



Atlanta Better Buildings Challenge – Strategic Marketing Plan

Strategy	Description	Tactics	Metric
Strategy #1: Participant Recruitment and Outreach	Develop an event schedule to educate and recruit participants	<ul style="list-style-type: none"> • Match-making event for vendors and participants • Downtown Development Day • CAP Annual Meeting 	<ul style="list-style-type: none"> • Total number of SF committed to program (Goal: 40 Million by year-end 2013) • Total number of building assessments completed
Strategy #2: Foster the EE marketplace for collaboration and innovation	Identify resources that will help participants reach their energy savings goals: <ul style="list-style-type: none"> • Vendor discounts • Financing resources • Technical support Provide connections for participant community through: <ul style="list-style-type: none"> • Events • Education and Training 	<ul style="list-style-type: none"> • Publications (Buyers Guide) • Vendor Discount Program development • Commercial PACE program development • Atlanta BBC Education series 	<ul style="list-style-type: none"> • Identification of new and existing funding and financing resources for project implementation • Implementation of vendor discount program • Contracts executed for EE project implementation • Jobs created • Well-attended education series
Strategy #3: Local and National Promotions	Promote and publicize Atlanta BBC locally and nationally	<ul style="list-style-type: none"> • Social Media • News Releases 	<ul style="list-style-type: none"> • Number of press placements
Strategy #4: Progress Reporting	Provide regular updates for traditional and digital media—New participants, investments, innovations	<ul style="list-style-type: none"> • Social Media • News Releases • Website updates • Newsletter 	Show downward trend in energy and water consumption in participating buildings (baseline year of 2009) and ability to forecast 20% aggregate savings by 2020
Strategy #5: Participants Recognition	Develop process for publicly recognizing the participation of property owners and EE suppliers	<ul style="list-style-type: none"> • Award program • Website and Newsletter Recognition • Recognition at events (above) • Lobby Banners or other collateral • Media opportunities 	<ul style="list-style-type: none"> • Develop awards program in 2012 • Present annual award to top performer at Downtown Development Day
Strategy #6: Fund-raising for EE Improvements & Sustainability	Atlanta BBC Sponsorship Program	<ul style="list-style-type: none"> • Potential sponsor identification • Targeted outreach 	Execute sponsorship program and raise \$200K in first year; increase fundraising goal each year