

## 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>• Increase awareness and generate leads for the new commercial solar water heating system</li> </ul>
Current Market Trends	<ul style="list-style-type: none"> <li>• Growing demand for sustainable energy solutions and increasing focus on reducing carbon footprint</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>• Small, moderate, and large commercial users seeking to reduce energy costs and maximize profits</li> </ul>
Specific Programs or Tactics	<ul style="list-style-type: none"> <li>• Aggressive marketing campaign over six months</li> <li>• Participation in trade events</li> <li>• Website updates and SEO optimization</li> <li>• Product demos and videos</li> </ul>
Campaign Schedule	<ul style="list-style-type: none"> <li>• May - October 20xx</li> </ul>
Industry Associations and Expert Engagement	<ul style="list-style-type: none"> <li>• Participation in Intersolar North America and Clean Power Conference and Exhibition</li> </ul>
Key Tracking Metrics	<ul style="list-style-type: none"> <li>• Number of leads generated</li> <li>• Website traffic and engagement</li> <li>• Attendance and engagement at trade events</li> <li>• ROI from marketing campaign</li> </ul>
Demand Generation Lead	<ul style="list-style-type: none"> <li>• SRU Marketing Director</li> </ul>