

Smart Energy Living Marketing Plan

This three year marketing plan was purposed to successfully re-launch Smart Energy Living Magazine (SEL) as a more sustainable, accessible publication. With the assistance of the National Renewable Energy Laboratory, SEL was repurposed to serve as an accessible, reliable resource for sustainable living information and create a self-funding resource to be used at the NREL Education Center as well as distributed state-wide. Research Phase:

Profiles were created for the subscriber base and past advertisers. The value proposition was developed to focus on key strengths of SEL and NREL together; accurate, unbiased information and a solid print readership.

Goals and Strategy:

The marketing goals aligned with the business goals - to increase the online audience and subscriber base by 50% the first year, and increase advertiser revenue to fund the program by the third year. The marketing strategy was designed to create an online audience, retain the print audience, create new distribution channels, and create a better value for advertisers with partnerships.

Tactics:

The tactical plan includes optimization of the website, social engagement, an e-newsletter, a blog, PRWeb, and a single "keeper edition" of the magazine. I developed the advertiser offering with packages that combine all of the online channels as well as the tested keeper edition and partnership opportunities. I developed the sales support materials and lead tracking system as well as social tools and collateral. In addition, a web-based tool was developed for advertisers to allow them to change their ads weekly and measure, click through rates and more.

SMART ENERGY LIVING

Solutions for Consumers

Smart Energy Living is an
new online,
and print
publication that reaches
more than
10,000 readers
serious about
sustainable living.
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ONLINE MAGAZINE · PRINT MAGAZINE · E-NEWSLETTER