



APPROVED INSTALLER ADVERTISING & MARKETING GUIDE



ORGANIC ENERGY

INSTALLER ADVERTISING AND MARKETING GUIDE

About this guide

There are so many options for advertising that it would be very easy to spend a lot of money very quickly and not to see any return. So to help you make the right choices we've put together this brief guide.

We've also provided you with template advert artwork in several standard sizes, in both colour and black/white that can be personalised with your own company name and contact details. These are on the USB Memory Stick contained in your Installer Toolkit. Simply send the artwork template to the publication, along with your required contact details which they will be able to insert into the PDF.

If you require advert artwork in a size other than the templates provided, or for advice on any advertising or marketing idea you are considering, please contact one of the Organic Energy team on **01938 530 070**.

The basics

For any marketing campaign to work, you must be targeting the right message, at the right people, in the right media and at the right time.

The message

Good advertising focuses on the benefits of the product or service and not on the features. For example, 'Wood pellets' are a feature of the system, the benefit is that they are a 'cheap, renewable, sustainable and low-carbon fuel'.

For advertising to be successful it must translate the benefits into a strong and compelling 'proposition' – if I am your 'prospect' the proposition is the answer to the question 'What's in it for me?'

So the adverts we have provided you with take care of the consumer message and a proposition that encompasses the main benefits:

Now it pays to be green with the most advanced and efficient wood pellet boilers in the world

PDF templates

These templates are created in a selection of standard sizes that you can send to the publications you are advertising with. Part of the advert leaves room for the publication to enter your company contact details.

Our target audience

But who are the people that we need to get this message out to?

Our prospects can broadly be broken down into the following groups;

- 1) **'Environmentally concerned'** For these people, environment is everything. They are already committed to a variety of environmental charities and organisations, such as Greenpeace, the World Wildlife Fund, Friends of the Earth and Campaign to Protect Rural England/Wales. Whilst they may not be the most affluent of our prospects, they are prepared to spend what disposable income they have to live by their beliefs, even if they have to make sacrifices in other areas to do so. They will always be looking for ways to live an even greener lifestyle, and the efficiency of the ÖkoFEN boiler and sustainability of the fuel will be very appealing to them.
- 2) **'Lifestyle purchasers'** These are people who have achieved the trappings of success: A large house in the country, regular luxurious foreign holidays, children at private schools, a Range Rover on the drive and Aga in the kitchen. An ÖkoFEN wood pellet boiler is the next on their list of desirable big-ticket purchases that fit in with this lifestyle and also show the outside world that they are 'doing their bit' for the environment and global warming. Although they are very style and brand-conscious this isn't to say that all of these people are only concerned with 'keeping up appearances'. They will be well aware of rising fuel prices and so can also be 'sold' the long-term cost saving benefits of this investment. And many may themselves be suffering during the economic downturn and looking for ways to sustain their lifestyle and standard of living.

Space for the publication to enter your company contact details



A4 Full Page



A5 Page



A4 Half Page



A4 Quarter Page



- 3) **Professional specifiers** This group covers architects, and other specifiers in both public and private sector roles. The public sector specifiers will be working to targets set for carbon reduction by both local and central government, as well as looking for cost-effective energy solutions for the public buildings they manage, such as schools, hospitals and leisure centres. The private sector specifiers could be involved in both commercial and residential building projects and will be working to fulfil their clients' briefs to balance build cost, aesthetics and running costs.
- 4) **Commercially aware** Whilst these people may also have some environmental concerns, this is not their main motivation. They will be aware of the longer-term cost-saving benefits that an ÖkoFEN wood pellet boiler will deliver, either in their business or home. They are likely to keep up to date and be familiar with energy-related government grants that are available at any time, such as Feed-in-tariffs, and may already have invested in solar panels. A wood pellet boiler would be a natural addition to their energy/cost saving equipment.
- 5) **'Land-rich, cash poor'** Farmers and 'old money' country landowners come into this category. They are likely to live in large draughty old buildings that eat heating – and their dwindling inheritances. The cost of traditional fuels is a constant worry to them, even more so if they live in a remote area that is not supplied with mains gas, or where oil deliveries are subject to favourable weather conditions. They are not particularly bothered about the aesthetics of the product, but the quality build, reliability and running costs will all be attractive benefits to them. Importantly this group also have the space, either on their property, outbuildings or land, that is required to house the boiler installation.
- 6) **'Gadget geeks'** Mostly likely to be single men, or if married, they don't yet have the expense of children so can afford to spend on themselves. These are the people who have to have the latest hi-tech gadget as soon as it is launched. The latest tablet, phone, computer or sound system has to be theirs. They appreciate brands such as Bang & Olufsen, Mercedes, Apple and Sonos. For a large part they are already 'sold' on the quality German engineering story from the products they have already chosen. They will appreciate both the aesthetics of the products and the technology behind them.

Where to advertise

Advertising in national media is not appropriate for an individual installer – it can be very costly and could just as easily generate enquiries for installers in other parts of the country.

We also don't recommend advertising in daily or weekly newspapers unless they are to promote a specific event such as an Open Day. We are looking for media that keep your message 'live' for as long as possible.

So what we will concentrate on here are suitable local/regional opportunities.

1) Regional Lifestyle magazines Most regions, counties and cities have at least one good quality monthly Lifestyle magazine, e.g. Cheshire Life, Shropshire Magazine, Wolverhampton Select. Typically they will carry advertising from upmarket Estate Agents, photographs of social events that have taken place e.g. Charity Balls, Rotary and Masonic Dinners, private school functions, and features on local people of note. You will probably already be familiar with the particular publications in your area – they are the ones that can be found in doctors' and dentists' waiting rooms for years! The long 'shelf-life' of these publications is one reason they are a good bet for your advertising. A high-ticket purchase like this is not a spur-of-the-moment decision and it helps if your message is seen repeatedly over a period of 12 months – 2 years whilst your prospect is making their buying decision: The decision is frequently a joint one between the 'influencer' (often, but not always the lady of the house) and final decision maker i.e. the one who will ultimately be paying.

- Expect to pay £200 - £250 for a quarter page advert.
- You will get better rates if you are prepared to commit to a series of 3, 6 or 12 adverts. In our experience you need to advertise regularly – at least 3 times in a 3 month period – to get recognition and start to benefit from the coverage.
- These publications may well be interested in any particularly interesting installation stories, involving well-known local people or buildings, so you could benefit from PR too. (See the PR Guide included in your Installer Toolkit)

- 2) Events and exhibitions** Look out for any events that are taking place in your area that any of the target audiences identified are likely to attend in large numbers – and then talk to the organisers to see what opportunities are available for you to showcase the Organic Energy story and your installation service. County Agricultural Shows, ‘Green’ events/exhibitions, Hunt Balls, society and charity events could all present different opportunities. Think laterally as well, not just about taking an exhibition space. Could you ‘flyer’ under the windscreen wipers of suitable cars in the car park? (N.B. Always clear this with the organisers first, it can be illegal in some public places). Can you put a flyer in the Exhibition pack, or any ‘goodie bag’ that the attendees will take away? Can you place an advert in the event programme? Can you act as main sponsor of a Charity event that will attract the right kind of attendees and also benefit from the press coverage that will be given? Are there any other local businesses supplying high quality home-related or hi-tech products that you could have some kind of reciprocal arrangement with? Does your local private hospital have any advertising opportunities in the waiting-rooms e.g. notice boards for posters or video screens?
- 3) Social media** If you don’t already have a Twitter account or Facebook page for your business this is something you should seriously consider. It is far easier to drive visitors to your Facebook page than it is to get them to visit your website. However, we understand that you will have limited time to keep on top of any social media accounts you open, so we recommend you get some training on the basics to begin with. A good place to start would be your local Chamber of Commerce who will either offer basic social media courses themselves (1/2 a day should be enough to get you going), or will be able to point you in the right direction of someone who does.
- 4) Word-of-mouth** Referrals from your existing customers will always be one of the best ways of getting new business as they are likely to move in social circles of similar people who could also benefit from your services. Your Installer Toolkit contains a stock of Referral Cards that you can use. Make sure that you give some to all customers with their Handover documents, telling them what they are, how you would appreciate them being used, and any referral incentive offer you have in place. Be sure to strike whilst the iron is hot – the weeks immediately following their own successful installation are when they are most likely to tell friends and colleagues about their fantastic new heating system and to recommend that they too find out about it.
- 5) Local Parish Magazines** A valuable weapon in your advertising armoury. This type of magazine is generally produced either by the local church or some other local community group such as a residents’ association. They are usually produced in black/white using very basic printing, so can look pretty amateur. (N.B. We have supplied mono ads with your templates that can be used in this type of publication so your business will still look professional.) However, the benefits to you are that they are very cheap to advertise in (typically £25 - £100 for a full A5 mono ad in every issue for a 12 month period), and are hand-delivered to all the houses in the area. As they contain information on events taking place in the locality, and listings/adverts for local trades people, they are well-read and also usually kept as reference for long periods, until the next issue is received.



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