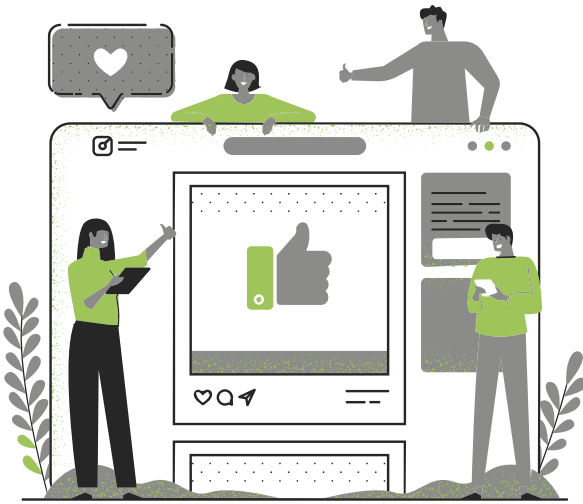
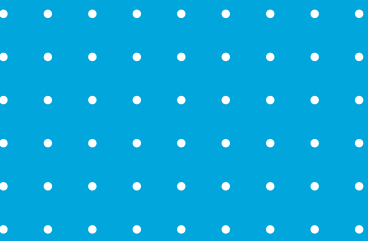


# HOW TO CREATE A ONE-PAGE DIGITAL MARKETING PLAN THAT'S SUSTAINABILITY FOCUSED



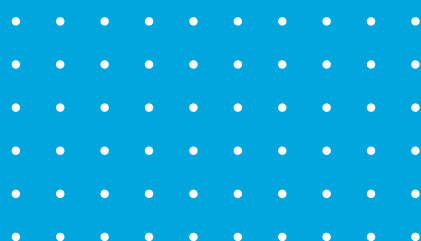
reimagined  
energy

sociable  
media



**IN THE RENEWABLE ENERGY SECTOR,** it's essential to understand who your ideal customer is and the best way to educate your customer on what you offer and its importance.

This e-book will discuss digital marketing and how you can use a digital marketing strategy to attract your ideal target market. And by the end of this e-book, you'll have the knowledge you need to create a digital marketing plan.



# STEP ①

## DEVELOPING YOUR TARGET MARKET

When developing your marketing plan, you must understand who you're talking to. You do this by developing a target market and breaking that down even further into a target profile. **Think of who they are**; their habits, where they live, their interests, where they work, what car they drive. Doing this research will help you narrow down where your ideal customer is, where they gather information, and how they make purchase decisions.

### TARGET MARKET noun

Definition:

**"A particular group of consumers at which a product or service is aimed."**



When you're defining your target market, you want to consider the following as a starting point:

## DEMOGRAPHICS PSYCHOGRAPHICS

Age, ethnicity, gender, and economic status	Interests, personality, values, beliefs, and social status
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Understanding who you're talking to and how they gather information will help you narrow your marketing approach. If you're trying to sell your renewable energy product or service to someone who actively searches the New York Times for information, but you're posting on Snapchat, you might not be in the right place. If your ideal target audience enjoys coffee shops, but you're putting up flyers at an electronics store, you're going to miss capturing the attention of the people that would be interested in what you have to offer. Once you develop your target profile, you can start reaching them through inbound marketing efforts.



# STEP 2

## BUILD TRUST

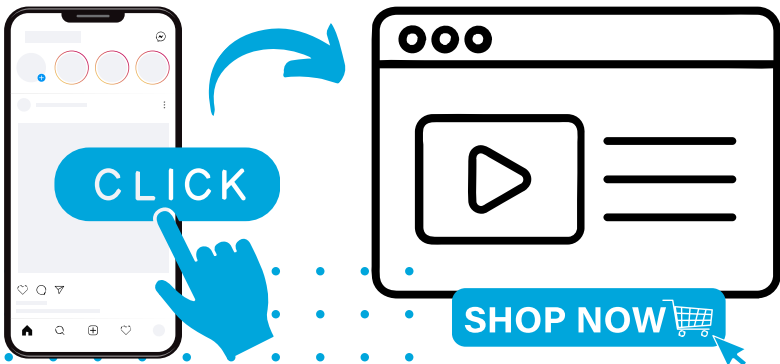
EDUCATE AND BUILD AWARENESS.

Now that you've narrowed down your target market and target profile(s), you need to decide how you're going to generate interest and bring users and potential clients into your business bubble or, better yet, community. Think, how are you going to get people excited to learn more? People want to know you before they invest in you. What makes you special? What qualities do you have that will build trust? That's where inbound marketing comes in.



# INBOUND MARKETING

Inbound marketing is creating and distributing valuable content and messaging that attracts potential clients and prompts them to take further action. It entices the viewer, scroller, or reader to take the next step. That next step could be a click to a website or landing page or purchasing your product or service. Generally, users will opt into your content to learn more about you and what you offer before they buy, but this is your time to shine. Let your audience know your mission and values, why they should come to you to solve their problem, and why you're the best. Use that messaging to develop blog posts, articles, ads, and social media posts.



# STEP ③

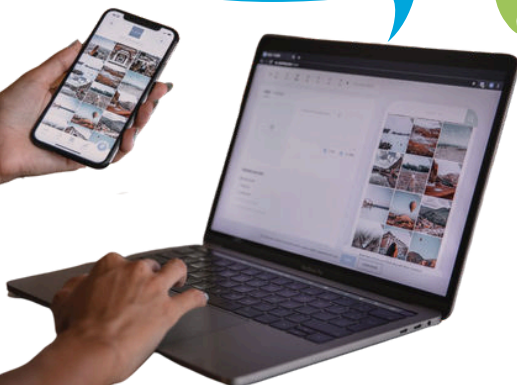
Here are five examples of digital marketing strategies with inbound marketing tactics to help get you started.

## 1 SOCIAL MEDIA MARKETING

Pick a social medium where your customers are active. Are your customers gravitating towards like-minded Facebook groups? LinkedIn pages? Showcases? How can you get someone to take action?

Posts that tend to do well:

- Tips
- Solve a problem
- Explain **why** you're so great



## 2 EMAIL MARKETING

Send out a weekly, bi-weekly, or monthly newsletter to give users a way to opt into your communication strategy and stay up to date on your business activities. Send early in the morning, as many peoples' inboxes fill up quickly in the morning. Put a pop-up with a prompt to subscribe on your website or include a signup form in your footer. The more ways you can capture leads, the better, and email marketing is a great way to keep leads warm and people educated.

## 3 SEARCH ENGINE OPTIMIZATION

Search Engine Optimization happens when you write relevant and quality content on your website. Optimizing your website and online media tells search engines like Google that your online presence is worth a higher rank and, after some time and consistency, will rank you higher on search engine results pages. Google is **constantly** scanning websites for updated and relevant content, not just noise. Everyone wants that coveted first-page spot, and a good SEO strategy will get you there - without spending a ton of \$ on ads.

## 4 VIDEO MARKETING

According to multiple marketing and media sources, over 80% of online users take action due to video marketing. Short, educational, attention-grabbing videos effectively capture interest, share information, and prompt users to take the next step. You can use a professional camera or just your iPhone! Viewers are now interested in seeing authentic, honest content. If you want to learn more about video marketing and how it can increase engagement and your brand's ROI, send us a message!



## 5 USER-GENERATED CONTENT

People look to reviews and social media for social proof to decide if you and your brand are worth listening to and following. User-generated content shows others using your product or service and speaking to its value and the problem it has solved. Send emails to customers and ask them to write a review on Google or tag you in their brand-relevant posts.

## SOCIAL PROOF noun

Definition:


**A phenomenon where people follow and copy the actions of others in order to display accepted or correct behavior, based on the idea of normative social influence. Google Reviews is a major factor in how people interpret the merit of your business.**



As a result of implementing the strategies above, you'll find that your customer acquisition will steadily increase over time. You'll attract, entice, and retain customers by generating brand awareness by creating quality content that shares information about your brand and what you offer.







TO LEARN MORE ABOUT HOW TO  
DEVELOP A DIGITAL MARKETING  
STRATEGY OR WHICH METHODS  
WOULD BE BEST FOR YOUR COMPANY,  
REACH OUT TO US @SOCIABLEMEDIA



[Hello@SociableMedia.co](mailto:Hello@SociableMedia.co)

We are a digital marketing team focused on the renewable energy sector, we can get you in front of the right audience.

**sociable**  
media



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