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at WaterSmart Innovations

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GRASSROOTS MARKETING IN A VIRTUAL WORLD

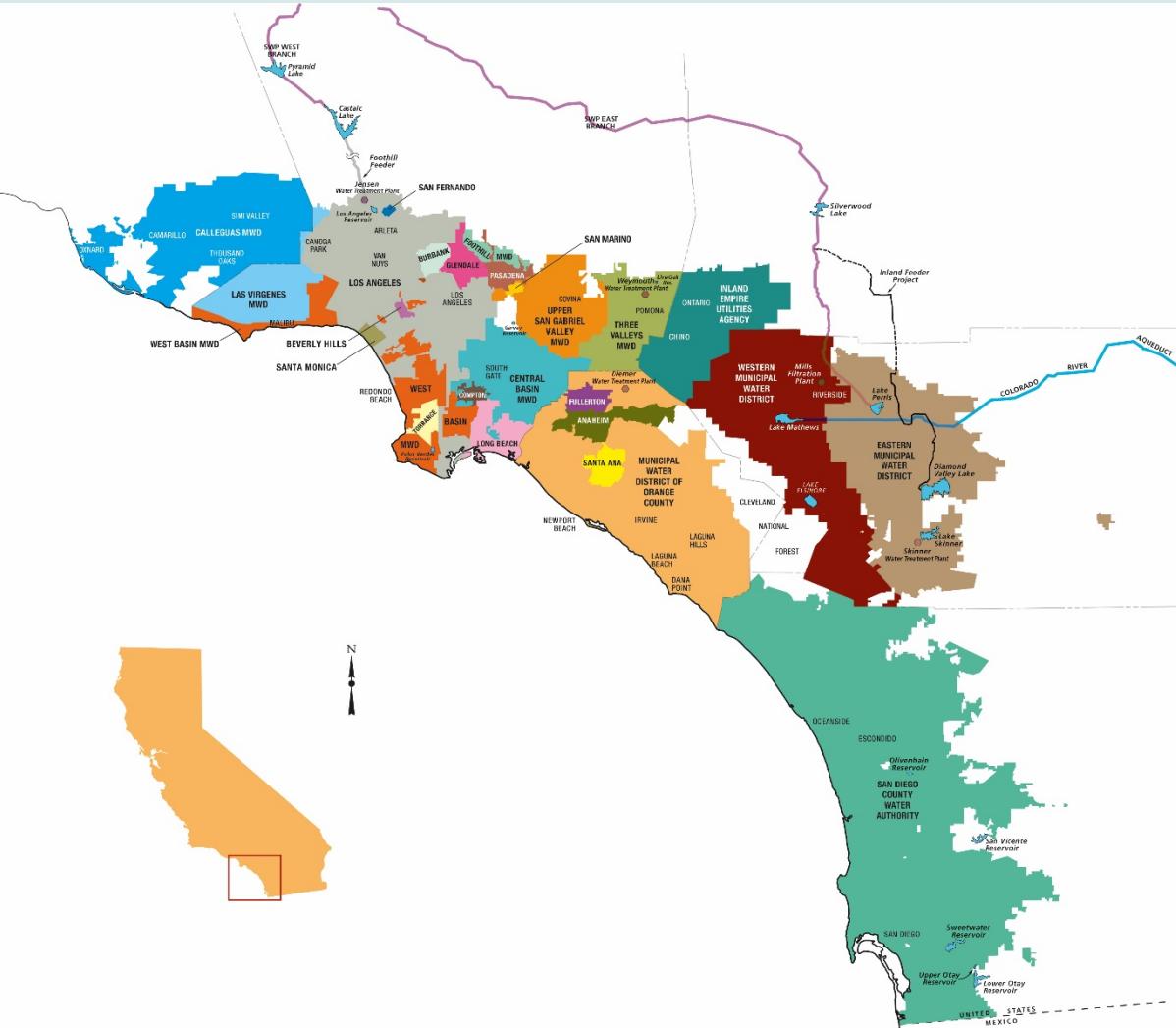
KRISTA GUERRERO
METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA



METROPOLITAN WATER DISTRICT

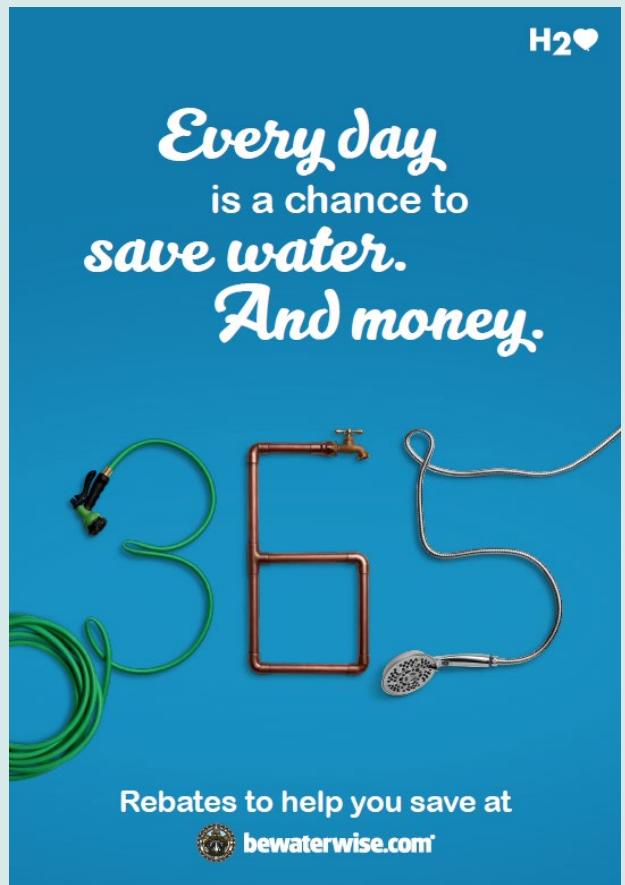


- Nation's largest wholesale water provider
- Service area: 19 million people/5,200 square miles/parts of six counties
- 26 member agencies
- Supports \$1 trillion regional economy
- Imports water from Northern Sierra and the Colorado River, invests in local projects

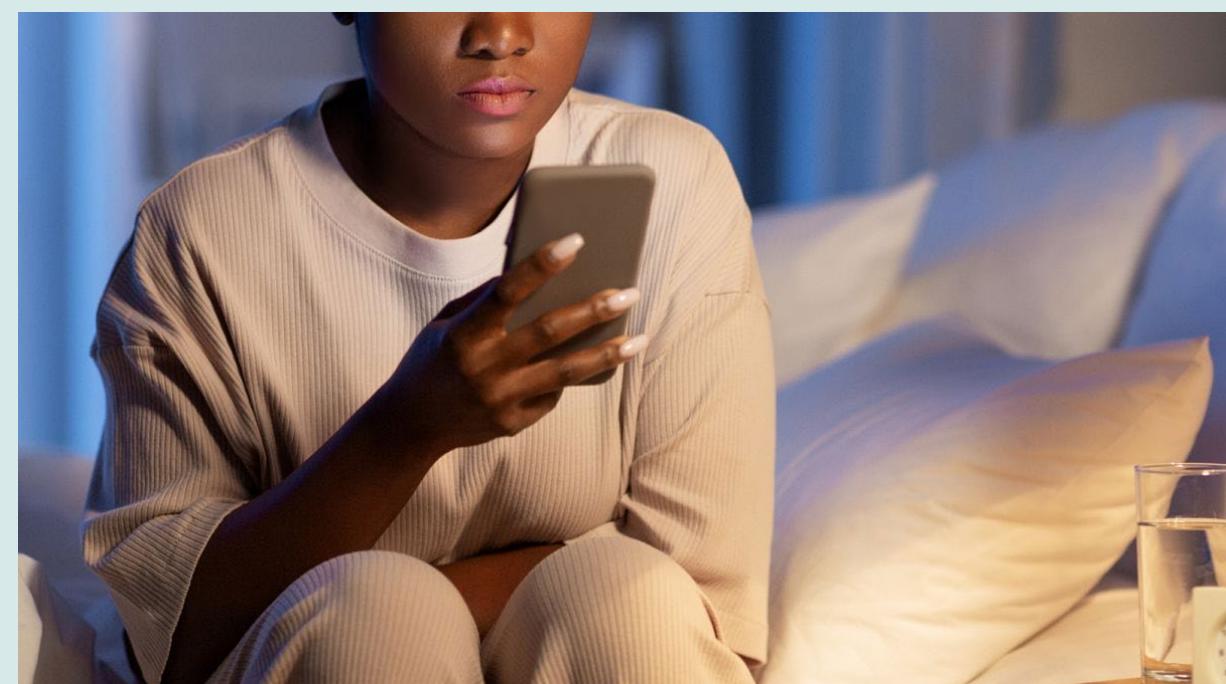




Love water. Save water.
bewaterwise.com



FALL 2020



We're California Friendly® Plants



Dudley



Poppy



Sage



Wendy



Concha



Iris



Matty



GOAL

Promote water use efficiency through
California Friendly® gardening.
Drive traffic to BeWaterWise.com





Elements

100% In-house production



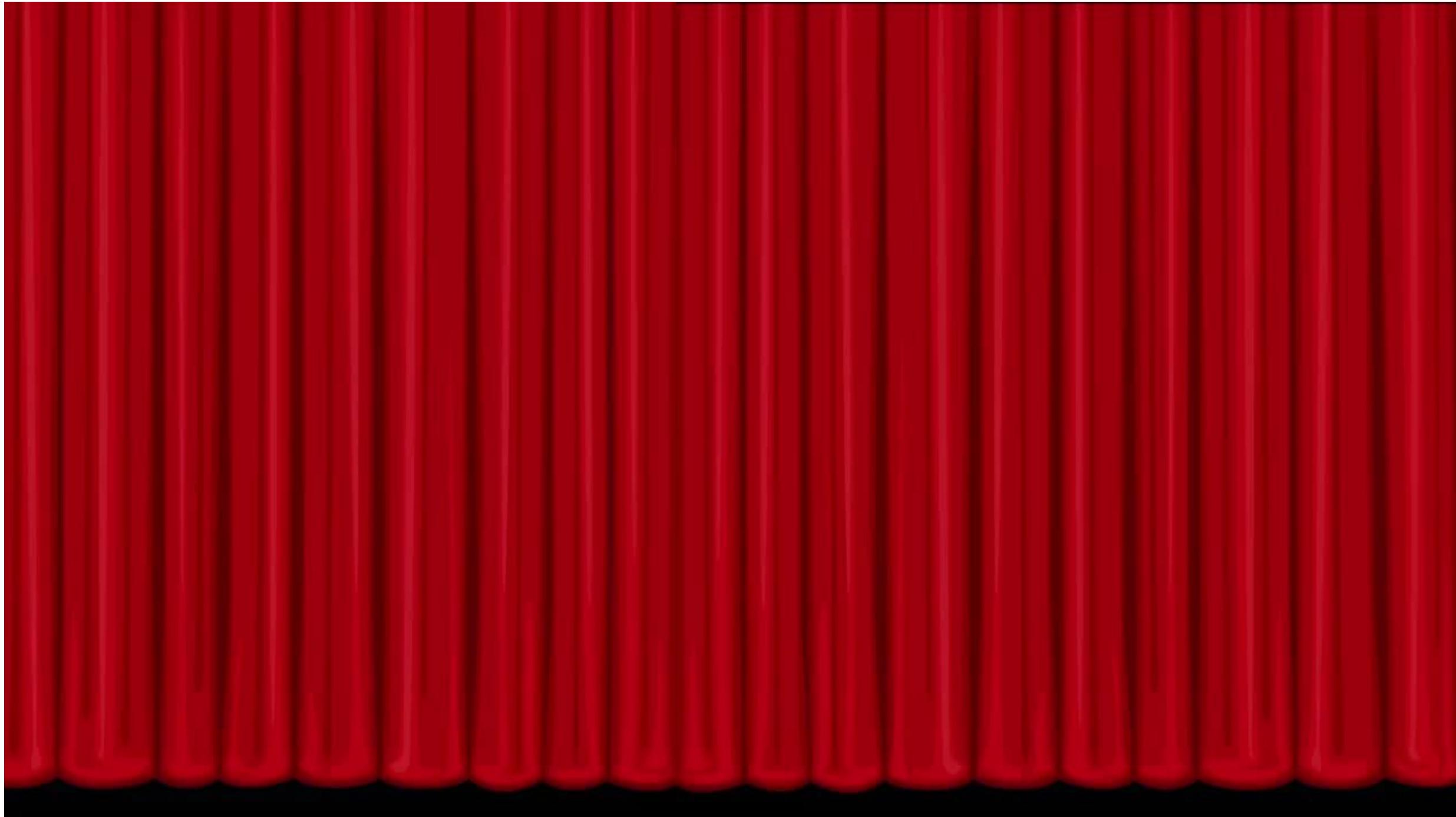
Elements

Flexible and Dynamic

Elements

Room to grow





Online

bewaterwise.com® We're California Friendly® Plants

[Facebook](#) [Twitter](#) [Instagram](#) [YouTube](#) [Pinterest](#)

Wendy
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Iris
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Concha
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Poppy
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Sage
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Matty
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Doddy
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Wendy
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Title

Button

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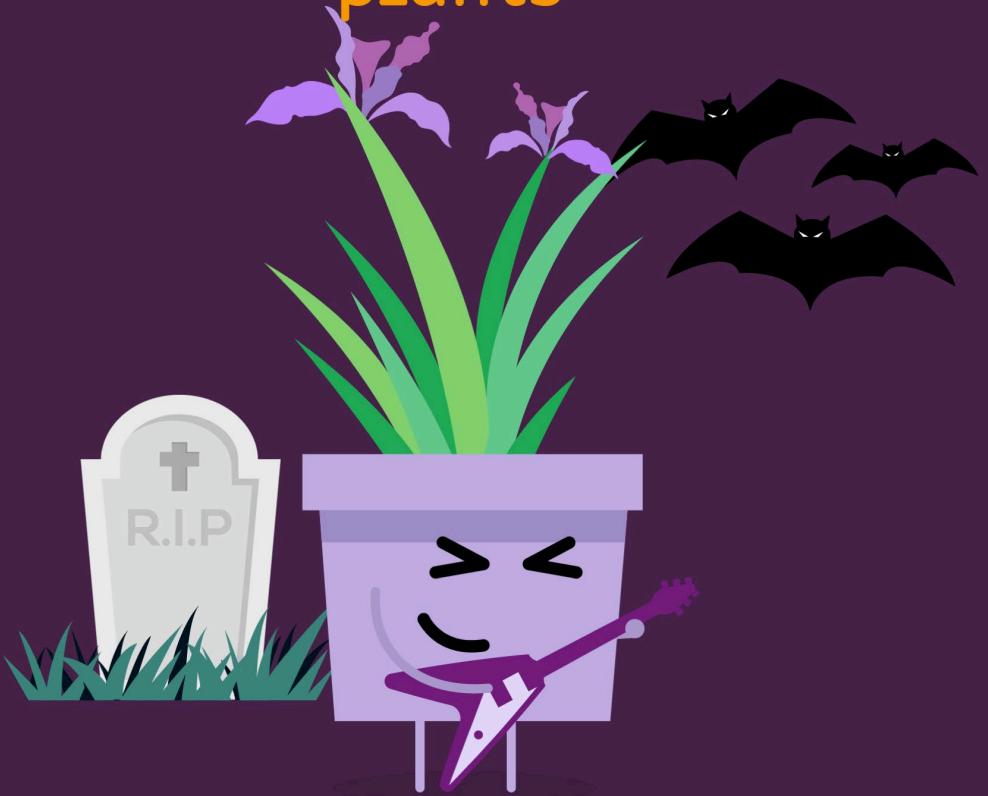
Social



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Holiday Assets

Happy Halloween from
California
Friendly®
plants

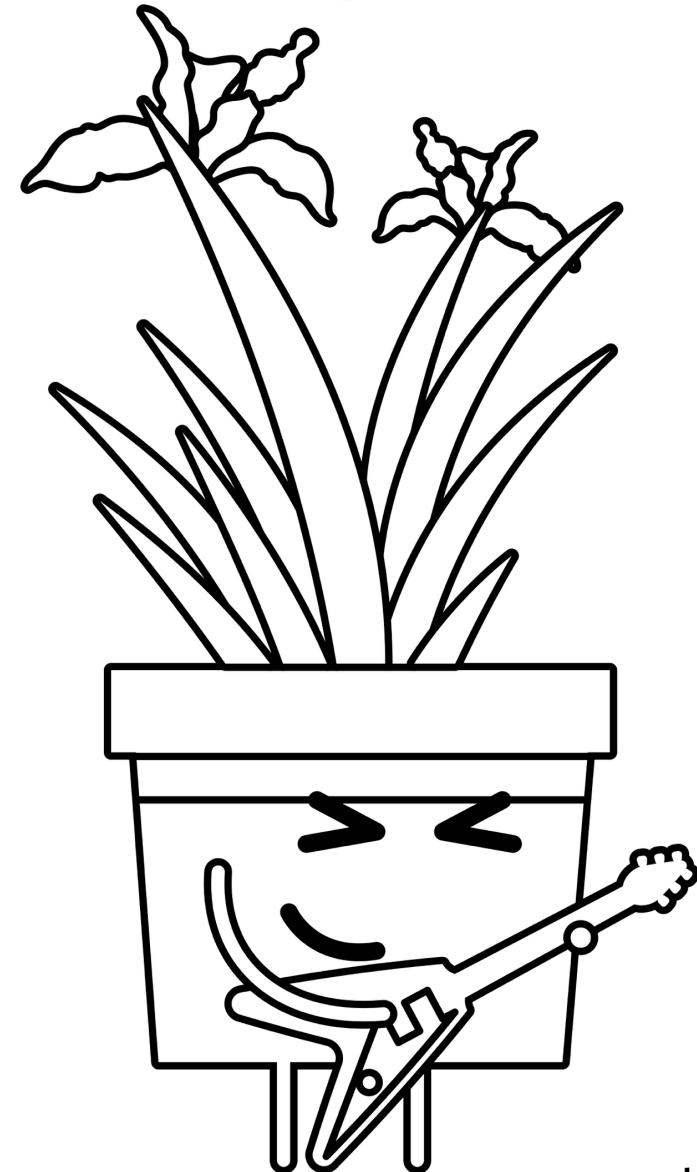


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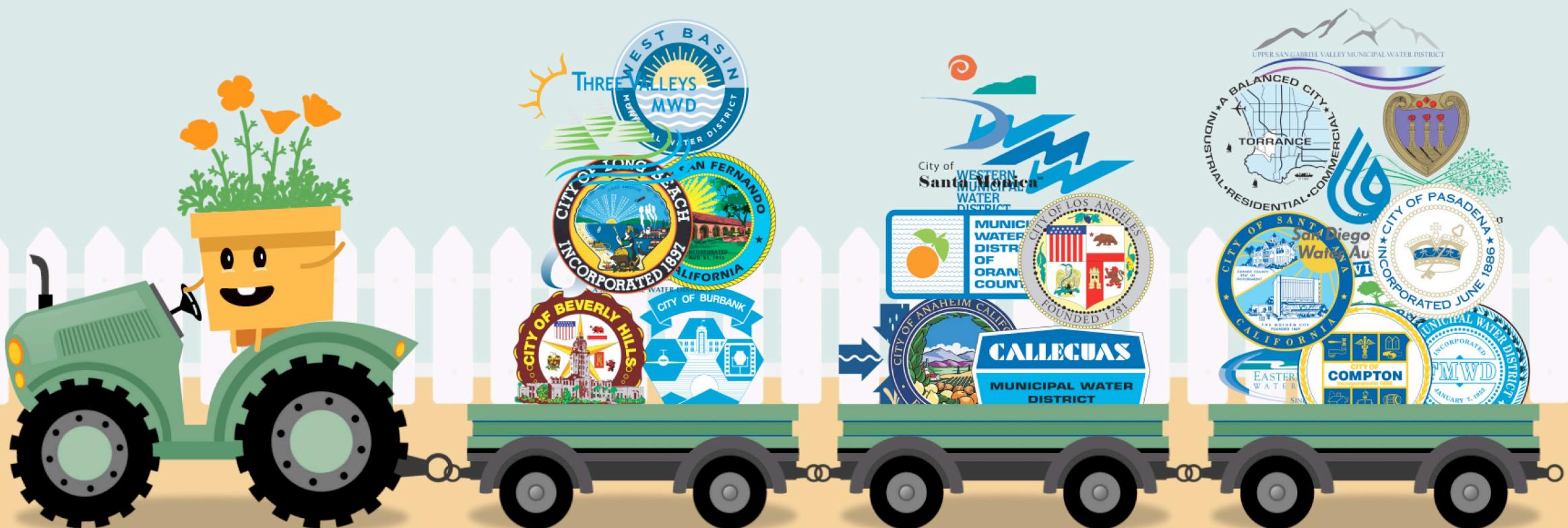
Education

“Iris”

(Douglas Iris)



ENGAGEMENT



LESSONS LEARNED

Creating quality content in-house is more attainable now than ever before.

Paid social media advertising works.

Traditional advertising is still challenging.



QUESTIONS