can benefit the commercial consumer
Product Demos	Sales and marketing teams will share product demos on social media and at trade shows to allow customers see the product in action.
ROI Calculator	Calculate average energy savings over a one-year period.
Influencer Support	Influencers and experts in the industry can help with product review and influence

## Austen Conrado Demand Generation Plan

Demand Generation Plan for Commercial Solar Water Heating Commercial System launch	
Planning Component	Entry
Marketing Objectives	<ul style="list-style-type: none"> <li>Target small, moderate, and large existing and potential commercial users who hope to reduce their energy costs and maximize profits.</li> <li>Double the number of existing and new commercial firms contacted to over 500 during the 6-month campaign.</li> <li>Optimize sales during the summer months when the weather is best for system assembly and installation.</li> </ul>
Current Market Trends	<ul style="list-style-type: none"> <li>Global solar water heater market is expected to have a compound annual growth rate of 8.5% from 2023 to 2032.</li> <li>Industry is projected to grow from \$4.01 billion to \$7.71 billion by 2032.</li> </ul>
Primary Marketing Theme	<ul style="list-style-type: none"> <li>Save money and the environment with solar water heating.</li> </ul>
Target Audience	<ul style="list-style-type: none"> <li>Commercial customers who hope to reduce their overall energy costs and maximize profit.</li> </ul>
Specific Programs or Tactics	<ul style="list-style-type: none"> <li>10,000 product brochures</li> <li>10,000 sell sheets</li> <li>10,000 product fact sheets</li> <li>Product Demos and videos will be shared on social media.</li> <li>Targeted website update</li> <li>ROI Calculator</li> <li>Influencer and expert support</li> <li>Attend 2 Trade shows</li> </ul>
Campaign Schedule	<ul style="list-style-type: none"> <li>Complete targeted website update</li> <li>All product brochures, sell sheets, and product fact sheets will be ready upon launch.</li> <li>Product demos and videos will be available to support product launch.</li> <li>Training program to ensure manufacturing and operations, sales, marketing and distribution channel support personnel are ready for launch. (At least 80% prior to launch, 20% within 3 months)</li> <li>Demo product RIO calculators</li> <li>Participate in 2 trade shows</li> </ul>
Industry Associations and Expert Engagement	<ul style="list-style-type: none"> <li>Have Industry experts speak about the new solar water heating commercial system such as Nico Johnson, Jigar Shah, and Yann Brandt</li> <li>Attend the <i>Intersolar north America</i>, Solar energy event with 4500 attendees.</li> <li>Attend <i>Clean power conference and exhibition (CLEANPOWER)</i>, in which unites the minds of clean energy to chart the future of industry and discuss future opportunities.</li> </ul>

Key Tracking Metrics	<ul style="list-style-type: none"> <li>• ROI of 98% in Year 1</li> <li>• Year 1 return after costs: \$3,200,000</li> <li>• Participate in two exhibitions within 6 months of launch.</li> <li>• Over 1500 visits to the SRU website in the first 6 months.</li> <li>• Double the number of existing and new commercial firms contacted to over 500 during the 6-month campaign.</li> <li>• Participate in 2 popular trade shows.</li> </ul>
Demand Generation Lead	<ul style="list-style-type: none"> <li>• SRU Marketing Director</li> </ul>