

Boost the ROI of your nonresidential program, product, and service marketing with the **E Source Business Marketing Service**.




We deliver creative ideas, specific campaign feedback, and top-of-the-industry strategies and tactics to take your efforts to the next level. And you'll get invaluable insights by using our extensive market research to benchmark your performance against that of other utility marketing departments.

E Source is a valuable resource to keep our utility focused on serving our customers how they want to be served. We are able to tap into information and ideas that fuel a fresh approach to serving today's utility customer.

How we help

- **Learn who to approach with your compelling value propositions.** We'll explain which businesses are interested in various programs, products, and services, and help you target decision-makers with compelling value propositions.
- **Learn from others' successes.** Design ad campaigns that stand out by learning from the most successful and nuanced approaches to marketing nonresidential programs, products, and services across industries.
- **Build your professional network.** Access our network of utility marketing professionals from across the US and Canada through utility-only virtual and in-person events as well as facilitated one-on-one conversations.

Questions we answer

-  How should we segment our small and midsize business customers?
-  What are the best examples of compelling energy-efficiency messages for restaurant owners?
-  How do other utilities cost-effectively obtain and manage business customers' contact information?

► Membership benefits

With the **Business Marketing Service** you get enterprise-wide access to:

E Source Business Customer Insights Centers

Program managers, product developers, and marketers can access more than 12,000 survey responses for more than 50 variables.

E Source Energy AdVision

Our database of more than 800 B2B utility ads contains detailed background information on media type, campaign strategy, audience, and results.

E Source Utility Marketing Survey

Get the full results from our biennial survey of more than 30 marketing professionals from across the utility sector about staffing, budgets, strategy, priorities, and more.

Marketing and Communications Club

Join our monthly exchanges that bring together marketing and communications professionals for sharing valuable lessons, delivering peer feedback, and learning new skills. We encourage members to talk openly about their challenges and share strategies to accomplish goals.

Leadership Council

Send two marketing leaders from your organization to attend our semiannual leadership council meetings—our spring meeting's location varies while our fall meeting occurs in Denver the day before the E Source Forum.

Forum

Attend our annual member conference in Denver and bring your whole team—registration is included with your membership.

Ask E Source

Members can submit business marketing-related questions to www.esource.com/questions to get personalized help with individual challenges.

► Research themes

Our **reports and presentations** will keep you up to date on hot topics such as:



Targeting hard-to-engage customers to find commercial savings beyond lighting



Accelerating the adoption of distributed energy resource programs through next-practice marketing strategies



Using data to optimize your commercial marketing efforts