This presentation premiered at WaterSmart Innovations

watersmartinnovations.com
Program Marketing – Low Cost New Approaches: Do Webinars Work?

Water Smart Innovations 2014
- Regional water wholesaler
- 26 Member Agencies
- 6 counties
- Serving approximately 19 million residents
- 5,200 square mile service area
- $1 trillion economy
Metropolitan’s Regional Rebate Program

Select the applicable rebate program below.

SoCal Water$mart
For Residential Customers

SoCal Water$mart
For Commercial Customers
Low-Cost Marketing for Commercial Program

- Webinars
  - Target trade allies, suppliers, HOAs
  - Outreach to contractors

- Trade shows and events

- Contractor Enrollment for Direct Payment
New Marketing Added - Webinars

Learn about all the exciting program changes that benefit your business

Save the Date! Wednesday, June 19th, 8:00am – 8:30am
Register today for a free ½ hour webinar which will review the new program changes that will be going into place as early as July 1st.

Program changes will include:
- Enrolled contractors will be eligible to receive rebates
- Enrolled contractors will be listed on the SoCal WaterSmart website
- Customer dollar cap has doubled to $50,000
- Additional sales support and much more!

Register Now

www.socalwatersmart.com

Learn about all the exciting program changes that benefit your property

Save the Date! Thursday, June 27th, 8:00am – 8:30am
Register today for a free ½ hour webinar which will review the new program changes that will be going into place as early as July 1st.

Program changes will include:
- Residential toilet rebates are back for a limited time...learn more!
- Customer dollar cap has doubled to $50,000

Register Now

www.socalwatersmart.com
New Marketing – Trade Shows
Commercial Reservations Before Low-Cost Marketing

Thousands

$1,000
$900
$800
$700
$600
$500
$400
$300
$200
$100
$-

Contractor Enrollment for Direct Payment

Contractor Direct Rebate Option
The SoCal WaterSmart Program provides screened and approved contractors with the ability to receive rebate payments directly for installations of eligible products. It's a quick and easy process:

1. **Meet the requirements**
   Make sure your company meets the Contractor Direct Rebate Option requirements.

2. **Fill out the Enrollment Application**
   Download, fill out, and return the application along with all required documentation to the program administrators.

   - Download the Enrollment Application

3. **Have Your Customers Sign the Release Form**
   Contractors negotiate payment with your customer for a SoCal WaterSmart qualifying project, deducting the SoCal WaterSmart rebate amount from the customer's total payment. Have them sign and return the form along with the required documentation. Release Form requirements.

   - Download the Customer Release Form

Qualified Products List
- High-Efficiency Toilets
- Ultra Low and Zero Water Urinals
- Connectionless Food Steamer
- Air-Cooled Ice Machines
- Conductivity Controllers
- Dry Vacuum Pumps
- Laminar Flow Restrictors
- Irrigation Controllers
- Rotating Nozzles for Pop-up Spray Heads
- Large Rotary Nozzles
- In-stem Flow Regulators

Visit MWD Website

Member Agency Login
If you need assistance, please contact us.
Contractor Direct Enrollment Requirements

- Active contractor's license
- In business for a minimum of 3 years
- Active required insurance
- Submit a completed and signed IRS Form W-9
- No unsolved customer complaints
- At least four eligible rebate applications per year
- Update company enrollment information annually
Multi-family toilets
- 75 percent of rebates come via contractors
- 56 percent from Contractor Direct Rebate Option

Commercial flushometer toilets
- 53 percent of rebates come via contractors
- 50 percent from Contractor Direct Rebate Option

Commercial tank toilets
- 42 percent of rebates come via contractors
- 42 percent from Contractor Direct Rebate Option
Commercial nozzles
- 29 percent of rebates come via contractors
- 25 percent from Contractor Direct Rebate Option

Commercial smart controllers
- 16 percent of rebates come via contractors
- 12 percent from Contractor Direct Rebate Option
Results

- Webinars educated contractors and increased activity
- Contractor Direct Rebate Option increased activity
- Commercial reservations spiked when low-cost marketing events occur
- Webinars are effective low-cost way to market programs
2014 Drought Response

- New Devices
- New Programs
- Doubled Conservation Budget
- Radio Ads
- $2/sq ft Turf
- TV Ads
- Water Supply Alert
- Executive Order
- Drought Declaration
- SWRCB Emergency Regulations
Conventional Marketing/Drought Response

- Radio – 21 weeks
- TV – 6 weeks
- Digital – 4 months
- Bloggers – 2 months
- Search – 12 months
Program Overall with Paid Advertising

Thousands

- FY13/14
- FY14/15 to date
- FY12/13

Advertising starts

July August September October November December January February March April May June
Interest in Residential Turf Removal

Millions of Square Foot

Jan | Feb | Mar | Apr | May | Jun | Jul | Aug
---|---|---|---|---|---|---|---
99k ft² | 486k ft² | 661k ft² | 814k ft² | 1.2M ft² | 1.7M ft² | 2.5M ft² | 3.8M ft²

2,533 Front Yards
Residential Customers
Commercial Sector Turf Removal

Millions of Square Foot

2/5 Football Field

Commercial Customers

130 Football Fields

7.5M ft²

5M ft²

2.0M ft²

773k ft²

194k ft²

173k ft²

97k ft²

22k ft²
Conclusions

- Low-cost marketing does increase activity
- Major mass marketing works even better
- Circumstances sometimes meet to create the perfect set-up to motivate consumers
  - Drought with lots of media attention
  - Increased budget and incentives
  - Mass marketing
  - Threat of fines
- Consumers will respond if given enough motivation