

# Summary Points From The Track Group Interview With Sol Salinas of EPA, EnergyStar Program

## **Goals** (File: Goals\_093618)

- Start by clearly defining your goals including the larger societal goal, the specific big picture goals for this effort, and the smaller goals that will allow you to achieve your overall goal(s)
  - Drill down and identify your area of influence relative to larger goal
  - Identify your target market(s)
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## **Target** (File: Target\_v2\_095052)

- Identify champions within companies that can bring about change
- Be flexible – knowledge gained during the process should identify any flaws in target strategy

## **Target Markets – Residential** (File: Target Markets\_Commercial\_094726)

- ES: Carefully selected “billboard” products and services that had increased potential to grow and demonstrate value

## **Target Markets – Commercial** (File: Target Markets\_Commercial\_094726)

- ES: Identified flagship companies that can serve as models name brand co.
    - Promote brand/success via well known names and champions to recruit others
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(File: Reach-Basic Message\_095622)

## **Physical Reach** (Physical Reach-Media\_094204)

- How will I reach my target market?
  - Know their consumer trends
  - Know their lifestyle
  - Utilize other well known brands to reach them

## **Leverage Others to Extend Reach** (Leveraging\_Brands\_100030)

- Extend your reach by making marketing resources available to well known brands for the purposes of creating cross-promotions

## **Reach Case Study** (File: Wall Street\_095052 )

- Engage those with influence
- Help them understand your product or service
- Form partnerships to promote your product or service to your target's peers

## **Reach-Basic Message**

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### **Action** (File: Action\_093742, Action\_v2\_095622, Action\_v3\_095622)

- Always provide your target audience with a call to action
  - ES: Began the process with “Missionary Work” – inform your audience of the problem or issue and provide a call to action relevant to each target audience segment
  - Cater the call to action to your target market
  - Keep the call to action as simple as possible
  - Relate the message to what will resonate with each target audience
  - The message will change and evolve as your campaign grows
  - Leverage existing audience to spread the word
    - ES: General Public vs. Business to Business

### **Limited Funding** (File: Limited Funding-Partnerships\_094204)

- Get creative – maximize limited funding by leveraging partnerships and utilizing cross promotions
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### **Obstacles** (File: Obstacles\_100718)

- Start with issues that have a local impact, then draw links to the bigger picture

### **Evolution - Residential** (File: Evolution-Residential\_100030)

- Move from marketing efforts to from end users to retailers and manufacturers
  - Forming partnerships allows you to leverage well known brands to promote your brand!

### **Evolution - Commercial** (File: Evolution-Commercial\_100030)

- Move your message up the corporate ladder
    - Show benefits for the entire organization – not just end users
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**Measurement** (File: Measurement\_v2\_093930)

- Know how to measure your success
    - Develop measures that will be easily translated by program reviewers
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**Closure - Results** (File: Closure-Results\_101233)

- Separate your marketing results from your physical measures
  - There are proponents and advocates for every marketing program
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**Keep** (File: Keep\_095622)

- Expand the reach of your brand by leveraging partnerships to help “preach the gospel” about your product or service.

To obtain a copy of the above audio clips, please contact The Track Group, Inc. at [dave@trackg.com](mailto:dave@trackg.com) or (703) 941-7766 x101.