

Potential Marketing Collateral Options

Marketing Collateral Option	Description
Product brochures and sell sheets	Highlight the unique aspects of the product and give customers a reason to choose your product over the competition.
Product fact sheets	Provide product details at a more in-depth level than a brochure. Highlight favourable aspects of the product down to the individual features and functions
Product comparison white paper	Compare similar products side by side and show your product's advantages
ROI Calculator	Demonstrate how quickly customers can gain a return on their investment
Website Update	Ensure that websites are up-to-date and communicate information about the product effectively
Product demos and videos	Highlight a product and its functionality and features in short videos

Demand Generation Plan Example

Always Ready 3D Printer Demand Generation Plan	
Planning Component	Recommended Entries
Marketing Objectives	<ul style="list-style-type: none">• Double the number of existing and new commercial firms contacted to over 500 during the six-month marketing campaign.• Tailor positioning and value propositions to the specific industry• Accelerate product growth over a two quarter (6-month) period.
Current Market Trends	<ul style="list-style-type: none">• Current solar water heater market continues to grow• The global solar water heater market is expected to grow at a compound annual growth rate (CAGR) of 8.5% from 2023 to 2032, with the industry projected to grow from USD 4.01 billion in 2023 to USD 7.71 billion by 2032.• Product concept remains valid
Primary Marketing Theme	<ul style="list-style-type: none">• Save money and the environment with solar water heating.

Target Audience	<ul style="list-style-type: none"> • Primary focus is in commercial users • Primary user segments: small, moderate, and large existing and potential commercial users who are hoping to reduce their overall energy costs and maximize their profits
Specific Programs or Tactics	<ul style="list-style-type: none"> • Trade shows • Primary marketing collateral will include: <ul style="list-style-type: none"> ○ Product brochures and sell sheets ○ Product fact sheets ○ Product comparison white paper ○ ROI Calculators ○ Website updates ○ Product demo and videos
Campaign Schedule	<ul style="list-style-type: none"> • 2024/Q3-Q4: Complete website update <ul style="list-style-type: none"> ○ Distribute brochures and sell sheets to key commercial partners ○ Distribute product fact sheets ○ Develop product videos ○ Conduct product demos ○ Demo product ROI calculators
Industry Associations and Expert Engagement	<ul style="list-style-type: none"> • Gain endorsement from leading influencers in the industry. Contacts under consideration include: <ul style="list-style-type: none"> ○ Nico Johnson: founder of Sun Cast podcast ○ Jigar Shah: co-founder of Generate Capital ○ Yann Brandt: advocate for energy entrepreneurs • Attend the following events: <ul style="list-style-type: none"> ○ Intersolar North America: A huge solar energy event with 4500 attendees and 275 exhibitions ○ Clean power conference and exhibition: CLEANPOWER unites the most knowledgeable minds in clean energy to chart the future of this powerful industry and discuss the opportunities ahead
Key Tracking Metrics	<ul style="list-style-type: none"> • Attend two popular trade events within first 6 months • 1500 website visits within first 6 months • Achieve first year ROI of 98%
Demand Generation Lead	<ul style="list-style-type: none"> • Marketing Director