



# Micromarketing to Deliver Kilowatts

Lime Energy and AEP Ohio April 30, 2013

[www.lime-energy.com](http://www.lime-energy.com)

# Micromarketing Defined



Micromarketing is the practice of tailoring marketing strategies locally; where a marketing message is crafted more personally to a buyer.

# AEP Ohio

## Express Direct Install Program

ENERGY IS PRECIOUS.  
LET'S NOT WASTE IT. **AEP OHIO®**

**Small Business  
Express Program**



### Overview

- Turnkey
- Rapid implementation
- 200,000 kWh or below
- Multi-measure program
- Est. 75,000 SMB customers
- 13,700 MWh annual goal
- 'Up to 80%' incentive
- Financing available

### Approach

- Data driven

# AEP Ohio Planning

## Approach to Market: Data Driven



Marketing & Communications Plan

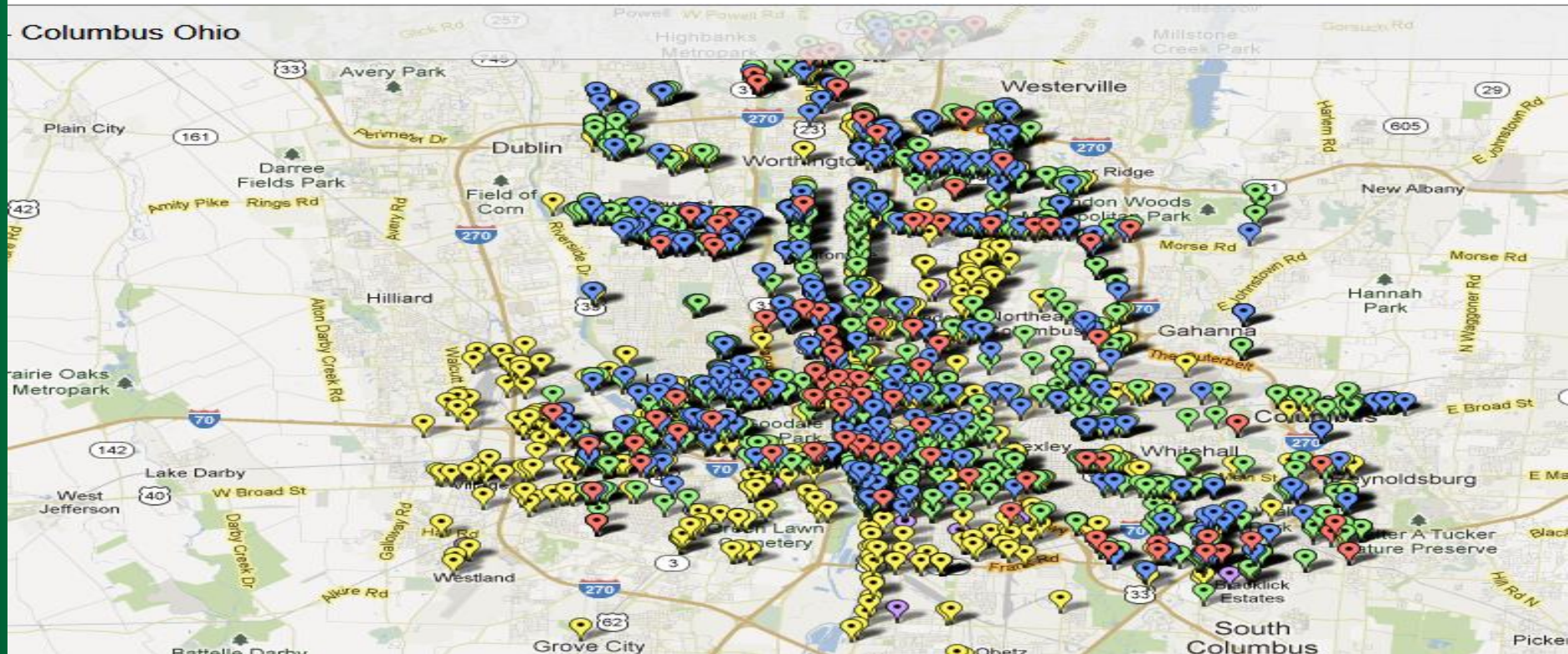
### Key Elements of Approach

Actionable	EE Insight	Territory analytics Market segmentation Personas development
	Data	Predictive analytics Geo-targeting



# Territory Analytics

## Understanding Addressable Market



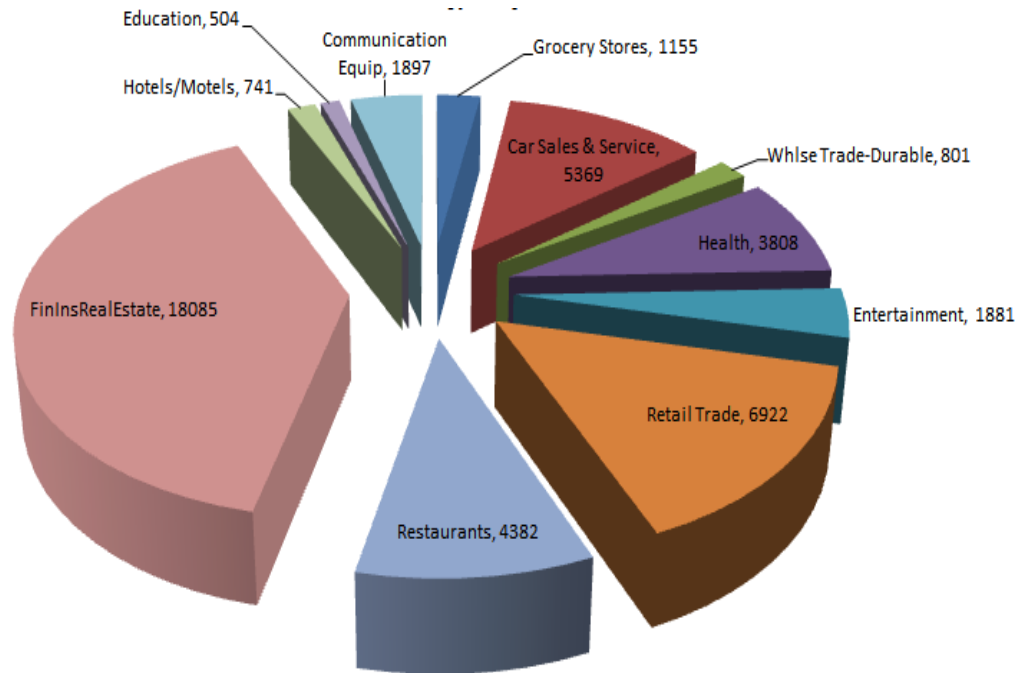
Lime Energy drills down with 3 levels of segmentation analysis:

- Level 1 – all territory
- Level 2 – county territory
- Level 3 – zip code territory

(# of accounts, Avg. Peak Demand, Potential Savings)

# Market Segmentation

## Defining AEP Ohio's Small Business Profile



Lime is able to identify customers that have a high potential for energy savings through the program based on business industry classification and utility data energy usage modeling.

Lime Energy has identified approximately 75,000 businesses within the 0-200,00 kWh peak demand in the AEP Ohio territory zip codes.

### **Key Vertical Targets:**

- Automotive Service & Repair Shops, Auto Dealers & Supply
- Retail Trade
- Small Office
- Restaurants
- Grocery and Food Stores

### **Key Characteristics:**

- Decision maker on site
- Strong network
- Measure alignment

# Persona Development

## Small Business Profile



Focusing on people means that we move beyond basic benefits of the direct install program. We understand how leveraging the program changes the lives of these small business customers.



### Characteristics of Small Business Owners:

#### What Most Know:

*Hard working*  
*Self Motivated*  
*Passionate*  
*Market Intuition*  
*Limited Capital*

#### What Most Do:

*Market Broadly*  
*Sell Benefits*

#### What We Also Know:

*Where they need funds*  
*Operating/ Burn Hours*  
*Measures*  
*Best Practices*  
*Influencers*

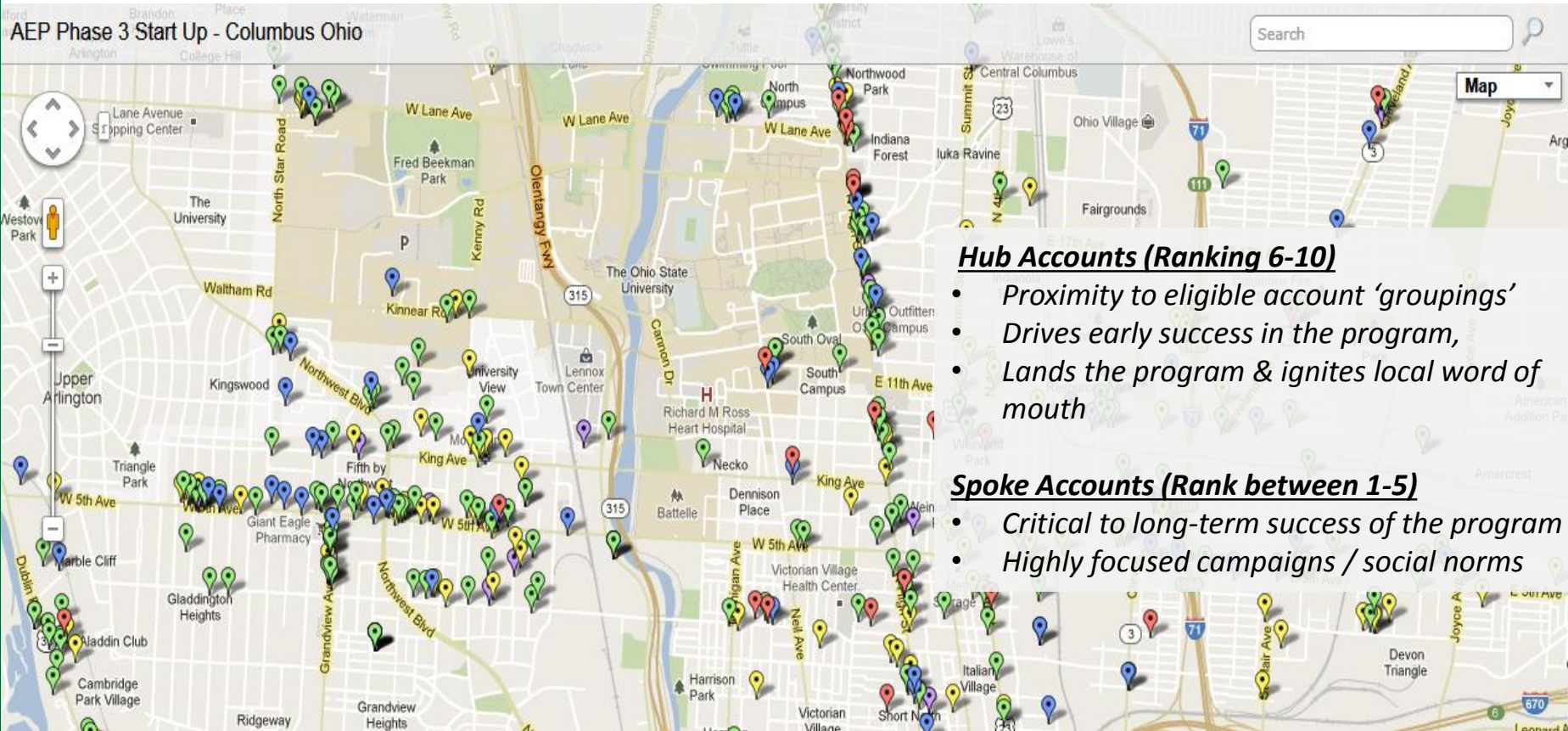
#### What We Do:

*Tailor Message*  
*Sell Value*  
*Educate*  
*Relate*  
*Build Relationships*

# Predictive Analytics

## AEP Ohio SMB Modeling

### AEP Phase 3 Start Up - Columbus Ohio



#### **Hub Accounts (Ranking 6-10)**

- Proximity to eligible account 'groupings'
- Drives early success in the program,
- Lands the program & ignites local word of mouth

#### **Spoke Accounts (Rank between 1-5)**

- Critical to long-term success of the program
- Highly focused campaigns / social norms

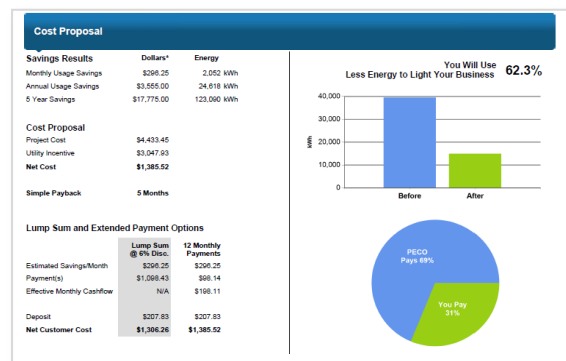
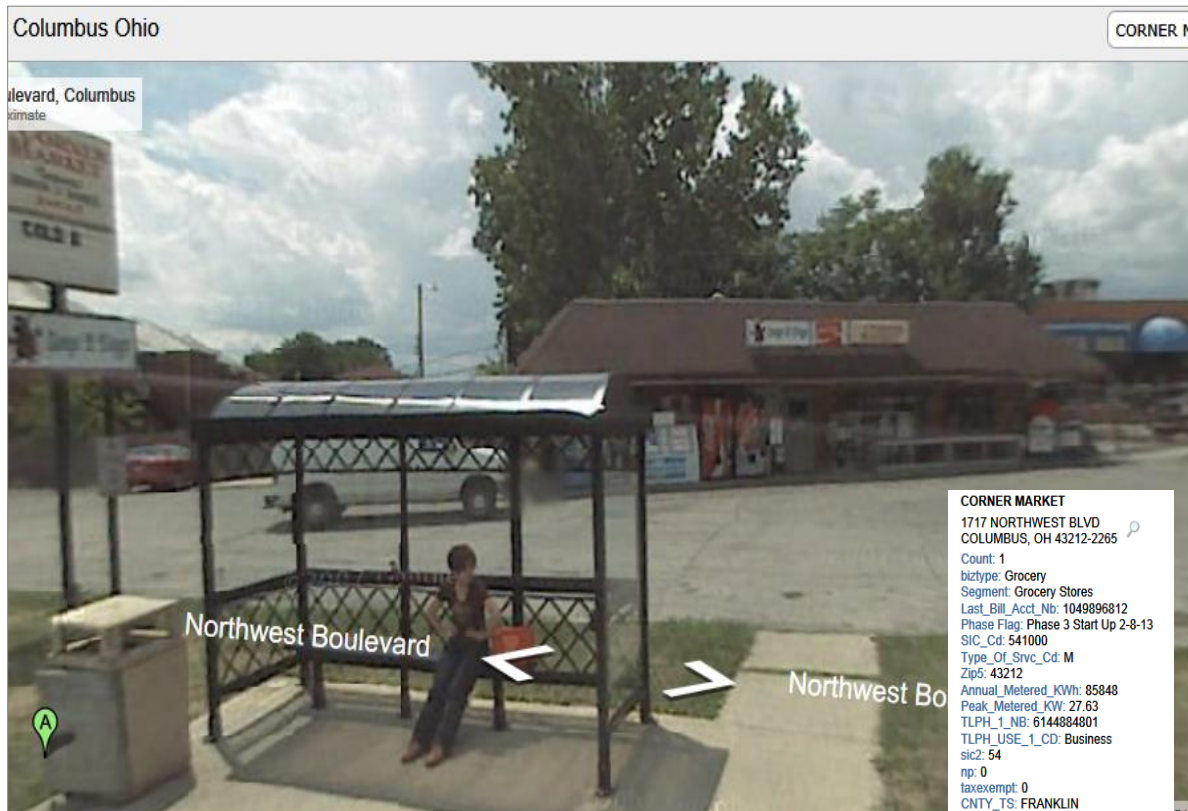


Energy Modeling and Ranking systems are applied to each customer based on a combination of characteristics such as **energy consumption, industry savings potential, and potential payback.**



# Geo Mapping

## AEP Ohio's Field Level Alignment








Our data mapping software allows our Energy Advisors and Outreach Coordinators to drill down all the way to the street level with the push of a button...**while canvassing!**

Live GPS location allows them to see all utility account contact information as well as high value business industry classifications.

# AEP Ohio Marketing

## Data Feeds & Manages the Channels

### Commitment to Customer Experience

				
Local Field Teams	Telemarketing	Direct Mail	Inbound Marketing	Post-Install
Canvassing Program voice Call to action	Lead generation Scheduling Call to action	Education & awareness Call to action	Education & awareness Call to action	Customer satisfaction Word-of-mouth referrals

Consistent Message & Compelling Call To Action



# AEP Ohio Program Plan

## Customer Satisfaction



### Customer Satisfaction Survey

Your feedback helps us provide our customers with the best possible experience. Thank you so much for your time.

**If you're using the Safari (iPad or iPhone) browser, [click here](#) for the survey.**

Once you have finished the survey, please take a moment to complete the form on the right to be entered to win a \$150 Visa gift card!

**\* 1. My zip code:**

**\* 2. This program was a good value for my business.**

Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**\* 3. The process was quick and easy to understand.**

Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Would you be willing to provide a testimonial to be used in future marketing materials to promote this program to other local businesses?

If so, please complete this form once you've **completed** the survey. As a way of saying thank you, we will enter you in a quarterly drawing for a \$150 Visa gift card.



**I want a \$150 VISA Gift Card!**

First Name \*

Last Name \*

Job Title

## Post-Installation Campaign


- Ensure customer satisfaction
- Ongoing customer engagement
- Testimonial development
- Customer referrals

# AEP Ohio

## Grocery Store Pilot

### SAVE THE DATE

You make shopping EASY -  
We make saving energy EASY for you!




**AEP OHIO**  
A unit of American Electric Power

#### Dinner Workshops on Saving Energy

##### FREE Dinner Workshops on Saving Energy

Learn how to save money and make your store lighter and brighter.

- Enjoy a great dinner while you learn
- Get money-saving tips from an expert on small market efficiency
- Talk to our pre-qualified contractors about the next steps.



LIMA: Monday, July 8 from 6pm to 8pm  
(Location to be determined)

COLUMBUS: Tuesday, July 9 from 6pm to 8pm  
(Location to be determined)

**SPACE IS LIMITED!**  
Please complete the form on the right or  
CALL: 800-455-4555

Space is limited! Please complete this form to let us know you're coming!

First Name \*

Last Name \*

Company \*

Email (we will keep your email completely private) \*

Phone (optional)

I plan to attend the dinner workshop in: \*

-Choose One-

I would like to bring a guest  
(include name here)

## Methods

- Integrate two EE programs
- Leverage data on small grocery store research
- Educate owners in savings opportunities
  - Two local workshops
  - Connect with contractors
- Provide in-store materials to promote residential EE

# Best Practices

- Force big data into manageable & actionable data
- Continuously seek areas to optimize field coordination
- Healthy campaigns start with healthy data – spend the time to scrub and clean
- Build strong personas - really understand what drives action
- Increased kilowatt savings are a natural output

