

# People: Your Key to Better Marketing & Communications on a Shoestring

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## This is Not a Drill!

- “It always comes down to people, complex technology notwithstanding.”  
— Harold DePriest, Retired CEO, EPB
- “War is too important to be left solely to the generals.”  
— French President Georges Clemenceau



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# APPA Market Research

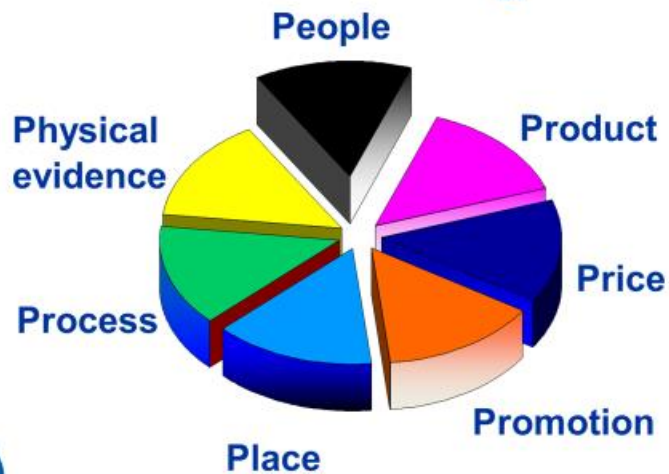
- Customers do rate their utility positively, however customer satisfaction is significantly lower in the under-55 demographic.
- An overwhelming majority of customers **do not know** what public power is or what that means for them.
- Customers are most interested in learning about rates and outages/restoration.
- Customers also would like to learn more about energy efficiency, solar, and smart grid options.
- It takes a diverse and robust mix of channels — from bill stuffers and email to web and social media — to communicate effectively with customers.



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## Services Marketing Mix



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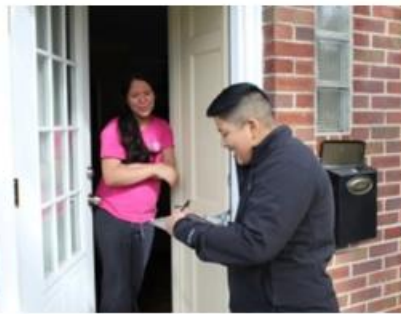
# Audience Question #1

Does your utility have a formal retiree organization?



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## Selling Solar, Door-to-Door



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## Georgia Power's Vogtle Outreach

- ▀ Consciously mobilized employees and retirees with a specific “ask” to communicate with people in their networks
  - ▀ Anywhere and everywhere
    - ▀ >25 retiree chapters across Georgia, with thousands of members
- ▀ “Everybody’s a communicator, regardless of their day job. We are all expected to act as the face and voice of the company.”



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## 3Degrees' F2F Business Model

- ▀ Portland-based Utility Marketer
  - ▀ Mainly known for marketing green energy programs
- ▀ Clients include Pacific Power, Rocky Mountain Power, Dominion, TVA
- ▀ Knocking on doors one of several tactics
- ▀ Door knocks a cost-effective tactic with steady, predictable conversion rate



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# Takeaways

- Understand the (potential) value of F2F
  - Could it work at your utility?
- Stay connected with your retirees
- If you're looking for more feet on the street, **at no cost**, consider mobilizing your retirees and employees as a communications resource
- Make specific requests of your retirees
- Provide them with training and information
- Start yesterday



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