

## Social Marketing Training for Energy Efficiency

Created for CEE members

*Conducted by: Nancy Lee, Julie Colehour, and Carey Evenson*

Are you confused about what is meant by the terms social marketing, behavior change and social media? Do you want to learn how to plan and implement an energy efficiency social marketing campaign that leads to measurable change? CEE is sponsoring a five-session webinar series that will address these questions. Both the content and the trainers were selected by the CEE membership. The training series has been tailored to the energy efficiency industry and will include examples from CEE members' social marketing efforts.

### Training Objectives

*This training will provide an overview of social marketing for those less familiar with its use and application, and is not intended for those with a background in social marketing.* At the end of the five sessions participants will:

- Understand what social marketing is and when and how it is best used for behavior change
- Learn about how social marketing principles have been applied to the energy efficiency context
- Understand the value of market research and its role in this strategic planning process
- Be able to apply the steps necessary to develop a social marketing campaign plan
- See examples of the power of social media as a communication tool
- Learn more about developing a solid plan for evaluation, prior to campaign implementation

### Training Logistics

#### Webinar Format

The training will be conducted remotely, completely eliminating all travel expenses associated with an in-person training. There will be both an audio and web component to each training session.

#### Registration

The fee for the full set of trainings (including all five sessions, for a total of 6.5 hours of training) is \$500 per phone line. Multiple attendees in the same office may listen in on the same phone line. Please note that we will record each of these sessions; if you register for the training but are unable to attend one or more of the sessions live, we will provide you with the recording at no additional cost. To register, please visit [www.cee1.org/cee/seminar/social\\_marketing2.html](http://www.cee1.org/cee/seminar/social_marketing2.html).

#### Reduced and Complimentary Registrations

A limited number of reduced or complimentary registrations are available to member organizations that have sponsored the CEE Behavior Program in the past. Not sure if your organization has sponsored? Please contact Kira Ashby at [kashby@cee1.org](mailto:kashby@cee1.org) to find out.

## Training Schedule

### Session 1: Introduction to Social Marketing

**Thursday, October 20<sup>th</sup>**  
60 Minutes, 2:00-3:00 EST  
Nancy Lee, Social Marketing Services

### Session 2: Marketing Research

**Thursday, October 27<sup>th</sup>**  
60 Minutes, 2:00-3:00 EST  
Nancy Lee, Social Marketing Services

### Session 3: Campaign Design & Administration

**Thursday, November 3<sup>rd</sup>**  
90 Minutes, 2:00-3:30 EST  
Nancy Lee, Social Marketing Services &  
Julie Colehour, Colehour+Cohen

### Session 4: Social Media

**Thursday, November 10<sup>th</sup>**  
90 Minutes, 2:00-3:30 EST  
Julie Colehour & Carey Evenson,  
Colehour+Cohen

### Session 5: Evaluation

**Thursday, November 17<sup>th</sup>**  
90 Minutes, 2:00-3:30 EST  
Facilitators: Nancy Lee, Social Marketing  
Services & Julie Colehour,  
Colehour+Cohen

## Meet the Trainers

### Nancy R. Lee

[www.socialmarketingservice.com](http://www.socialmarketingservice.com)

Nancy Lee is a specialist with 16 years of experience in training professionals in developing social marketing plans. Nancy has an MBA and more than 25 years of professional marketing experience and is President of Social Marketing Services, Inc., a small consulting firm in the Seattle area formed in 1993. She is an adjunct faculty at the University of Washington and the University of South Florida where she teaches Introduction to Social Marketing courses. She has conducted more than 50 workshops on social marketing around the country. Nancy has coauthored six books on social marketing with Philip Kotler, including *Social Marketing: Influencing Behaviors for Good* (Sage Publications), which is the leading academic textbook on social marketing. Her most recent book, which was a collaborating with Doug McKenzie-Mohr, Wesley Schultz, and Philip Kotler, is *Social Marketing to Protect the Environment: What Works?*.

### Julie Colehour

[www.colehourcohen.com](http://www.colehourcohen.com)

Julie Colehour is a partner at Colehour+Cohen a social marketing and PR firm that focuses on environmental issues. She is an expert in creating integrated social marketing campaigns that use research, advertising, web outreach, media relations and partnerships to encourage consumers to recycle, use water efficiently, look for the ENERGY STAR label, buy organics and get out of single-vehicle occupancy commuting. She currently supports energy efficiency clients including ENERGY STAR, the Northwest Energy Efficiency Alliance and Puget Sound Energy. She has conducted social marketing trainings and workshops for a broad array of clients and at local and national conferences. She is the co-author of [The Environmental Marketing Imperative](#) (Probus Publishing, 1994).

### Carey Evenson

Carey Evenson is an expert in using social media tools as part of social marketing campaigns. She joined C+C in 2008, bringing with her eight years of media relations and marketing communications experience. She's worked on a wide range of local and national issues, applying her strengths in PR, social marketing and social media to generate tremendous successes for her clients. Carey has worked with energy efficiency clients including ENERGY STAR and Puget Sound Energy including acting as C+C's project manager for the EPA's ENERGY STAR Change a Light, Change the World campaign.