



Team Name: Dogs

Goal #5		
Establish reputation as a trusted energy advisor through owned, earned, and shared media		
Strategic Objective #1	<u>Strategic Objective #2</u>	Strategic Objective #3
Build a more robust Energy Advisor Program	Increase Member knowledge of Energy Resources	Save Members Money through energy programs
🕒	🕒 End of Q4 2024	🕒
Tactics	<u>Tactics</u>	Tactics
School Programs	Social Media Campaign	Rebate Program
Live Demonstrations	Monthly Newsletter Segment	Demand Response
Monitoring and Managing Energy Usage Education through various apps and software	Smarthub Campaign	Providing Energy Audits
Metrics	<u>Metrics</u>	Metrics
	Increase Smarthub enrollment by 10%	