



Create a Promotional Strategy

Congratulations! You've become a GreenQuest sponsor. What's next?

Many sponsors get excited about rolling out GreenQuest, but they don't take the time to create a promotional strategy. Here are some marketing suggestions for increasing GreenQuest participation and value for your organization.

1. Consider your audience.

Who do you want to use GreenQuest? Decide who you're going to target: Are they students, faculty, or parents? Are they prospects or current customers? Are they local taxpayers? You can't target everyone, so focus on one particular group. It will be much easier to develop your strategy when you know who you are trying to reach.

2. Identify places of connection.

Where do you and your audience interact? Think about the opportunities you have to get in front of them, such as websites, newsletters, or email. How about flyers, bulletins, press releases, social media pages, or bookmarks? You have to go to where the people are.

3. Strive for visibility.

Is your promotion accessible? You might maintain an energy efficiency page on your organization's website, and it might be very important to you, but if the page is hard to find, chances are your audience won't find it. Try promoting GreenQuest on your organization's homepage.

4. Find your message.

What will compel your audience to use GreenQuest? You're in a position to know, or find out, what is important to them. Don't just say why you think they should use GreenQuest; give them a reason that will resonate with their needs.

5. Make it easy.

Make it easy to start using GreenQuest—ideally with a single click. Our library of GreenQuest website buttons (www.EnergyCAP.com/GQbuttons) can help. Once you've created your promotional strategy by considering your audience, identifying places of connection, striving for visibility, and finding your message, give your audience easy access to GreenQuest. Don't make it difficult.