

Marketing

Creating incentives for building owners to take part in the Atlanta BBC (“**ABBC**”) is a critical component to both raising public awareness of the program and increasing the program’s base of participants, partners, and sponsors. One of the major incentives for building owners to join the program is for the public recognition opportunities associated with the program. Through marketing and PR materials including the ABBC website and social media outlets, press kit, and networking events, the ABBC ensures program participants, partners and sponsors receive the recognition from the public deserved, while the public gains an awareness of the program, creating community and business interest in becoming a part of the ABBC.

Public Recognition

The ABBC has offered to publicly recognize partners and participants for their progress in achieving milestones and reaching goals through various marketing and PR initiatives: the ABBC provides recognition opportunities through news coverage, lobby banners in participants’ buildings, case studies on the ABBC website, and participant highlights in the ABBC e-newsletter.

An example of further public recognition for the completion of an energy and water efficiency (“**EE**”) retrofitting project can be seen in the Atlanta Civic Center’s recognition in the Showcase Project page on the ABBC website. Showcase Projects demonstrate that the ABBC Partners are taking immediate, concrete action resulting in significant and real savings. Partners of the ABBC identify at least one major showcase project within three months of joining the ABBC and start implementation within nine months; once completed, a webpage is created for the project, showing all the effort the Partner put into the project. Included on the webpage is initial information on the showcase project, quarterly updates on implementation, information on at project completion, and ongoing information after project completion.

The ABBC intends to expand its public recognition offerings to include awards ceremonies for participants and partners to provide an additional forum for the industry, as well as the community at large, to see the achievements and progress made by the participants and partners of the ABBC. The ABBC is also working to expand national recognition for partners and sponsors beyond the current space provided on the ABBC website: as the opportunity arises, the ABBC will work to publish successful case studies in national publications and create top-performing participant highlights a high exposure medium.

See: [The ABBC Newsletter Signup Page](#)

Website

The ABBC has created a robust web portal for news, events, and information about the ABBC, including a list of resources, national Better Business Challenge program updates, energy efficiency case studies, and participating partners and

sponsors. Partner and sponsor logos are placed on designated pages, allowing potential participants to associate such businesses and organizations with the ABBC before ever becoming a part of the ABBC. The scope of the business development opportunities through the website is national; people across the nation will recognize the partner or sponsor's affiliation with the program. The ABBC website has viewer traffic of approximately 2,184 hits per month.

The program has also begun to utilize additional methods of social media through Twitter (@DowntownAtlanta) and Facebook (Downtown Green Source) to promote the ABBC and its participants, partners, and sponsors. Each method is updated daily, reaching a fan base of 4,713 followers on Twitter and 3,709 followers on Facebook (as of July 2012).

See: Atlanta BBC Website

Marketing Materials

The ABBC has developed a registration package available through its website that provides a number of helpful documents for interested participants, including an introduction letter, a program overview, a sample audit, and a billing release form. This package has been calculated to provide participants with the necessary information to decide whether to become a participant in the ABBC, while honing in on the program's value proposition to prospective participants by providing the ABBC model and benefits for participants. The participant package also provides exposure for partners and sponsors of the ABBC, as their participation in the program is recognized in the documents.

See: Building Participant Package

Press Release Kits

The press kit created by the ABBC includes the ABBC backgrounder and fact sheet, as well as recent news stories and press releases, which are also updated on the Media tab of the ABBC website.

The ABBC initially found it difficult to obtain coverage over the initiatives and projects that are underway for the participants and partners. In order to have news stories and press releases focused on the participants and partners in the program, the ABBC has hired a PR firm to engage more reporters to take about the program and its participants in both local and national news. The ABBC projects that as the participants finish their retrofitting projects and begin to quantify the results of such projects, coverage will be more widespread: in today's economy, reduced costs and jobs are at the forefront of the news – with the job creation and lower energy expenses resulting from the ABBC participants' projects, the media will begin to focus more on their success stories.

See: Press Kit

Networking Events

In order to further promote relationships between vendors and building owners, the ABBC provides Networking Events, such as “Meet Your Match” Events. With the “Meet Your Match” Event, the ABBC participants and sponsors are able to attend the networking event that connects the building owners, service providers, vendors, and other industry professionals participating in the ABBC through one-on-one tabled interactions. Such events not only increase awareness of available resources for EE retrofitting, but also promote outside community awareness of vendor and industry professionals’ involvement with the project: the “Meet Your Match” event is also available to the general public by purchasing general admission tickets.

Conclusion

By providing marketing outreach exposure for participants, partners, and sponsors as well as the local ABBC chapter, community awareness of the program itself will increase. Community awareness of building owner and business involvement in the program will also increase, leading to increased program participation. With such a trend, the participants and all those involved with the ABBC will have an increased level of good will associated with their participation with the program; the resulting expansion of EE retrofitting projects within Atlanta leads to new jobs and reduced energy costs.