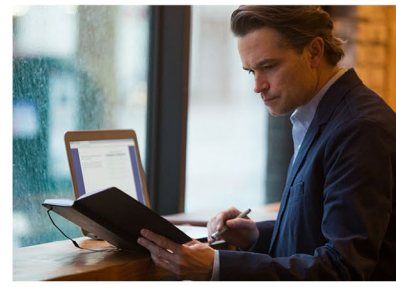


Marketing Simplified: The Key to Connecting With Customers



Marketing Is Easy as 1-2-3

1

Implement
Low-Cost
Marketing Ideas

2

Improve Your
Online Presence

3

Take Advantage of
Co-branding with
Wattsmart®

A Little Marketing Can Go a Long Way


Flyers, Cards, Handouts

- Materials that can be left behind with customers:
 - Program offers
 - Energy-efficient equipment
 - Benefit to upgrades
 - Case study/real-life example
- Minimal cost
- Helpful reminder
- Allows time for customer consideration



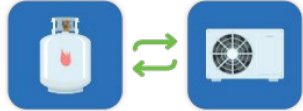
Handouts – How to

- Many have been created already and are available to print.
- If one doesn't exist, share your idea for a handout with your outreach person.
- The marketing team can help make it happen!



The Smart Move:
Benefits of a
Dual Fuel Heat Pump
Over Propane Alone

By shifting from propane as your home's primary heating source to a heat pump, you'll save money and enjoy a wide range of benefits.



Reduced energy costs
Your new dual fuel heat pump is significantly more energy efficient than a propane system alone because it transfers heat rather than generating it from combustion. This efficiency leads to lower energy bills, as the cost-effectiveness of a heat pump can far outweigh propane's fluctuating fuel prices. Over time, these savings can add up. According to our engineering calculations, you could see as much as a 40% reduction in your heating costs.

Ease and convenience
Your new heat pump takes advantage of your existing ductwork, and the electricity delivered to your home. While propane may remain your heat pump's cold-weather backup energy source, you will need much less of it. This allows you to:

- Fill the tank less often.
- Cut down on the hassle of order and delivery.

Dependable comfort
Propane systems are often associated with uneven temperature swings. When properly sized and installed, a heat pump will provide consistent and even heating throughout your home. Your heat pump ramps up more slowly than a propane furnace, providing just the heat needed at lower speeds, resulting in:

- The elimination of hot and cold spots.
- A quieter, more peaceful environment.
- A more stable, comfortable temperature.

Higher indoor air quality
A dual fuel heat pump circulates the air inside your home longer than a furnace. This takes advantage of the heat pump's filter to:

- Capture dust, pollen and other allergens.
- Provide cleaner indoor air.
- Create a healthier living space.

Thanks to your valuable heat pump investment, you can look forward to savings over propane and a cozier, healthier home.

For more information,
WattsmartHomes.com/heat-pump-comfort/

WATTSMART | ROCKY MOUNTAIN POWER

Giveaways – Help Keep You in Mind

- Thoughtful or practical items that will be used or enjoyed:
 - Magnet or sticker
 - Pens, pencils
 - Koozie or cup
- Minimal cost
- Helpful reminder to contact you when they are ready to move forward



The Power of a Referral



- Customers making an expensive, long-term purchase need to be comfortable.
 - Hearing from a friend, neighbor or community member sets them at ease.
 - Advertising helps you develop name recognition.
 - Think about the research you do when making a high-ticket purchase.
- No cost. Do a good job then ask customers to recommend you.
- Offer a referral coupon or incentive.

Become Memorable

- Do local advertising to increase name familiarity.
- Support local events, sports teams and/or a charity/fundraiser.
- Provide occasional donated time with media coverage.
- Host a food, coat or blood drive.
- Send employees into the community for a giving-back day of service (and media coverage).



Your Marketing Endeavors

- Do you advertise anywhere?
- Do your vehicles include contact info and a recognizable logo?
- Do you have an online presence?
 - Website (kept current)
 - Facebook/Instagram/Twitter (X)
 - YouTube
- Do past customers have something from you to easily refer others?
 - Business card
 - Magnet
 - Referral coupon

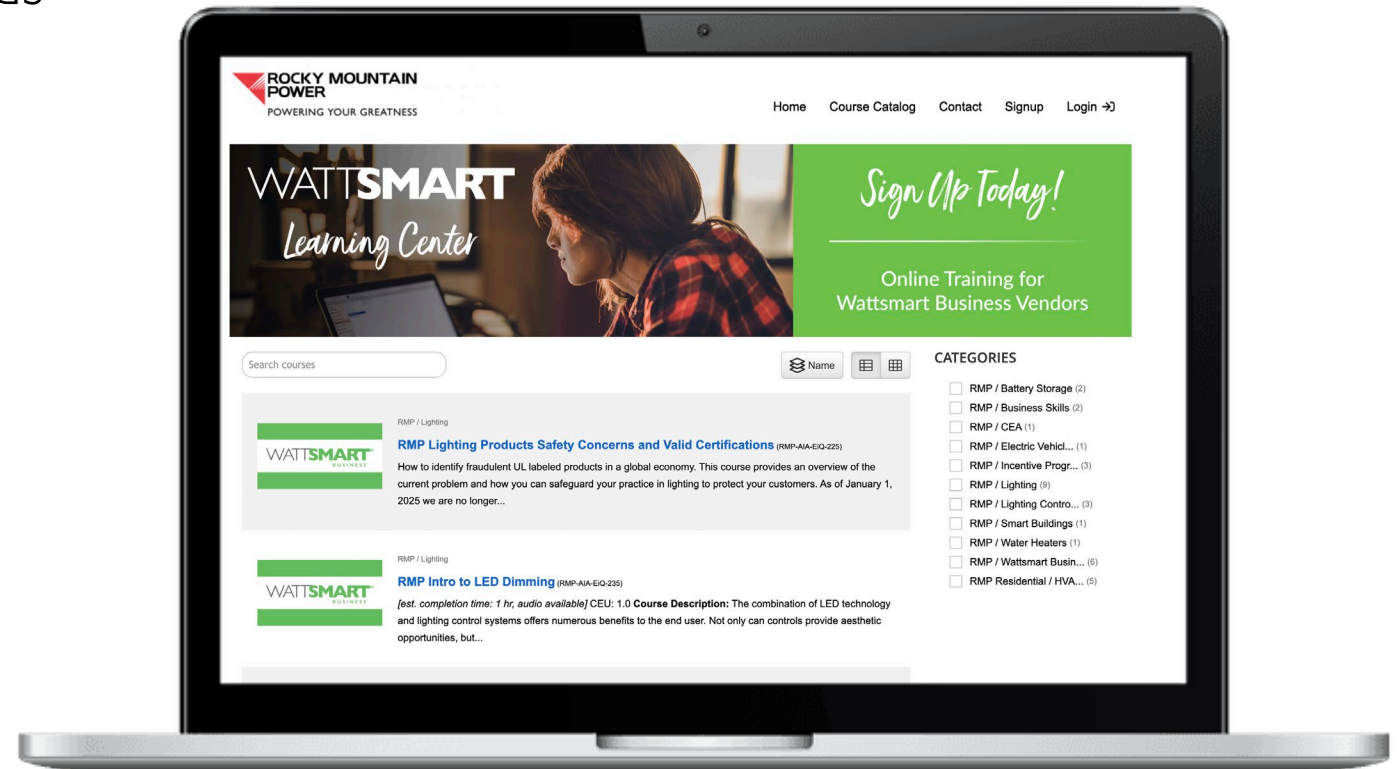


What Wattsmart® Marketing Offers

- Accompany you on in-person visits
- Listen together to customer needs and help you address them
- Provide
 - Printed materials to leave behind
 - Links to info on our website
 - Money-saving programs
 - Online training



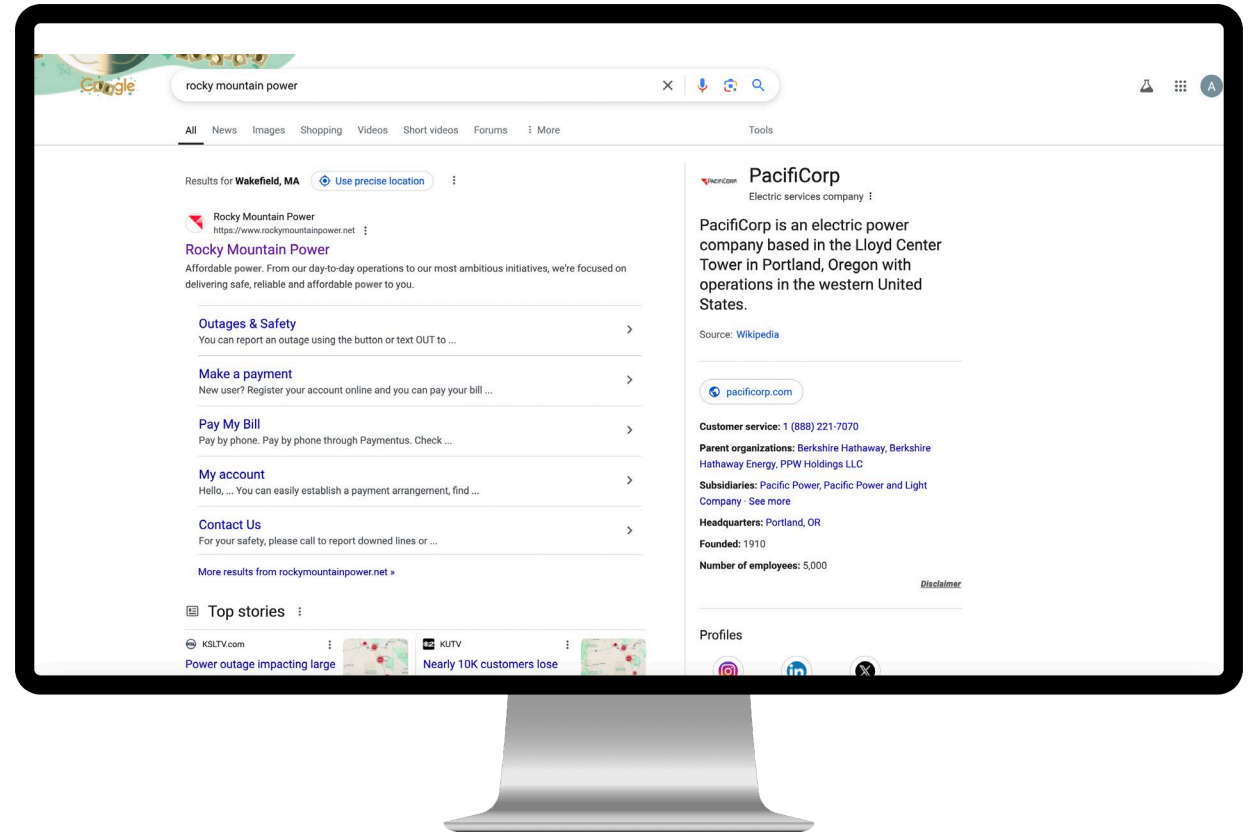
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Examining, Building and Expanding Your Online Presence

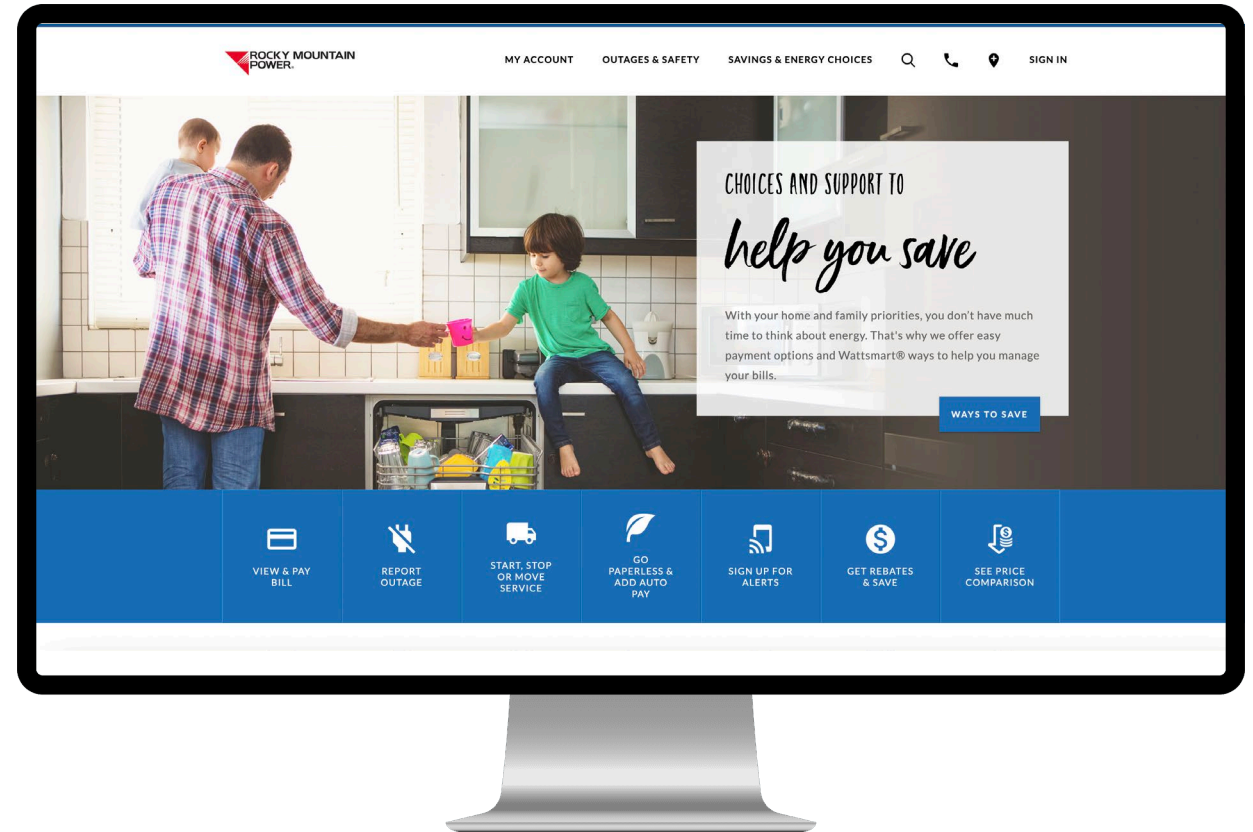
Look at Your Online Presence

- “Google” your business and see what comes up.
 - Are there online reviews?
 - Is your business hard to find?
 - Do other similar businesses come up before yours?
- Look at competitors online.
 - Imagine you are a customer doing research.
 - Copy what they do well.



Fresh and Current Website

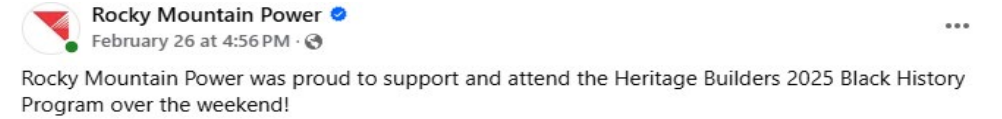
- Make obvious to visitors
 - Services offered
 - Areas served
 - **How to contact**
 - Reviews or ratings
 - Community involvement
- Also important
 - Visually engaging
 - All links in working order
 - Updated regularly
 - Organized logically
 - Accreditations and certifications



Website and Socials

Reduce customer uncertainty.

- Share customer testimonials.
- Provide success stories.
- Show community involvement.
- Feature customer-facing employees.
- Include company background.
 - Family-owned
 - Years of experience
 - Years in the community
 - Current on latest technology
- Mention you are a participating Rocky Mountain Power contractor on your website!



Monitor Business Reviews

- Google
 - <https://support.google.com/business/answer/3474122?hl=en>
- Yelp
 - <https://business.yelp.com/resources/>
- Trustpilot
 - <https://business.trustpilot.com/>
- Thumbtack
 - <https://www.thumbtack.com/>
- Angi, Inc.
 - <https://www.angi.com/>

Angi

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Find top-rated Pros in your area

Enter a zip code and get matched to businesses near you.

Enter

Not Angi Approved

Rocky Mountain Power

★★★★★ 5.0 (1)

Electrical, Energy Efficiency Auditing

Encourage Business Reviews

- Ask how the customer heard about you.
 - Track results so you know where to focus.
- Follow-up afterward to ensure satisfaction.
 - Address any issues to leave the customer 100% happy.
- Ask happy customers to give an online review.
 - Provide a link to a review page.
 - Offer a discount/reward for an honest review.

Social proof

Your feedback is important for our customers and you have a moment to post a review.

[Click here to leave a Google review](#)

We hope to see you again soon.

Sincerely,

Mike Price
Sales Manager
AlphaGraphics

Google



AlphaGraphics Logan
replied to your review

Thank you for posting a review on Google.



Sharon



AlphaGraphics Logan has been very responsive to work with. I am in touch completely through their portal, email and phone because I am not in the area. They keep me informed, are prompt to respond and...

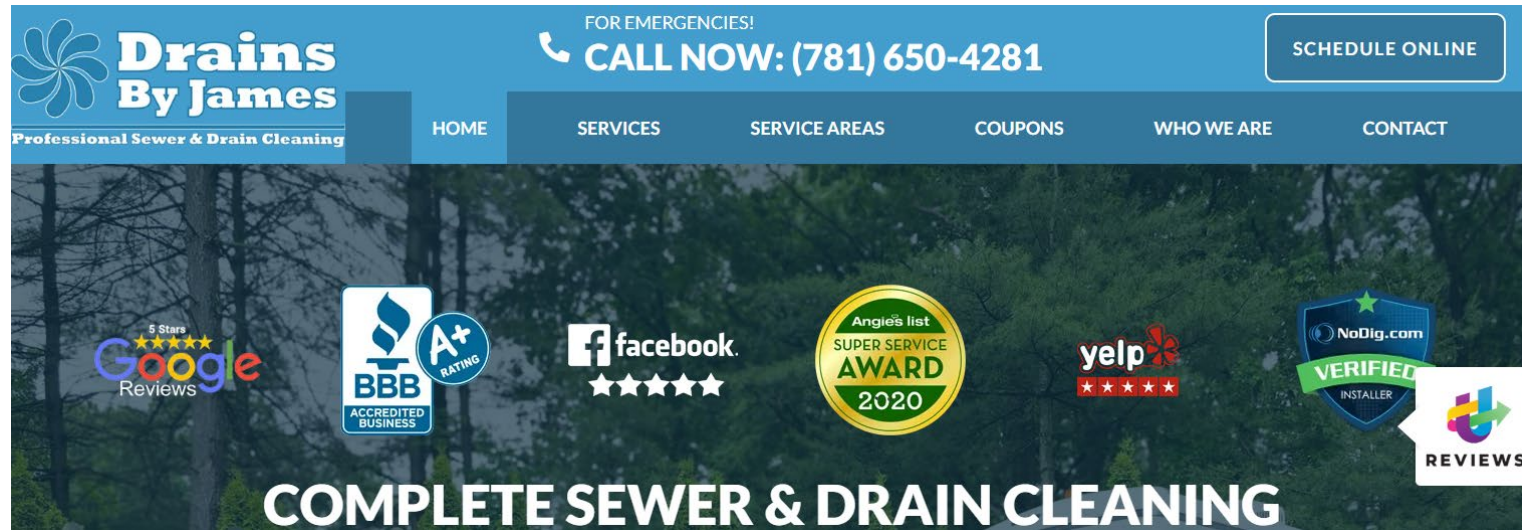


Response from the owner

Thanks Sharon for leaving us this 5 star review. We strive to provide a simple ordering process and prompt communication as we assist our clients. We appreciate your recommendation and the opportunity...

Marketing / Website Examples

Is this effective? You decide.



Drains by James

- Radio spots
- Website
- Mascot
- Slogan

Plumr

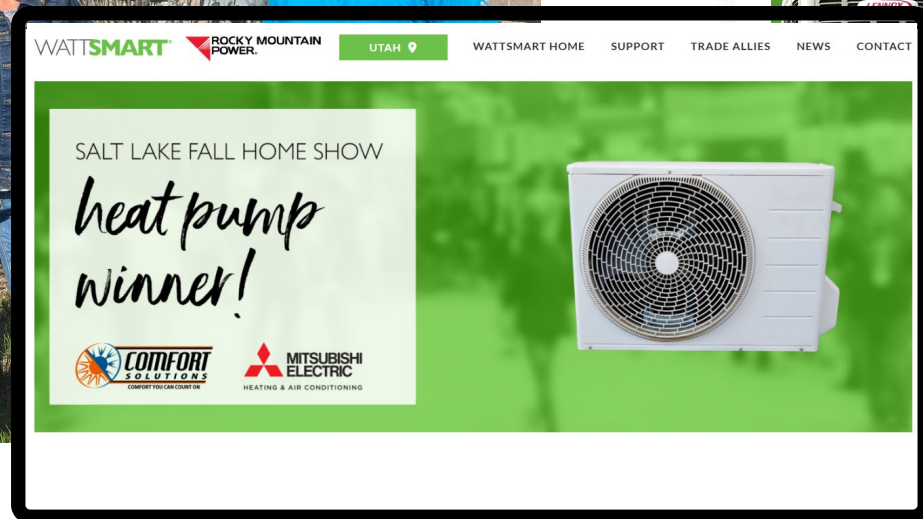
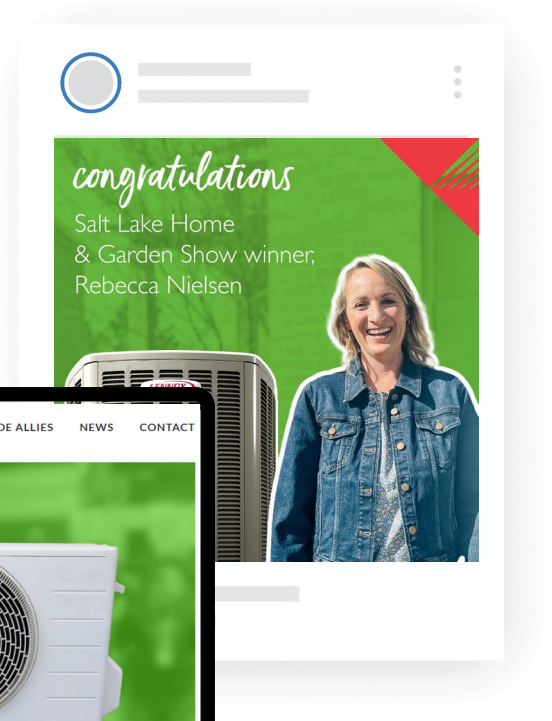
TJM Plumbing



The Power of Wattsmart Co-branding



Utilize Your Rocky Mountain Power Relationship



Leave-Behind Cards and Mailer

Idaho customers, save with a dual fuel heat pump!
As the weather warms up, you may want to consider updating your cooling system. A dual fuel heat pump offers both cooling and heating to keep your family comfortable year-round and save money – especially if your home uses propane.
Rocky Mountain Power offers rebates to Idaho customers interested in upgrading their heating and cooling system to a heat pump. Heat pumps are quality, reliable systems that are highly efficient and reduce utility costs.
If you have a propane heating system, you could see significant savings by upgrading to a dual fuel heat pump system. Contact **JM Mechanical** today at **(435) 563-6267** to get a quote on your heat pump upgrade!

JM Mechanical, LLC
HEATING • A/C • PLUMBING
JM Mechanical, 222 W 2850 N Ste. A, Logan, UT 84341

For more information scan the code here:



WATTS^{SMART} | ROCKY MOUNTAIN POWER.
For more information, visit www.WattsmaHomes.com



Get up to a \$2,000 rebate on a dual fuel heat pump

WATTS^{SMART} | ROCKY MOUNTAIN POWER.

Have your friend scan the QR code below, submit the form and work with a Pro Network contractor on their installation. They'll get \$100 discount off towards their installation, and then you'll receive a \$100 gift card. Best of all, there is no limit to how many referral gift cards you can receive.

Refer a friend today!



WattsmaHomes.com/ReferAFriend
This is a limited time offer.

WATTS^{SMART} | ROCKY MOUNTAIN POWER.

REFER A FRIEND

get rewarded

Spread the word about your new heat pump's comfort and savings and you may earn a **\$100 gift card!**

Just refer a friend, neighbor or family member to get a heat pump of their own.



Case Studies, Success Stories



"Had a great experience. The application process was easy and fast. Reimbursement was instant. Thank you for making it easy."



"Everyone we dealt with was cordial, helpful and experienced. Everything was excellent."



"I want to thank you for helping me save on my energy bill."

WATTSMART[®]
BUSINESS

ROCKY MOUNTAIN POWER.
POWERING YOUR GREATNESS

Lighting Upgrade Star Foundry Case Study



Star Foundry, premium Wattsmart Business vendor

CUSTOMER SAVINGS

Annual Energy Savings:	217,904 kilowatt-hours
Annual Cost Savings:	\$28,690
Total Project Cost:	\$123,620
Wattsmart Business Incentive:	\$86,390
Net Cost to the Customer:	\$37,235

ABOUT STAR FOUNDRY

Renowned for exceptional craftsmanship, Star Foundry is both a foundry and a custom machine shop. For more than 50 years, the company has met the demands of many industries through a wide variety of castings and alloys.



Lighting Project Before & After

PROJECT DESCRIPTION

Star Foundry worked with Rocky Mountain Power's Wattsmart Business Program and DiVi Energy on energy-efficient upgrades to their lighting, which will save an estimated \$28,690 in annual energy costs.

DiVi Energy provided a lighting assessment and offered an in-house payment plan, making it easy for Star Foundry to move forward with the upgrades.

ACTION TAKEN

DiVi Energy managed all the incentive paperwork and inspections, and the company's electricians installed Star Foundry's lighting upgrade. The new LED lighting and smart controls resulted in quickly noticeable power savings. The Rocky Mountain Power incentives slashed the total project cost from \$123,620 down to \$37,235. This cut three years off the simple payback, making Star Foundry's lighting project pay for itself in just over a year.

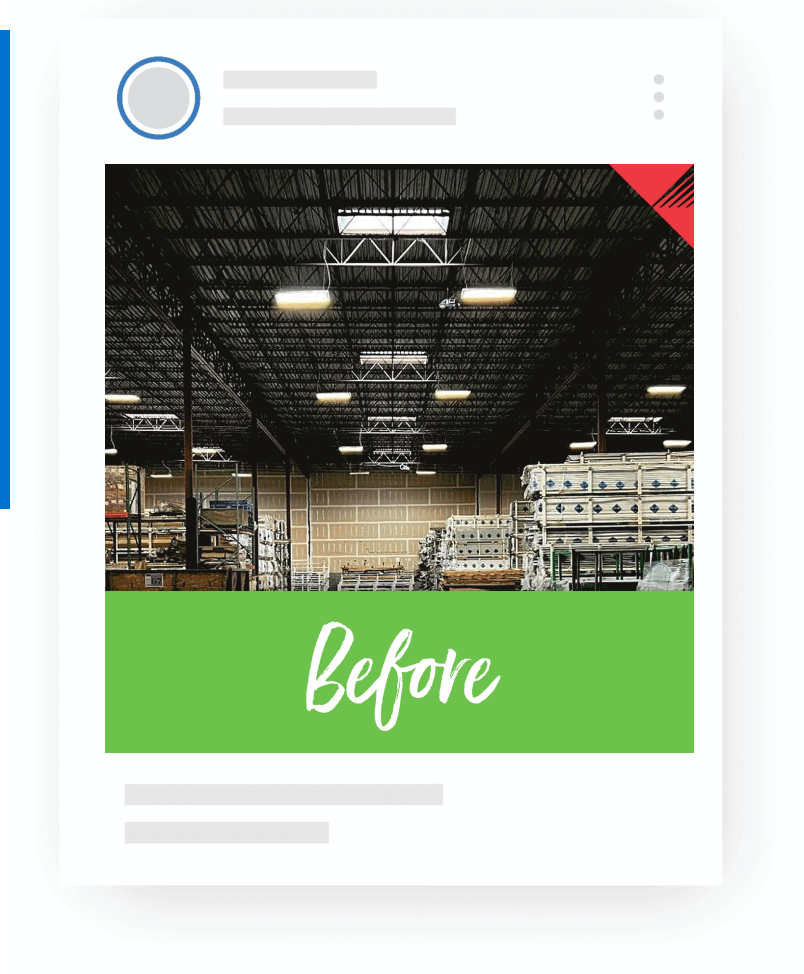
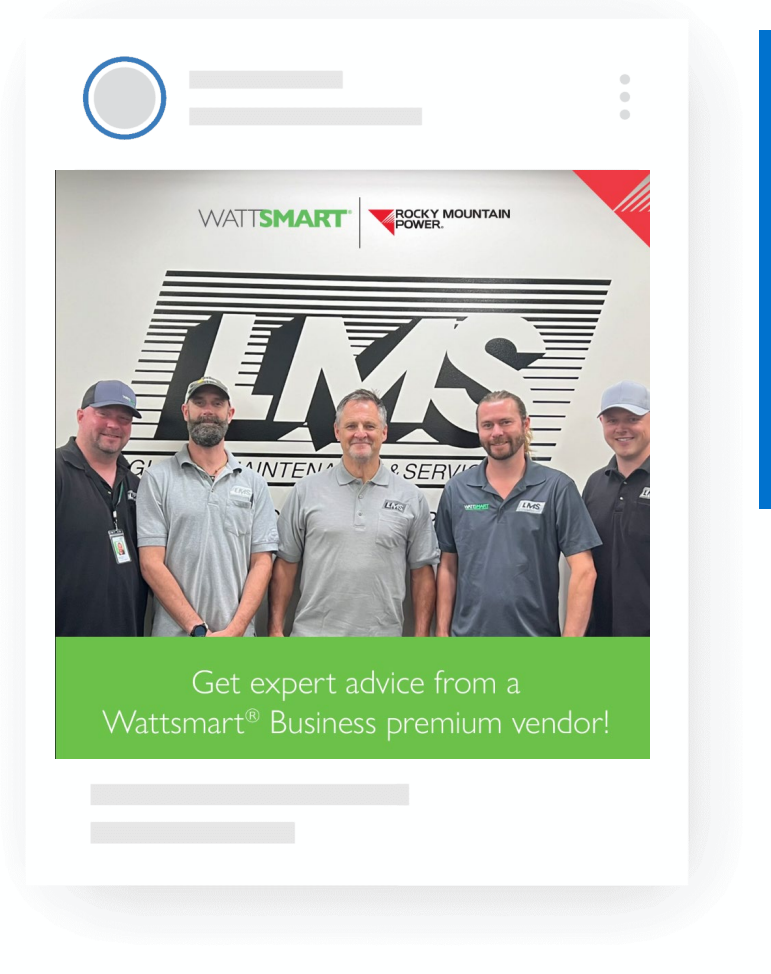
The impacts reach beyond long-term financial gains, however. Employees at the company appreciate the increased light levels where they work and are grateful that the smart controls eliminate the need to constantly cross the facility to turn lights on and off.

"DiVi is a true turnkey company that took care of everything. The incentive was really strong, and we have noticed significant power savings."
— Customer Title

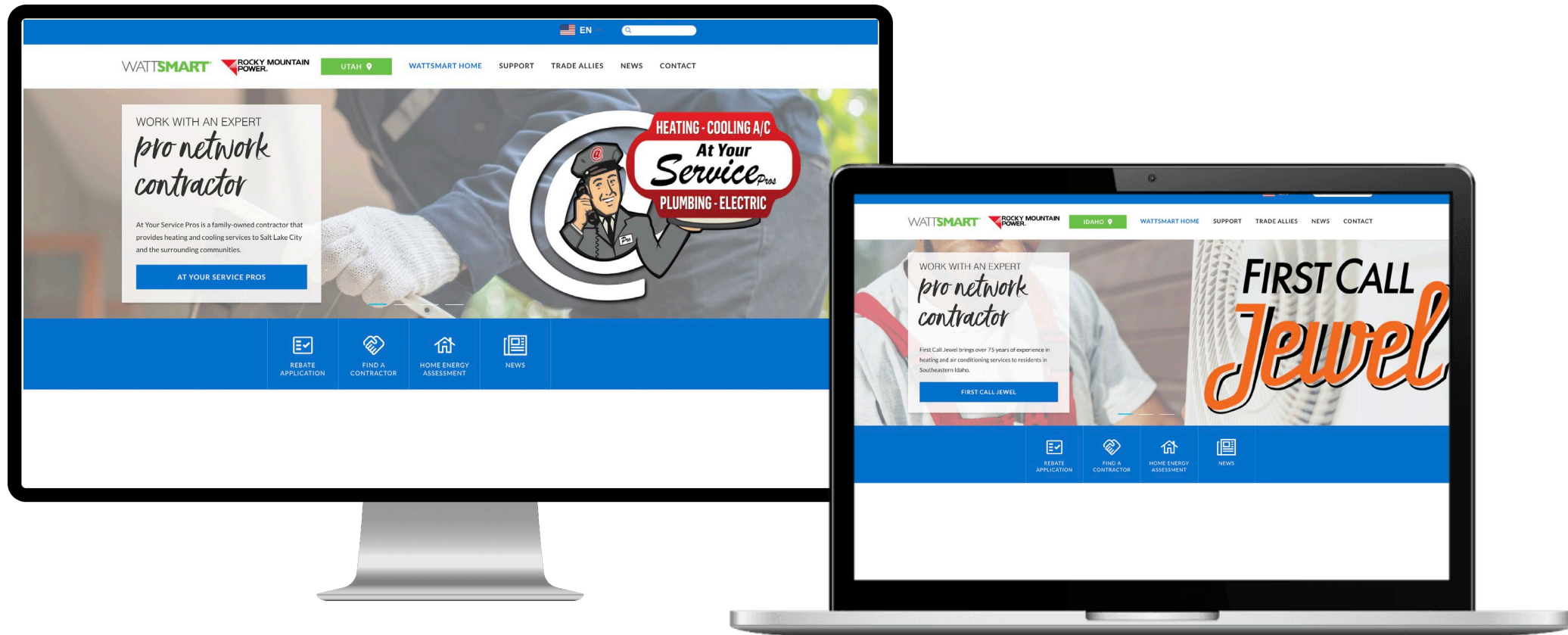
CONTACT US TO LEARN MORE

Phone: 800-222-4335
Email: WattsmartBusiness@RockyMountainPower.net
Online: WattsmartBusiness.com

Social Media Posts



Wattsmart® Pro Network Trade Ally Features



Identity Badge



Yard Signs Referral Program





Any questions?

It's time to put what you
learned into ***action!***

