




Boost the ROI of your residential program, product, and service marketing with the **E Source Residential 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 has been such a valuable resource! We've used their data and research to improve our marketing campaigns and other areas in the company. I can't say enough about the information and services offered by E Source!**

## How we help

- **Learn who to approach with your compelling value propositions.** We'll explain which residential customers have the highest propensity to participate in programs, purchase an offering, or buy an electric vehicle, among many other things, and help you deliver messages that resonate.
- **Learn from others' successes.** Design ad campaigns that stand out by learning from the most successful and nuanced approaches to marketing residential programs, products, and services across industries.
- **Feel confident about your campaigns.** Our experts will review your campaigns and apply market research findings and marketing best practices to help you maximize your investments.
- **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 can our programs increase our customer satisfaction scores?
-  What are some creative strategies for promoting EVs? Who should we target in our service territory?
-  We're planning some ads to promote our home energy audit program next month. Could you review them and let us know how to make them more effective for our audience?
-  We need to boost participation in our e-bill offering. What types of e-bill messages resonate with customers?

## Membership benefits

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

### E Source Residential Customer Insights Centers

Program managers, product developers, and marketers can access more than 150,000 survey responses for more than 300 variables.

### E Source Energy AdVision

Our database of more than 2,000 residentially focused 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 challenges they're facing 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

Submit your residential marketing-related questions to [www.esource.com/questions](http://www.esource.com/questions) and we'll help you with your individual challenges.

## Research themes

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



**Adopting marketing best practices** to move beyond residential lighting for cost-effective energy savings



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



**Using data** to optimize your residential marketing efforts