

# Strategic marketing for electric utilities

Fairmont Press - Three ways energy & utility companies are innovating in marketing



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## 5 things utilities companies must do to future

These are but a few of the areas that need to be considered in some detail. The challenge is to decide which method brings the most benefit for the company in each market.

## Strategic marketing for electric utilities (Book)

Rather, it lies at the very core of how utility assets operate and deliver. Increasingly, utilities must choose which combination of these three large segments they want to pursue. North America and Asia-Pacific utilities appear to be more profitable, boasting average EBITDA margins of 35 percent and 32 percent, respectively, compared with approximately 20 percent for European players.

## About

Renewable power generation represents the largest share of new capacity additions in the past five years in OECD countries, as a result of the move towards cleaner energy and the continued fall of solar and wind installation costs. Getting Ready for Strategic Planning Before you can begin the process, there are some preparatory activities that should be completed: Authorization The first task in strategic planning is obtaining the authorization to move forward with the process at all.

## Go

This mind-set is fundamental to meeting customer expectations for demonstrated value. Market capitalization in December 2017, based on publicly available information, was adopted as the qualifying metric for the GT40.

## Three ways energy & utility companies are innovating in marketing

Traditional utilities models were designed to meet operating needs centered on segments, such as supply and transmission. We find that in most utilities, the IT function is either expected or mandated to be at the forefront of driving the digital transformation. Strategy development now likewise needs to emphasize near-term readiness and offerings over long-term preparation and piloting.

### **Three ways energy & utility companies are innovating in marketing**

Nearly three quarters of investors have a positive outlook on the sector, and more than 80% believe that the vertically integrated utility model remains sustainable. And infotainment vendors, oil companies, or electric vehicle OEMs could also easily integrate energy into a larger customer value proposition.

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