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RareBooksClub. Paperback. Book Condition: New. This item is printed on demand. Paperback. 48 pages. Original publisher: Golden, Colo. : National Renewable Energy Laboratory, 2006 OCLC Number: (OCoLC)191222750 Subject: Green marketing. Excerpt: . . . not offering the program in-house or whether it might cost more because a third party is involved. It is important to establish at the outset of the program how co-branding will be implemented. Co-branding can be accomplished by either branding the product under the marketers brand or including the marketers name and logo on promotional materials and formally recognizing its role in implementing the program. Determining Respective Roles - It is also important to define roles for the utility and marketer at the outset. The division of duties will depend on the core capabilities of the parties and the reason for retaining the marketer in the first place. Roles are likely to differ to some degree in mandatory and voluntary partnerships. Typically, third-party marketers provide program supplies and or marketing services, although the utility often plays a role in marketing the program as well. In some cases, marketers develop annual or periodic marketing plans, which are subject to the utility's approval, and take the lead in implementing these plans. The third-party marketer often will also fully design the marketing collateral. However, the utility may play a role in designing marketing materials and messaging, implementing supplemental marketing campaigns, conducting analyses to target customers ( or sharing data with the marketer for this purpose ), and managing the customer contact through mailings or facilitating events. Perhaps one of the most important functions of the utility program manager is to act as a facilitator among the various groups within the utility ( call center, graphic arts communications, billing, etc. ) to enable the marketer to be successful. Also, the...



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