Metro Area Focus/Outreach

SIPS Metro Marketing Tool Kit
New Strategic Marketing Focus/Outreach

(30 min)

Current Challenge
Marginal category awareness or improvement and remaining strong value chain resistance.

Proposed Solution
Medium-term focus in 2-3 key geographies
NEW BUSINESS – METRO MARKET FOCUS

What are Key Geography Selection Criterion?

- Multiple SIPA Mfg. members (competency & supply)
- Robust construction market demand drivers
- Strong building codes driving insulation mandates
New Strategic Marketing Focus/Outreach discussion & approval (30 min)

NEW BUSINESS – METRO MARKET FOCUS

50% of US Population & GDP in shaded counties
NEW BUSINESS – METRO MARKET FOCUS

Commercial State Energy Code Status
AS OF SEPTEMBER 1, 2014

Residential State Energy Code Status
AS OF SEPTEMBER 1, 2014

States with Supporting Energy Codes
Targeted Stakeholders

- Architects + Designers
- Builders
- Sub-contractors
- Home Owners
- Realtors
- Code officials
- Appraisers
- Green Mortgage Brokers
- Green Building Organizations
- Suppliers
Marketing Tool Kit: Integration

INTEGRATED MARKETING CAMPAIGN

- CRM
- Social Media
- Website
- Public Relations
- Search Engine
- TV/Radio
- Events/In Person
- Education
- Branding ID
- Automation
# Sample Calendar

## Marketing Plans

<table>
<thead>
<tr>
<th>Marketing Plan</th>
<th>Start Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Re-Branding: update logo, pkging, signage, website, etc</td>
<td>1/1/15</td>
</tr>
<tr>
<td>NY Resolution Sale 1/3-1/10 = 30% all self help products</td>
<td>1/3/15</td>
</tr>
<tr>
<td>B2B Direct Mail New Brochures</td>
<td>1/7/15</td>
</tr>
<tr>
<td>Holiday Sales Ad in Sun Paper 2x a holiday</td>
<td>1/11/15</td>
</tr>
<tr>
<td>MLK Sale with in-store clearance 50% off &amp; rest 20% off</td>
<td>1/19/15</td>
</tr>
<tr>
<td>Initiate TV Ad pricing meetings with 4 local stations</td>
<td>1/20/15</td>
</tr>
<tr>
<td>Create Valentines Ads &amp; Copy</td>
<td>1/21/15</td>
</tr>
<tr>
<td>Sponsor table at monthly Chamber of Commerce Luncheon</td>
<td>1/23/15</td>
</tr>
<tr>
<td>BLOG THEMES: NY Resolutions, MLK sale, Rebranding</td>
<td>1/1/15</td>
</tr>
<tr>
<td>Valentine's Day 3-Day Sale Ad Campaign</td>
<td>1/1/15</td>
</tr>
</tbody>
</table>

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**Case Studies**

- [Image of Case Studies]

**Articles and Newsletters**

- [Image of Articles and Newsletters]

**Events**

- [Image of Events]

**Online Advertising**

- [Image of Online Advertising]
<table>
<thead>
<tr>
<th>Sample Tier One</th>
<th>Sample Tier Two</th>
<th>Sample Tier Three</th>
</tr>
</thead>
<tbody>
<tr>
<td>SIPA Online Tool Kit</td>
<td>Marketing Research</td>
<td>Marketing Research</td>
</tr>
<tr>
<td></td>
<td>Monthly Regional Trade Press Outreach</td>
<td>Monthly Regional Trade Press Outreach</td>
</tr>
<tr>
<td>Preformatted Press Release</td>
<td>Monthly Case Study</td>
<td>2-3 Monthly Case Studies</td>
</tr>
<tr>
<td>Preformatted Case Studies</td>
<td>Bi Monthly Industry Trade Event</td>
<td>Monthly Industry Trade Event</td>
</tr>
<tr>
<td>AIA Course Downloads</td>
<td>Marketing Collateral for Events (Signage, banners)</td>
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</tr>
<tr>
<td>Upload Case Studies to the Blog</td>
<td>Develop Regional Social Media Pages + You Tube Channel</td>
<td>Develop Video + Photo Assets/ You Tube Channel</td>
</tr>
<tr>
<td>Participate in SIPA Industry Events</td>
<td>Social Media Content Updated weekly</td>
<td>Social Media Content Updated weekly</td>
</tr>
<tr>
<td>Enjoy Overall SIPA Marketing Outreach</td>
<td>Regional monthly email marketing</td>
<td>Participation in regional Parade of Homes/Demonstration Project</td>
</tr>
<tr>
<td>Overall Strategic Message Guide For Press, brochures, posters, etc...</td>
<td>Quarterly Reporting</td>
<td>Regional Consumer Press Outreach</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Regional Consumer Advertising</td>
</tr>
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<td></td>
<td></td>
<td>Monthly Reporting</td>
</tr>
</tbody>
</table>

**COST: SIPA Membership**

**Range:** 2-4K Monthly

**Range:** 5-10K
THANK YOU

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