

# Casting Your Net and Baiting Your Hook: Best Practices in SMB Lead Generation Marketing

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# Agenda

Brief summary of PA Act 129

PECO Segmentation process and findings

Applying a sales funnel approach

Using a CRM for tracking and nurturing

## PA Act 129 Phase III Overview

- Solutions designed to achieve energy efficiency
- Help off-set increased cost of higher efficient equipment
- Electricity only, no renewables
- Utilities can be penalized for not achieving targets
- No incentive for exceeding targets
- Expires May 31, 2021

**5 year program cycle**

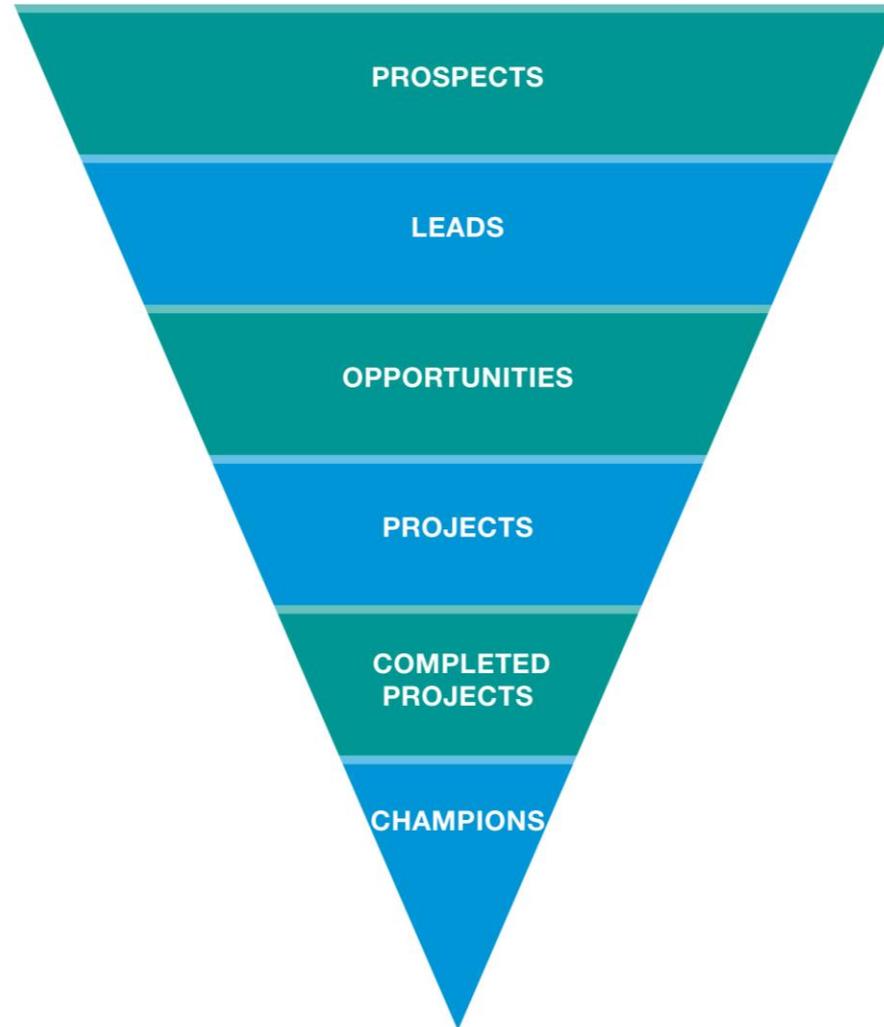
**1,962,659 MWh reduction**

**161 MW Demand Reduction**

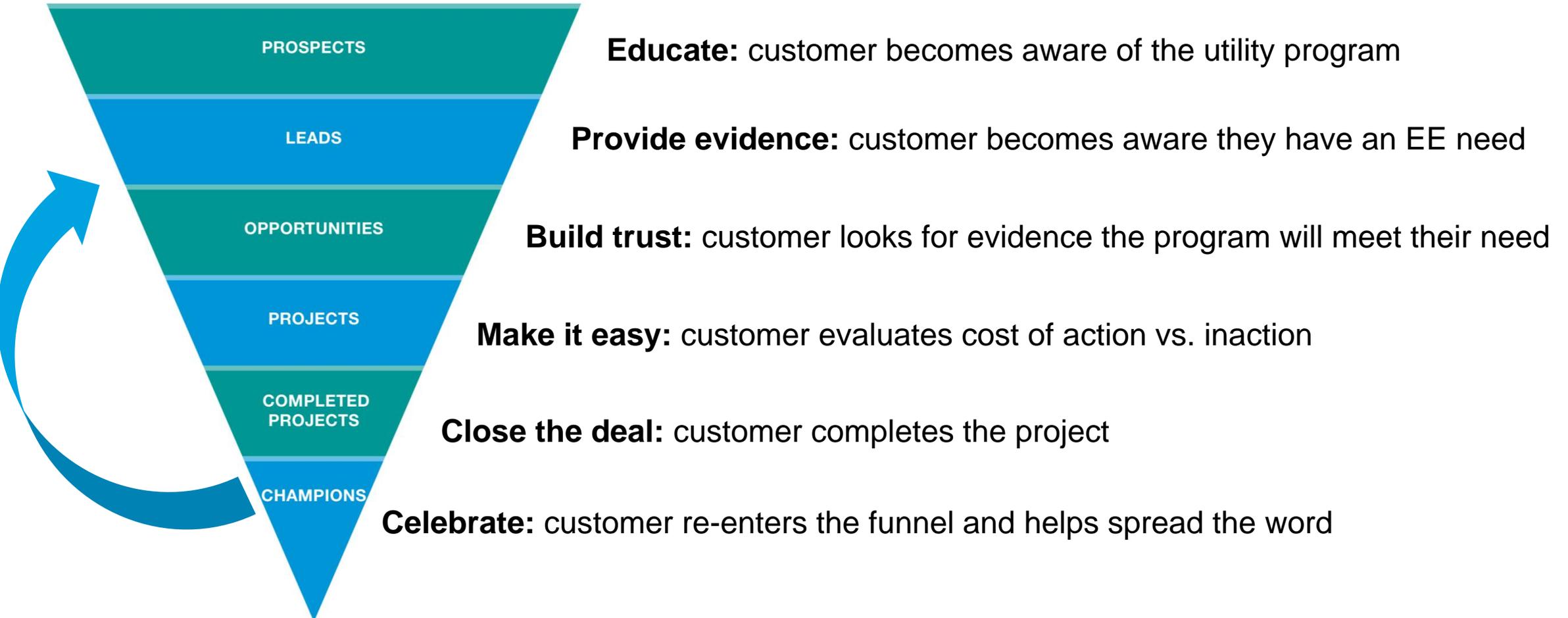
Need to go from this...



To this...



## Defining the stages of the funnel



## Identifying your ideal prospect



- Identified 14,000 new multifamily customers
- Increased business type identification from 20% to 60%
- Discovered 1,000 “whale” and 4,000 “jumbo shrimp” targets
- Found top-level decision maker contacts at 27% of the Jumbo Shrimp and Whale targets





For businesses, saving energy never looked so good.

► See new financial incentives.




Apartments and condos are ON to energy-saving upgrades.

► Get a complimentary energy assessment.




Businesses are big fans of energy savings.

► See new financial incentives.



Health care is getting an energy-saving booster.



► See new financial incentives.



Grocery stores are putting a chill on energy costs.



► See new financial incentives.




Savvy schools are erasing high energy costs.

► Get incentives for upgrades.




Congrats, schools. Your future looks bright.

From classrooms and cafeterias to hallways and gymnasiums, schools are full of energy-saving opportunities. PECO offers **valuable incentives** for upgrades that can lower costs and improve comfort for students and staff. Energy efficiency can help you shine light on a future full of savings.

► For more information, call 1-844-4BIZ-SAVE (1-844-424-9728) or visit [peco.com/MoreSavings](http://peco.com/MoreSavings).

PECO. The future is on.




11MM impressions  
67K clicks

# Lead Generation





**Increase your savings with our new, higher incentive levels!**

**PECO is offering more ways to help your business save.**

For businesses, saving energy never looked so good, and there were never so many ways to save! PECO now offers increased financial incentive levels —**more savings**—on a variety of energy efficiency upgrades, including lighting and variable frequency drives.

Here are just a few examples:

Upgrade	New Incentive	Unit
4' LED Linear Lamps	<del>\$4</del> <b>\$6</b>	Lamp
LED Outdoor Floods	<del>\$10-\$15</del> <b>\$15-\$25</b>	Fixture
LED Troffers	<del>\$10-\$20</del> <b>\$15-\$25</b>	Fixture
HVAC VFDs	<del>\$25</del> <b>\$50</b>	HP
Pump VFDs	<del>\$25</del> <b>\$50</b>	HP

See our [website](#) for a complete list of all available incentives.

Energy-efficient upgrades are a bright way for businesses of all sizes to reduce operating costs, increase comfort and grow the bottom line. PECO can help you shine light on new ways to save, and our higher incentive levels make improving energy efficiency even more affordable.

[SEE NEW INCENTIVE LEVELS >](#)

**Act now!** Visit [peco.com/biz](http://peco.com/biz) or call **1-844-4BIZ-SAVE** (1-844-424-9728).



## New, increased financial incentive levels available!

Commercial and industrial customers can save even more on projects to improve energy efficiency.

PECO now offers more ways to help businesses save with **increased financial incentive levels** on a variety of popular energy efficiency upgrades.\* To be eligible for financial incentives, you must submit a pre-application before you purchase any equipment. To learn more, call **1-844-4BIZ-SAVE** (1-844-424-9728), or complete the form on this page to get started.

Interior Lighting Equipment Type	Incentive	Unit
ENERGY STAR® Integral LED Fixture or Retrofit Kit	<del>\$7</del> <b>\$10</b>	Fixture
LED Troffer/Surface and Suspended Linear Fixtures	<del>\$40-\$20</del> <b>\$15-\$25</b>	Fixture
<b>NEW</b> LED Replacement Lamps (Tubes), 3'	<b>\$3</b>	Lamp
<b>NEW</b> LED Replacement Lamps (Tubes), 4' Linear and U-Tubes	<b>\$0</b>	Lamp
<b>NEW</b> LED Replacement Lamps (Tubes), 8'	<b>\$0</b>	Lamp
LED Exit Sign	<del>\$2</del> <b>\$8</b>	Sign

Exterior Fixtures	Incentive	Unit
LED Parking Garage and Canopy Fixtures and Retrofit Kits	<del>\$45-\$60</del> <b>\$30-\$00</b>	Fixture
LED Outdoor Flood Light Fixtures	<del>\$10-\$15</del> <b>\$15-\$25</b>	Fixture
LED Wall Mount Fixtures and Retrofit Kits	<del>\$25-\$50</del> <b>\$30-\$00</b>	Fixture

Motors and Drives	Incentive	Unit
Variable Frequency Drive on HVAC Fan-Chilled Water or Heating Hot Water Pump	<del>\$25</del> <b>\$50</b>	HP
Variable Speed Drive on Process Motor < 50 HP	<del>\$50</del> <b>\$75</b>	HP

See all our financial incentives below.

For more information on PECO energy efficiency solutions for your business, please complete the information below.

\*Required information

First Name\*

Last Name\*

Company\*

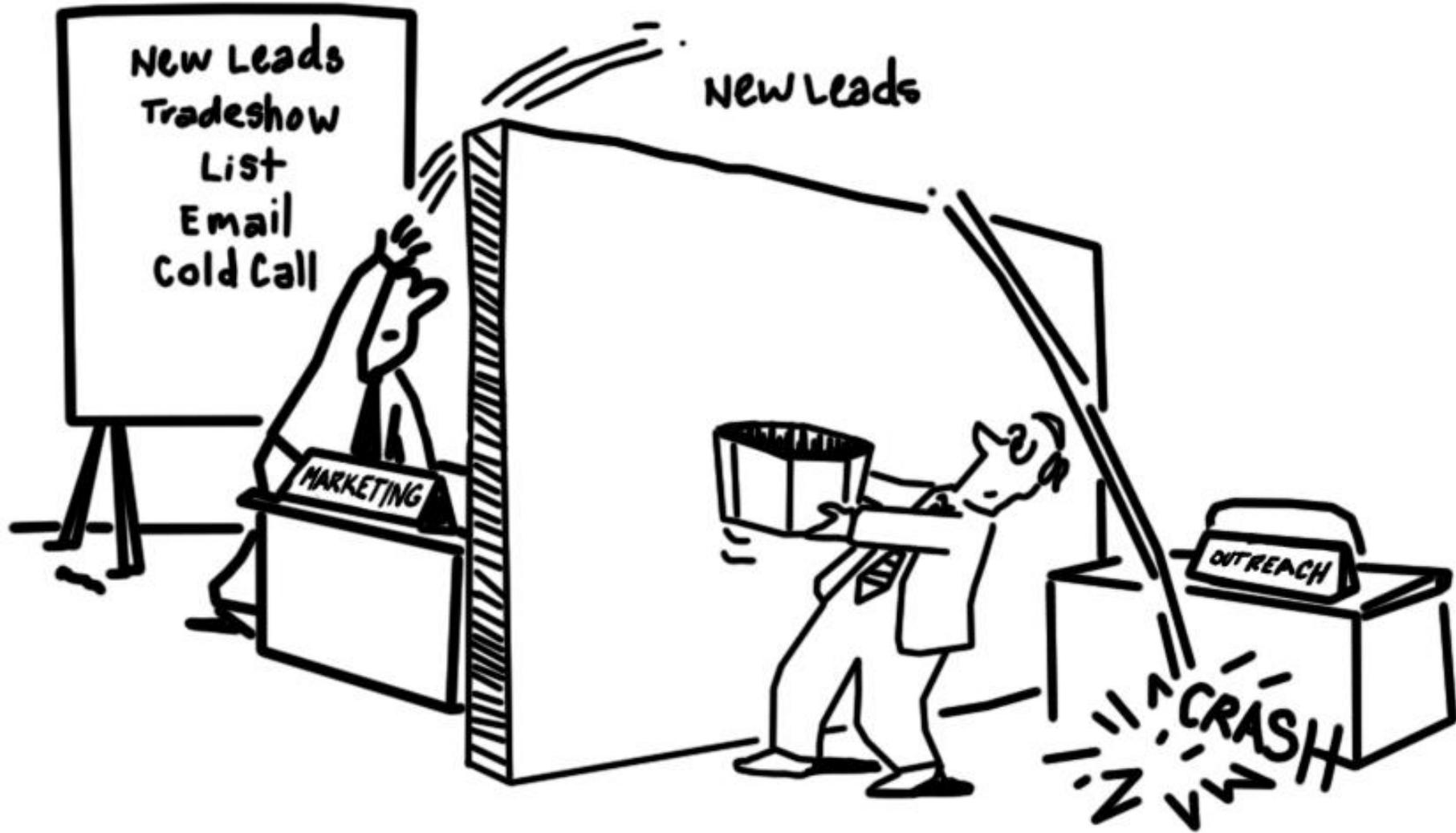
Email Address\*

[LEARN MORE](#)

By providing your email address, you agree to receive occasional emails from PECO. You may unsubscribe at any time.



- Increased projected 2018 leads by 48% through optimized media plan
- Grew number of leads from Q1 to Q2 by 44%
- Increased lead form response rates by 50% compared to 2017



## Lead Sourcing and Nurturing

PECO began using a CRM system in Q1 2017

In Q1 2017, only 2% of leads had an identified source

Through regular training and a commitment from all teams, the sources grew:

- 57% by Q4 2017
- 70% by Q1 2018

Implemented Lead/Opportunities nurturing campaigns in 2018 with an open rate range of 17.25 – 26.83%

### Don't miss out on increased financial incentive levels and instant discounts!

With increased financial incentive levels on a variety of popular energy efficiency upgrades, PECO can help your business reduce your energy use, so you can:

-  Lower operating and maintenance costs
-  Boost comfort and safety
-  Demonstrate your environmental stewardship

See available [incentives](#) and [submit your application](#) to get started.\*

Don't want to wait? **Buy now. Save now.** PECO also offers instant discounts on LED lighting—**no paper application required!**

- **Save \$1 to \$3** on linear T8 LEDs
- **Save \$15 to \$75** on LED high-bay and low-bay fixtures
- **Save \$15 to \$75** on exterior LEDs
- **Save \$2 to \$6** on LED screw-in lamps
- **Save even more** on additional lighting products

Simply contact a [participating distributor](#) to take advantage of PECO instant discounts on energy-efficient interior and exterior lighting.

► **Questions?** Contact your outreach manager or [email us](#) today.

\*To be eligible for financial incentives, you must submit a pre-application before you purchase any equipment.



Thank You