

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



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

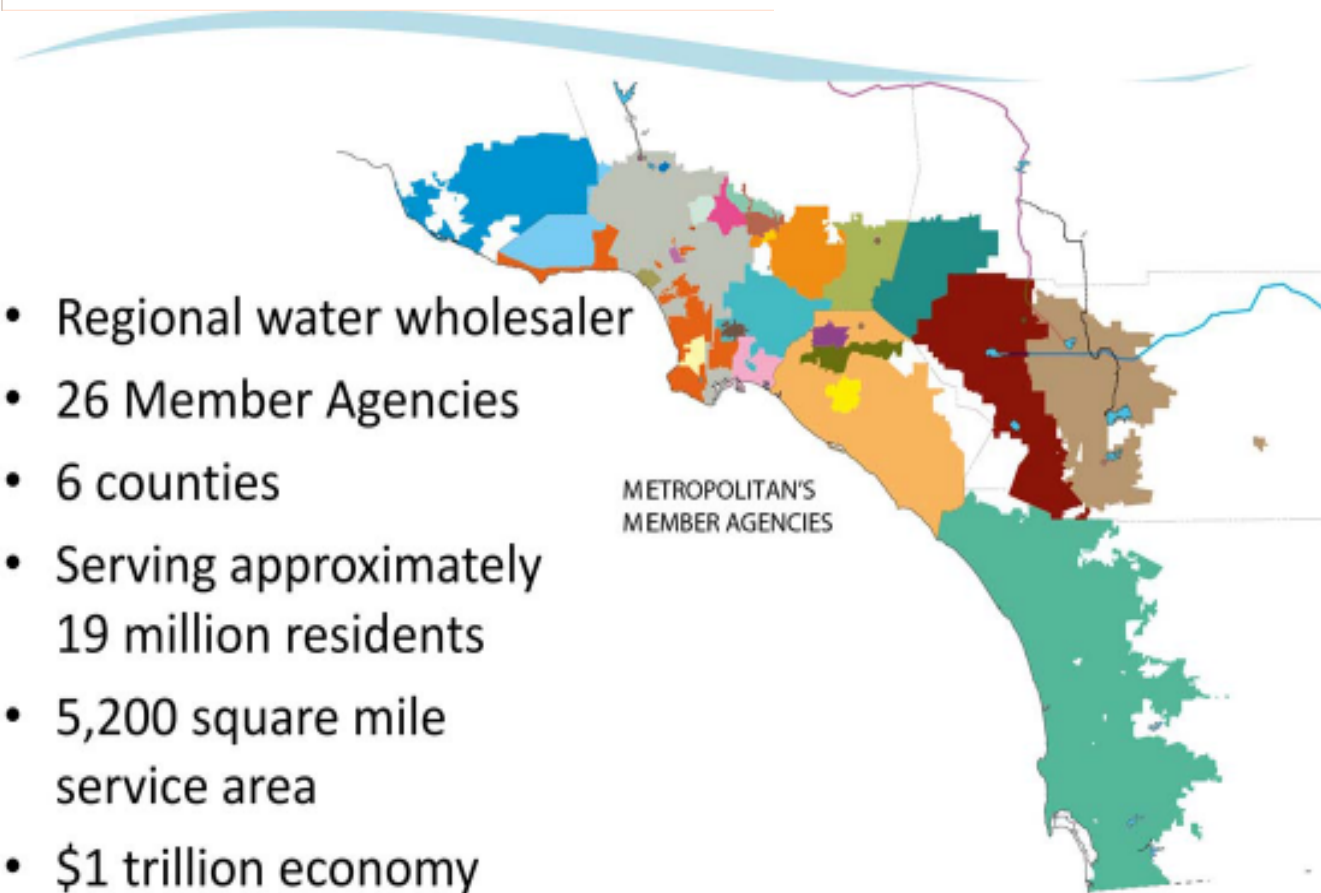
Water Smart Innovations 2014

Metropolitan Water District



- Regional water wholesaler
- 26 Member Agencies
- 6 counties
- Serving approximately 19 million residents
- 5,200 square mile service area
- \$1 trillion economy

METROPOLITAN'S
MEMBER AGENCIES



Where Southern California Gets its Water

Water Banking / Exchanges
Transfers & Storage

Local Supplies
LA Aqueduct

Colorado River
Aqueduct

State
Water
Project

Conservation,
Recycling,
Groundwater



Metropolitan's Regional Rebate Program



Select the applicable rebate program below.



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.

Register Now

Program changes will include:

- Enrolled contractors will be eligible to receive rebates
- Enrolled contractors will be listed on the SoCal Water\$mart website
- Customer dollar cap has doubled to \$50,000
- Additional sales support and much more!



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.

Register Now

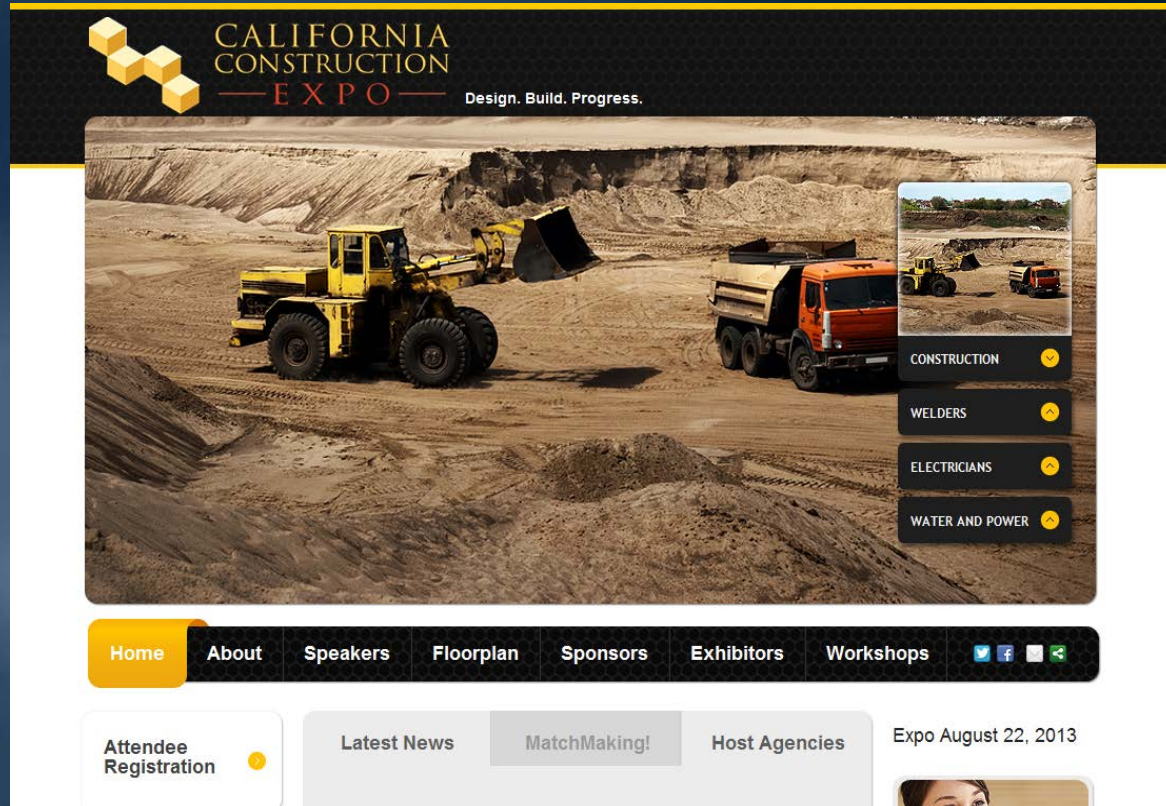
Program changes will include:

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

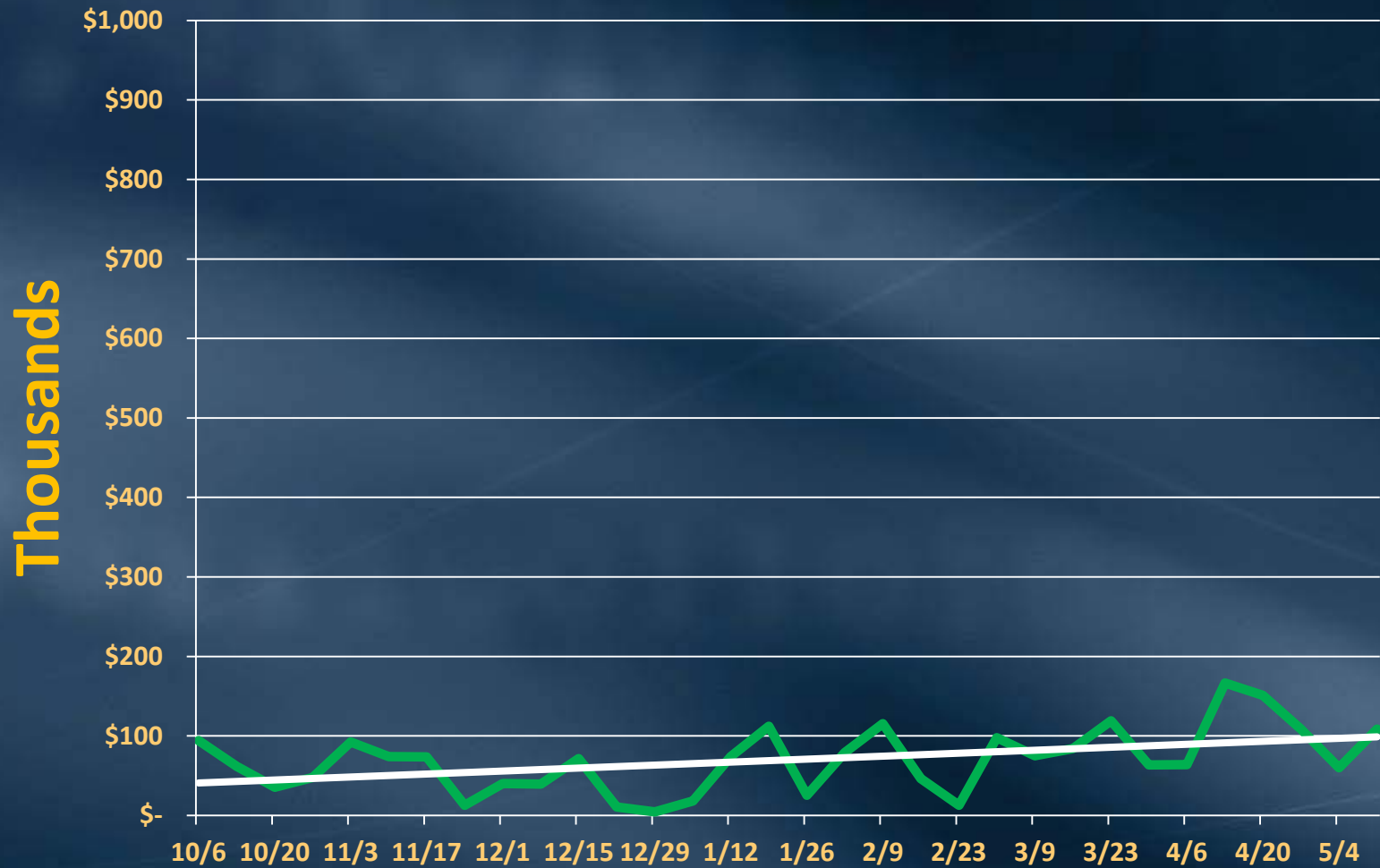


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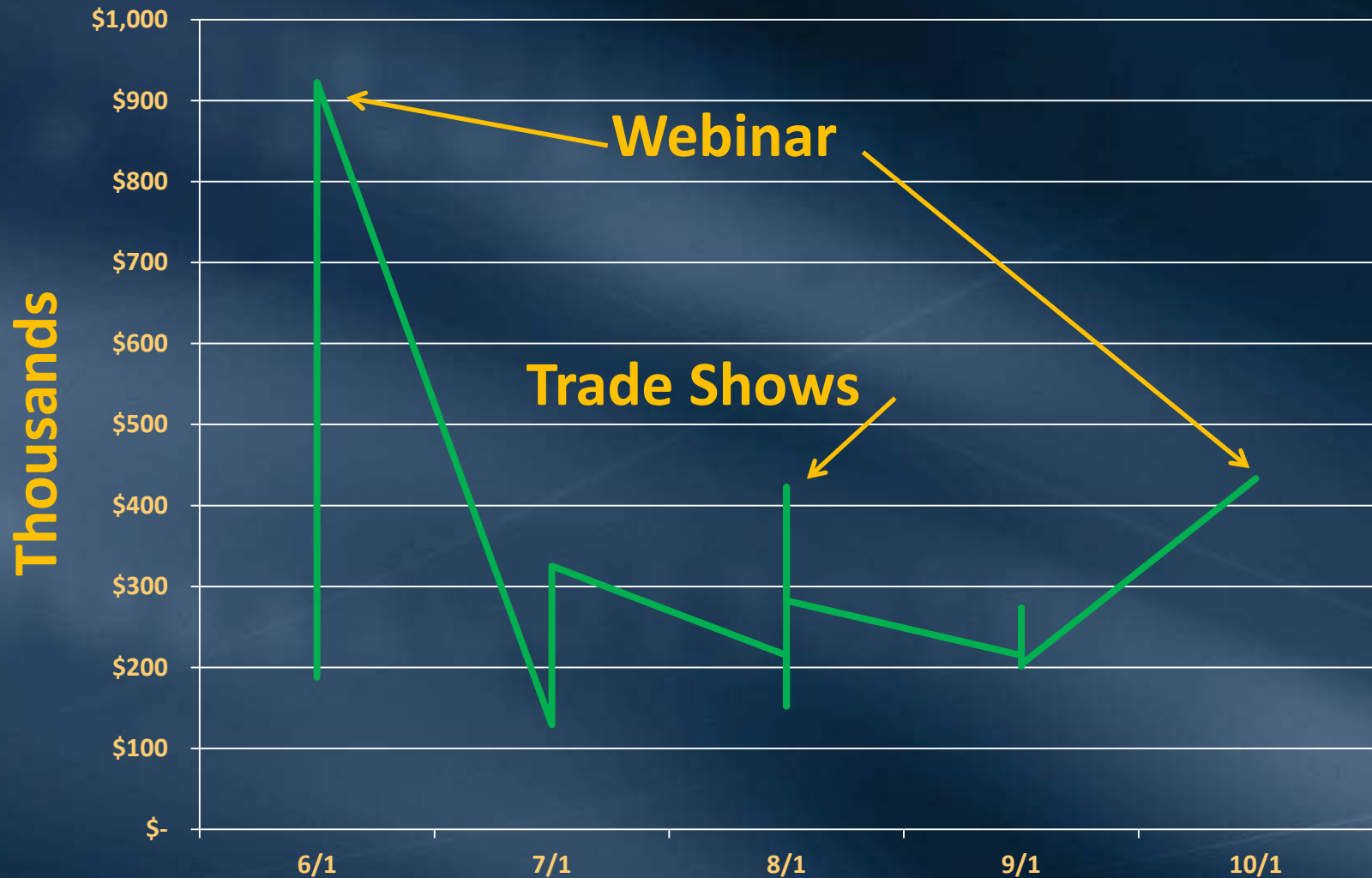
New Marketing – Trade Shows




Commercial Reservations Before Low-Cost Marketing



Commercial Reservations



Contractor Enrollment for Direct Payment




SoCal Water\$mart
For commercial water customers

[HOME](#) | [ABOUT THE PROGRAM](#) | [QUALIFIED PRODUCTS](#) | [PROGRAM FAQs](#) | [CONTACT US](#) | [TERMS & CONDITIONS](#)
[INDOOR PRODUCTS](#) | [OUTDOOR PRODUCTS](#) | [MULTI-FAMILY TOILET PROGRAM](#) | [TURF REMOVAL PROGRAM](#)

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- [Contractor Direct Rebate Option](#)

Visit MWD Website





THE METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA


Contractor Direct Rebate Option

The SoCal Water\$mart 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.
- 3. Have Your Customers Sign the Release Form**
Contractors negotiate payment with your customer for a SoCal Water\$mart qualifying project, deducting the SoCal Water\$mart 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 Enrollment Application](#)

 [Download the Application Help Guide](#)

 [Download the Customer Release Form](#)

Qualified Products List

- [High-Efficiency Toilets](#)
- [Ultra Low and Zero Water Urinals](#)
- [Connectionless Food Steamers](#)
- [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](#)

Member Agency Login

[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

Contractor Direct Rebates - Toilets

- 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

Contractor Direct Rebates - Landscape

- 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

Sep-13

Oct-13

Nov-13

Dec-13

Jan-14

Feb-14

Mar-14

Apr-14

May-14

Jun-14

Jul-14

Aug-14

Sep-14

**Drought
Declaration**

**Water
Supply
Alert**

**Executive
Order**

**SWRCB
Emergency
Regulations**

Conventional Marketing/Drought Response

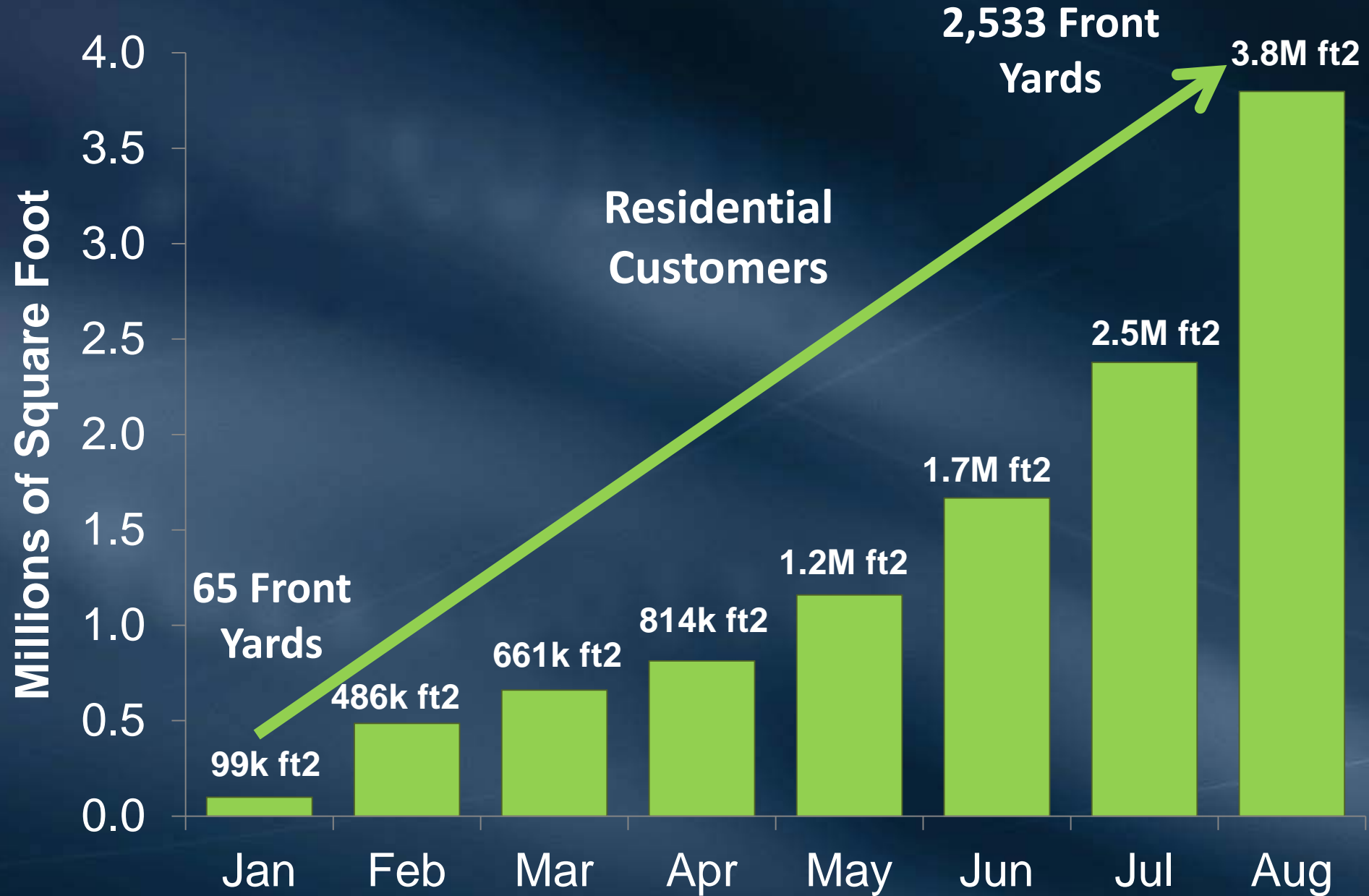
- Radio – 21 weeks
- TV – 6 weeks
- Digital – 4 months
- Bloggers – 2 months
- Search – 12 months



Program Overall with Paid Advertising



Interest in Residential Turf Removal



Commercial Sector Turf Removal



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

