



# THE POWER OF LIGHT

## MARKETING GROWTH STRATEGIES

March 3, 2015

Presented by Brad Turner, Turner Marketing Group

To: Sam Sinai and Ben Poulandian

From: Brad Turner

Date: 3-2-2015

Re: Marketing Strategies for Discussion

Following are a list of strategies to discuss.

- List of Marketing Strategies Pages 1 - 2
- Outlined of Marketing Strategies Pages 3 – 11

### Strategies for Discussion

- |   |         |            |               |
|---|---------|------------|---------------|
| 1. Affiliate Marketing Lead Generation      | Yes ___ | Date _____ | Initial _____ |
| 2. App                                      | Yes ___ | Date _____ | Initial _____ |
| 3. Article Writing                          | Yes ___ | Date _____ | Initial _____ |
| 4. Association Strategies                   | Yes ___ | Date _____ | Initial _____ |
| 5. Award Strategy                           | Yes ___ | Date _____ | Initial _____ |
| 6. Award Plaque For DECO Customers          | Yes ___ | Date _____ | Initial _____ |
| 7. Branding                                 | Yes ___ | Date _____ | Initial _____ |
| 8. Capital Raising                          | Yes ___ | Date _____ | Initial _____ |
| 9. Cleantech Incubator Strategy             | Yes ___ | Date _____ | Initial _____ |
| 10. Cleantech Kids                          | Yes ___ | Date _____ | Initial _____ |
| 11. Client Referral Strategy                | Yes ___ | Date _____ | Initial _____ |
| 12. GloSho Strategy                         | Yes ___ | Date _____ | Initial _____ |
| 13. Commercial, municipal, utility strategy | Yes ___ | Date _____ | Initial _____ |
| 14. Consulate General Strategy              | Yes ___ | Date _____ | Initial _____ |
| 15. Contests                                | Yes ___ | Date _____ | Initial _____ |
| 16. Corporate Finance                       | Yes ___ | Date _____ | Initial _____ |
| 17. Community Outreach and Strategy         | Yes ___ | Date _____ | Initial _____ |
| 18. Contacts                                | Yes ___ | Date _____ | Initial _____ |
| 19. Digital Marketing                       | Yes ___ | Date _____ | Initial _____ |
| 20. DECO Branding                           | Yes ___ | Date _____ | Initial _____ |
| 21. Economic Development                    | Yes ___ | Date _____ | Initial _____ |
| 22. Energy Audit Lighting Retrofit Strategy | Yes ___ | Date _____ | Initial _____ |
| 23. Event Services                          | Yes ___ | Date _____ | Initial _____ |
| 24. Event Strategies                        | Yes ___ | Date _____ | Initial _____ |
| 25. Growth Strategies                       | Yes ___ | Date _____ | Initial _____ |
| 26. Hollywood Strategy                      | Yes ___ | Date _____ | Initial _____ |
| 27. Intern Program                          | Yes ___ | Date _____ | Initial _____ |

- |  |         |            |               |
|--|---------|------------|---------------|
| 28. Keynote speaking engagements           | Yes ___ | Date _____ | Initial _____ |
| 29. LA Cleantech Incubator Strategy        | Yes ___ | Date _____ | Initial _____ |
| 30. LAW Technology Foundation              | Yes ___ | Date _____ | Initial _____ |
| 31. Lead Generation                        | Yes ___ | Date _____ | Initial _____ |
| 32. LinkedIn Strategy                      | Yes ___ | Date _____ | Initial _____ |
| 33. Marketing                              | Yes ___ | Date _____ | Initial _____ |
| 34. Newsletter                             | Yes ___ | Date _____ | Initial _____ |
| 35. Non Profit Strategy                    | Yes ___ | Date _____ | Initial _____ |
| 36. Public Relations                       | Yes ___ | Date _____ | Initial _____ |
| 37. Publishing Software - Aggregate.com    | Yes ___ | Date _____ | Initial _____ |
| 38. R&D Technology Partnerships            | Yes ___ | Date _____ | Initial _____ |
| 39. Revenue Strategies                     | Yes ___ | Date _____ | Initial _____ |
| 40. Rotary Strategy                        | Yes ___ | Date _____ | Initial _____ |
| 41. Sales                                  | Yes ___ | Date _____ | Initial _____ |
| 42. Social Media                           | Yes ___ | Date _____ | Initial _____ |
| 43. Software Technology                    | Yes ___ | Date _____ | Initial _____ |
| 44. Speaking Engagements                   | Yes ___ | Date _____ | Initial _____ |
| 45. Strategic Marketing                    | Yes ___ | Date _____ | Initial _____ |
| 46. Supplybid                              | Yes ___ | Date _____ | Initial _____ |
| 47. Sustainability Case Study Best Booklet | Yes ___ | Date _____ | Initial _____ |
| 48. Technology Innovation                  | Yes ___ | Date _____ | Initial _____ |
| 49. Video Strategy                         | Yes ___ | Date _____ | Initial _____ |
| 50. Website Content                        | Yes ___ | Date _____ | Initial _____ |
| 51. Website Technology                     | Yes ___ | Date _____ | Initial _____ |
| 52. Wikipedia Profile                      | Yes ___ | Date _____ | Initial _____ |

## Strategies for Discussion

1. Affiliate Marketing Lead Generation
  - Energy Audit, Lighting Retrofit, Solar
  - Generates lead for DECO Lighting distributors and partners
  - DECO new source of revenue generating leads
  - Pull through strategy to sell more DECO products
2. App
  - Sustainability Incentivized Gamification
  - Branding and lead generation Tool for DECO Lighting
  - Tool to Engage companies and individuals to retrofit lighting
  - Engage cities, organizations, companies to become involved
  - Tracks results of individuals and companies and organizations they belong to
  - Rewards individuals and companies for participating
  - Sponsored by Companies in local area that pay for advertising and are the reward that the App users receive
  - Leads to sales for DECO lighting
3. Article Writing
  - Generate unique stories and articles about company, leadership team, DECO clients for industry verticals to be positioned and distributed in various industry trade and consumer online and offline, publications, blogs, media companies.
    - i. Alternative Energy
    - ii. Building
    - iii. Business
    - iv. C-Suite
    - v. Design
    - vi. Entrepreneur
    - vii. Energy Efficiency
    - viii. Engineering
    - ix. Financial
    - x. Greentech
    - xi. Investor
    - xii. Leadership
    - xiii. Lighting
    - xiv. Los Angeles publications - Los Angeles Business Journal, LA Times
    - xv. Military
    - xvi. SoCal Publications
    - xvii. Schools
    - xviii. Startups
    - xix. Sustainability
    - xx. Technology Innovation
    - xxi. Utility
  - Publisher outreach to obtain article placement and distribution
4. Association Strategies
  - Evaluate which associations to join to further company goals and objectives
  - Philanthropy
  - Trade
  - Partial List
    - i. AAOA - American Apartment Owners Association - <http://www.american-apartment-owners-association.org>

- ii. Apartment Association Greater Los Angeles - [www.aagla.org](http://www.aagla.org)
  - iii. ACEEE - The American Council for an Energy-Efficient Economy - [www.aceee.org](http://www.aceee.org)
  - iv. ACG - Association for Corporate Growth - Los Angeles - [www.acg.org](http://www.acg.org) Members - 14,000 members
  - v. AIR Commercial Real Estate Association - [www.airca.com](http://www.airca.com)
  - vi. AREAA - Asian Real Estate Association of America - [www.areaa.org](http://www.areaa.org)
  - vii. AASHE - Association for the Advancement of Sustainability in Higher Education Association - [www.aashe.org](http://www.aashe.org)
  - viii. BOMA - Building Owners and Managers Association International - [www.boma.org](http://www.boma.org)
  - ix. BOMALA - Los Angeles - [www.bomagla.org](http://www.bomagla.org)
  - x. BOMA Las Vegas - [www.bomanevada.org](http://www.bomanevada.org)
  - xi. CCIM - Certified Commercial Investment Member - [www.ccim.com](http://www.ccim.com)
  - xii. Chamber of Commerce
  - xiii. Beverly Hills - [www.beverlyhillschamber.com](http://www.beverlyhillschamber.com)
  - xiv. Canoga Park - West Hills - <http://cpwhchamber.org/>
  - xv. Los Angeles - [www.lachamber.com](http://www.lachamber.com)
  - xvi. IFMA - International Facility Management Association - the largest, most widely recognized and well-connected association for facility management professionals. Formed in 1980, IFMA supports more than 23,500 members in 94 countries. [www.ifma.org](http://www.ifma.org)
  - xvii. ICSC - The International Council of Shopping Centers [www.icsc.org](http://www.icsc.org)
  - xviii. LAVA - Los Angeles Venture Association - [www.lava.org](http://www.lava.org)
  - xix. NAESCO - National Association of Energy Service Companies - [www.naesco.org](http://www.naesco.org)
  - xx. NACS - The Association for Convenience & Fuel Retailing [www.nacsonline.com](http://www.nacsonline.com)
5. Award Strategy
- Participate and submit applications for business awards
  - Entrepreneur
  - INC 5000
  - Los Angeles Business Journal
  - Los Angeles Chamber of Commerce
  - Los Angeles Economic Development Eddy Awards - The Eddy Awards® is one of the most prestigious awards programs to recognize leadership in economic development in business and government throughout Los Angeles County. <http://laedc.org/eddy-awards>
6. Award Plaque For DECO Customers
- Energy Efficiency Wall Plaque
  - Generate good will and referrals
7. Branding
- Sam Sinai, CEO and Ben Pouladian, President
  - Corporate and Non Profit Board positions
  - Positioning
  - Speaking Engagements
  - Book – The Power of Light
  - Wikipedia Profiles
8. Business Development on behalf of DECO Digital and DECO Lighting
- Attend events generate new clients and or referral partners
  - Channel and Referral Partnerships Program
  - Contact existing relationships – Academia, Associations, Cities, Corporations, Government, Military, Non Profits, Real Estate
9. Capital Raising
- 25102 (n) For California Corporations - [www.cleantechpress.com/capital-descriptions.html](http://www.cleantechpress.com/capital-descriptions.html)

- Broker Dealers
  - CAGIX
  - Corporate Venture Capital Investing
    - i. Evaluate DECO Technology IP
    - ii. Research CVI Technology Innovation Partners
    - iii. Manage marketing presentation development
    - iv. Facilitate presentation
    - v. Manage communications and meetings between Deco leadership team and Corporate Venturing Groups
  - EB-5 capital to invest in real estate, "job creators," and technology companies.
  - Equity Crowdfunding
  - Government
    - i. Advanced Research Projects Agency-Energy (ARPA-E) [www.arpa-e.energy.gov](http://www.arpa-e.energy.gov)
  - Family Offices
  - High New Worth
  - Investment Bankers
  - Merchant Banking
  - Mergers & Acquisition
  - Private Equity
  - Venture Capital
10. Cleantech Incubator Strategy
- In each city Cleantech Incubators have aggregated the key academia, governmental, city, utilities leaders
  - Global Network with access to over 1000 cities
  - Inexpensive way to generate business and set up sales offices
11. Cleantech Kids
- Community Outreach
  - High Schools
  - Universities
  - Trade Tech
  - Partner with LA training energy efficiency certification program
12. Client Referral Strategy
- i. Award Plaque – DECO Energy Efficiency Wall Plaque
  - ii. Client Articles
    - 1. Facebook
    - 2. Military
  - iii. DECO Lights Up Newsletter featuring client case studies
  - iv. Incentivized referral program – Gift card, products
13. GloSho Strategy
- LAW Party
  - Video
  - Orange Chair Interview
  - MWD
14. Commercial, municipal and utility market strategy
15. Consulate General Strategy

- Los Angeles has the third largest consular community in the world, after New York City and Hong Kong.
- Rotary Consul General Day – March 6, 2015
- Los Angeles Consular Corps - [www.en.wikipedia.org/wiki/Los\\_Angeles\\_Consular\\_Corps](http://www.en.wikipedia.org/wiki/Los_Angeles_Consular_Corps)

#### 16. Contests

- Technology Innovation Awards Event
- Generates Brand Awareness
- Build Key Partnerships With Targeted

#### 17. Corporate Finance

#### 18. Community Outreach and Strategy

- Consulting for public and private projects, assisting clients on outreach and strategy for working with the community and elected officials.

Roles include:

- i. Research
- ii. Policy Analysis
- iii. Proposal Writing
- iv. Client Relations
- v. Marketing Channels

#### 19. Contacts

- Associations
- Capital
- City Governments
- Corporations
- Event Producers
- Greentech and Cleantech Publishing Editors
- Military
- Real Estate Owners and
- Real Estate Property Management
- State Agencies

#### 20. Digital Marketing

#### 21. DECO Branding

- DECO Products
- DECO Clothes
- DECO Light
- Objective
  - Lead Generation
  - Branding
  - Revenue
- Examples
  - BFM
  - Corplogo
  - EH example
  - Tommy

#### 22. Economic Development

- Research Incentives – Federal, State, City

- Strategies
23. Energy Audit and Lighting Retrofit Strategy
- Generate leads for energy audits and lighting retrofits
  - DECO product has to be included in proposal
  - Energy auditors pay for leads
  - New source of revenue for DECO
24. Event Services
- App
  - Attendee Engagement
  - Evaluation
  - Implementation
  - Research
  - Article Writing
  - Attendee Experience
  - Pre & Post Attendee Networking
  - Event Management
  - Revenue Strategies
  - Social Media
  - Speakers
  - Sponsorship
  - Planning
  - Sales
  - Strategies
  - Facebook
  - Event Page
  - Technology
25. Event Strategies
- Attend as press
  - Business development prior, during and after
  - Interview and generate articles on key attendee
  - Technology
26. Growth Strategies
- DECO Technology Innovation Campus (DECO TIC) [www.decotic.org](http://www.decotic.org)
    - Primary goal of DECO TIC is to support DECO Lighting growth strategies, new customer acquisition and revenue
    - Secondary goals are to stimulate new technology, commercialization and financing
    - Brings together academia, business, and government to advance energy technology innovation.
    - Combination of tenants structured to capitalize on:
      - Capital
      - Federal, state, and business incentives
      - Philanthropy Non Profit Initiatives
        - Partnerships - Academia, Cleantech, Government, Real Estate, Rotary, Sustainability
        - Cleantech Kids.org – Education of career path opportunities and public education to consumers for energy efficiency, cleantech, sustainability

- Phase 1 - Locate at Los Angeles Cleantech Manufacturing Center or other downtown location
- Phase 2 - Purchase real estate with EB-5 strategy
- Integrated Business model and that combines successful ideas from:
  - BPO – Business Process Outsourcing
  - Incubators
    - LA Cleantech Incubator,
    - Blacoh’s Water Technology Incubator
- Non Profits
- Summary
  - DECO TIC will generate revenue by providing digital agency services, lead generation, marketing support, tech support, and customer care for business to business and business to customer products and services. The business model for DECO TIC is projected to be highly profitable by eliminating the inefficiencies found in BPO companies generating clients and by cross training staff, establishing a co-working environment, and eliminating downtime.
  - Financial Potential of the Business – When running at full capacity, DECO Technology Innovation Center has the capability to generate gross revenues of \$8.2 million with net income of \$4.6 million a year.

#### 27. Hollywood Strategy

- Celebrity Events
- Film Festivals
- Celebrity Spoke Persons

#### 28. Intern Program

- Job Training
  - Job Shadowing
  - Curriculum - Engage with all disciplines
    - Computer
    - Engineering
    - Entrepreneur
    - Incubator
    - Journalism
    - Media
    - School Newspapers
    - Software
    - Sustainability
    - Technology

#### 29. Keynote speaking engagements

#### 30. LA Cleantech Incubator Strategy

- Submit application and join incubator
- Access to GIN
- Funding
- Extensive network

#### 31. LAW Technology Foundation – Light Air Water Technology Foundation

- The mission of LAW is to accelerate economic development and stimulate jobs associated with improving the quality of life and sustainability from the innovation and adoption of Light, Air, and Water Technologies in Los Angeles and globally.

- LAW Technology Summit
- 3 Ps – Private Public Partnership
- 3 E – Environment \* Education \*Economic Development
- Cleantech Kids Philanthropy
- University Partnerships
- Top down strategy
- Interns
  - Job Training
  - Job Shadowing
  - Curriculum - Engage with all disciplines
    - Computer
    - Engineering
    - Entrepreneur
    - Incubator
    - Journalism
    - Media
    - School Newspapers
    - Software
      - Sustainability
      - Technology

### 32. Lead Generation

- Energy Audit Partners
  - i. Orange County Cleantech Incubator clients
  - ii. Renewage
- Church & School Energy Audit Program
  - i. Free
  - ii. Adventist Church
- Partnerships
  - i. Civic Publication
  - ii. CRG
  - iii. Schedule appointments

### 33. LinkedIn Strategy

- Expand Groups
- Generate leads
- Generate contacts with large amount of contacts

### 34. Marketing

### 35. Newsletter

- Danmer Example

### 36. Non Profit Strategy

- Direct Sales
- Referrals to customers and sales
- Rotary – 100 non profits

### 37. Public Relations

### 38. Publishing Software - Aggregate.com

- 39. R&D Technology Partnerships
  - Los Angeles Police Department Technology Division
    - i. Development of new lighting solutions for LAPD
    - ii. Channel to introduce existing products
  - Metropolitan Water District Technology Department
    - i. Development new lighting solutions for MWD
    - ii. Channel to introduce existing products
- 40. Revenue Strategies
  - Lead Generation
- 41. Rotary Strategy
  - Rotary Club of Los Angeles
  - Global organization of community and business leaders
  - 34,000 Clubs, 1.3 million members, 210 countries
  - Overlay with Cleantech incubators in biggest markets for DECO opportunity
- 42. Sales
- 43. Social Media
  - **Content Strategy**
  - Twitter
    - i. Partner with brands, celebrities, and influencers
  - **Youtube Strategy**
    - i. Partner with Youtube brands, celebrities, and influencers
      1. Maker Studio
      2. Big Frame
  - **Video**
- 44. Software Technology
  - Digital, Social Media, and Video Platform to drive leads and engagement
  - Website Publishing to generate leads and clients
- 45. Speaking Engagements
  - Sam Sinai, CEO
  - Ben Pouladian, President
  - Associations, Events, Trades Shows
- 46. Strategic Marketing
  - Increase innovation
  - Build new channel strategies
  - Expand brand positioning
- 47. Supplybid
  - Article
  - Branding
  - Business Model
  - Deal Sheet
  - Logo
  - Revenue Model
  - Technology
  - Website
  - URL
- 48. Sustainability Case Study Best Booklet
  - Direct mail to clients
  - Download from computer
  - Give away at events

- Develop App
49. Technology Innovation
- Deal Flow
  - Commercialization
  - New Revenue from existing marketing and distribution channels
50. Video Strategy
- Orange Chair Interview
  - Content Strategy
  - Efren Toscano
  - Jeff Hunt
  - Youtube - Increase views
51. Website Content
- Blog
  - Add articles on Cleantech Press
  - Increase Views
  - Phone Number Survey - DECO
52. Website Technology
53. Wikipedia Profile
- DECO Lighting
  - Sam Sinai, CEO
  - Ben Pouladian, President