

Marketing Strategies for Eco-\$mart Representatives

Below are several ideas that are recommended to develop your local market for Eco-\$mart products. Each geographic market has its unique features, but applying these concepts to your local market with some creativity should produce positive results.

Lunch and Learn for Architects – We have found that architects are very receptive to learning about the latest green building systems. Simply contact them, let them know what we do, offer to pay for lunch and give a powerpoint presentation. Just let me know the food arrangements, and I will provide a credit card number for payment. Again, either I, or your Regional Director can give the presentation until you feel comfortable doing it yourself.

Public Educational Seminars – Contact local nonprofit organizations in your market and offer to put on seminars on “green construction and remodeling ideas”. I would recommend starting with environmental organizations such as the Sierra Club or Audubon, but we have had success with animal shelters, nature preserves, and even for-profit health food stores. The idea is to propose that these seminars will bring attention to the nonprofit’s cause, while doing something good for the planet. By publicizing the event – the nonprofit will hand out fliers, put notices in their newsletters, and we will send out press releases to the media – lots of people learn about Eco-\$mart, even if they don’t come to the event. This will create consumer demand for our products with builders, flooring dealers, cabinet makers, etc.

Direct Marketing to Dealers / Interior Designers / Builders / Government – This is the least fun type of marketing, but is very necessary. I recommend that you budget some time every week to make direct sales phone calls. If you set aside several one hour time slots and do it the same time and days each week, it will be more likely to get done, versus just telling yourself that you should do some every week. **I recommend focusing on our products for cabinet makers, flooring dealers, interior designers, first (Bamboo plywood, Torzo, Marmoleum Click, FSC Teak, Palm Flooring).** Use your yellow pages or online searches to find the contact numbers. Simply call, let them know that you are introducing some new, environmentally friendly and healthy products to the market, and would like to set up a time to show them the line. I think you will find the reception is pretty good, as consumer interest is growing for green products, and the dealers are becoming aware of this. The public seminars help this, and give you materials to show the dealers about exposure we generate that could be directing sales to their businesses. Calling on Builders and Developers is also a good idea, but as a group, they are less open to new ideas than other groups. Using www.energystar.gov and www.floridagreenbuilding.org to find the builders who have taken steps to be green is a good starting point. But even builders who are not green might have an interest in some of our systems. A particular focus should be on builders of commercial and residential multifamily buildings, including government, where ACTech and E-Wall are very cost competitive with conventional construction. Also, we have sold our Windpact Plus vinyl impact insulated low-e windows to many remodelers. Our prices are very good, but we don’t install windows, so we need to sell to a contractor who can handle the install themselves. To that end, if you can locate a labor only window installer in your area, it will help you close deals with contractors and home owners (necessary for the home owner sale). Lastly, one very hot market for our products is local government, military and hospitals for our LED lighting. We have LED screw-in lamps and LED retrofit kits for HID lighting. Government has funds to reduce energy consumption, and they will continue to have more as time goes on..

Please know that I am here to help you in any way I can, and am open to (and look forward to) your ideas about how to create awareness in your marketplace. As each of you figures out successful strategies, they will be shared with others to benefit from lessons learned.

Thank you for all your efforts.

Sincerely,

Matt Ross, President
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