**Marketing Energy 101**

Marketing is persuasion. Marketing is carefully controlling a message you are sending to a targeted audience to highlight how your product/service is going to benefit them.

You want people to do what you say, but people have free choice.  They need to CHOOSE your option over all their other options.  This means you have to convince them that your option is more appealing.

How is this usually done?

**Do any of these sound familiar?**

You can't do without X.

You are not cool unless you have/do X.

Your love life will improve if you do/have X.

X is fun.

That’s pretty basic right?  Look at any ad campaign and analyze it down to the bare bones--they are telling you one of these messages.  They don't typically come right out and say it because that would be lying...but they sure imply it.

Your team needs to market a type of energy to the PUD or a device that impacts the energy world significantly.

**You need to start by asking some basic questions:**

1. What are the benefits someone would get from X?
2. Why would someone (or a group of people) want to buy X?
3. What advantages does your X have over other types?

**Now, a few more questions to focus your ad campaign:**

1. Who is your target audience?
2. What is unique about that audience and what can you use to hook that audience?—make it personally appealing to them.
3. What positive images come to mind (or could be associated) with X?
4. What will draw in consumers to X?

**Sink or Swim in the Shark Tank**

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_P\_\_\_

**Sinking in the Shark Tank**

1. Why does the first “Shark” say, “I’m out.”

2. Why does the second “Shark” say, “I’m out.”

3. Why does the last “Shark” say, “I’m out.”

Notice that the inventor tries to use big words and explains everything in a very vague way. Nobody wants to invest in something because the inventor seems smart, they want to invest because they find value in what is being sold!!!!

**Swimming in the Shark Tank**

1. Why does the first “Shark” say, “I’m out.”

2. Why does the last “Shark” make the deal?

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**In summary, list 3 take home messages about marketing from today:**

1.

2.

3.