

Smart Grid Marketing Communications

What Will Success Look Like?

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27 August 2009



Today's Session

Components of a Successful Marketing Communications Program for Smart Grid

- Strategy
- Messaging/Positioning
- Technical Experts
- PR/Media Campaign
- Thought Leadership
- Mechanisms
- Social Media Elements
- Rollout Plan



Real Examples
from Successful
IEEE Marketing
Communications
Programs

Marketing Communications for Smart Grid

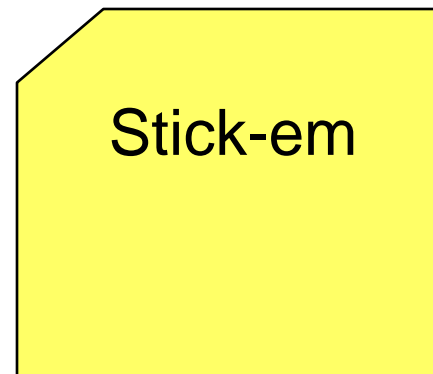
- It is a “Total Package” delivered in a consistent, coordinated manner
- Commitment over a sustained period

What Will Success Look Like?

A Quick Exercise... At the End of This.

In terms of...

- Positioning as a “Thought Leader”
- What We Need to Accomplish
- In terms of Forming Relationships
- Extending & Leverage our Brand/Identity
- Other... ?



Situation Analysis – Smart Grid

- **Increased Visibility...** Companies and organizations impacted by Smart Grid or contributing to Smart Grid are gaining increasing visibility via their respective marketing and public relations activities
- **Hot Topic...** Smart Grid is a “hot topic” in the trade, business and general media, with hundreds of articles daily fueled by a focus on green technology, government directives and funding for Smart Grid and industry competition
- **Information Overload...** Hundreds of blogs and forums exist on Smart Grid and continue to multiply
- **Portals...** Many external Smart Grid “portals” exist, including those hosted by IBM, Siemens, GE, Smart Grid TMC. Net, US Department of Energy, CISCO and EPRI’s Intelligrid (see addendum 1.0)
- **Events...** A significant increase in Smart Grid events, forums, conf’s
- **Consortiums...** Formation of consortium/associations about Smart Grid
- **Standards Competitors...** Many standards developers/bodies involved and these bodies are positioning themselves as the “lead” for standards setting in Smart Grid-related technologies
- **Competitive factors...** multiplying rapidly.

Step 1: Strategy

Defining the Program

Elements of the Strategy

Example

Why IEEE

- Mission
- Purpose
- Why IEEE
- Messaging Architecture
- Positioning Statement
 - Who We Are
 - What We Do
 - How We Do It
- Strategic Direction

IEEE is uniquely positioned to play a vital role in supporting the realization of Smart Grid via:

- ✓ The global expertise and synergy of its broad spectrum of organizational resources. IEEE integrates 44 technical societies and councils supporting technology development, education, publication, in synergy with a global standards community.
- ✓ IEEE Standards Association enabling technology integration across a spectrum of fields, necessary for a forward looking platform, e.g. power, communications, digital information management controls technology, networking, security, reliability assessment, interconnection of distributed resources including renewable energy sources to the grid, sensors, electric metering, broadband over power line and systems engineering.
- ✓ The collaborative venues and opportunities IEEE provides for technical discussion and advancement of technology.
- ✓ The channels and environments IEEE offers for publishing and providing access to information.

Step 1: Strategy

Defining the Program

Example

Public Visibility Initiative

A communications initiative that seeks to raise IEEE's visibility and create a global "voice"; **increasing public understanding of how engineering, computing & technology benefit humanity**; positioning IEEE as *the* world's trusted source and forum.

BoD-endorsed, multi-year, multi-million dollar project...

Big Audacious Goal: Make IEEE a household name

Messaging Framework

(Fine-tuning Needed)

Testing the Messages +
Developing Proof-points

- IEEE is helping to unify the power, communications and IT technical disciplines
- IEEE is a central force in Smart Grid initiatives
- IEEE is actively engaged in a number of Smart Grid initiatives globally
- IEEE is collaborating with government and industry
- IEEE is committed to working with NIST to expeditiously achieve a Smart Grid roadmap
- With over 375,000 members among the academic, government and private sectors worldwide, IEEE is a unique position to bring all interested parties together to collaborate to create this standard foundation
- IEEE has been providing leadership for Smart Grid development and continues to build upon its vast membership, expertise, materials and conference venues to facilitate understanding
- IEEE is leveraging its strong foundation and collaborating to evolve standards, share best practices, publish developments and provide related educational offerings to advance technology and facilitate successful deployments throughout the world

Step 2: PR/Media Campaign

Components

- Target Audience(s)
- Themes/Messages
- “Technical Experts”
 - Database of Smart Grid TE’s to Draw From
- Approaching the Media
 - *What’s the NEWS???* “Hook”
 - *Building relationships with the media*
 - *Positioning IEEE as “Trusted Source” on Smart Grid*
- Vehicles
 - Press Releases -- Byline Articles
 - eNewsletter to Engage the Media

PR/Media Campaign

Engaging the Media -- Tools

Examples

INTERNATIONAL
Herald Tribune
THE GLOBAL EDITION OF THE NEW YORK TIMES

IEEE Press Direct: Healthcare

Available for media interviews: IEEE Healthcare Experts

IEEE members—engineers, computer, and technology specialists—facilitate solutions to the world's most pressing humanitarian problems, including those involving healthcare. New interoperable medical devices can increase the quality of healthcare, improve patient outcomes, and reduce costs. The development of standards for these medical devices is becoming increasingly important.

IEEE members are available now for media interviews on healthcare IT, healthcare standards, the use of wireless technology in healthcare, and how these issues affect people on a daily basis. To arrange an interview, please contact Kori Green at IEEE-PR@ruderrfm.com.

Meet Our Experts

Standardization of Medical Devices

George Arnold
President of IEEE Standards Association, and Deputy Director, Technology Services, at the U.S. National Institute of Standards

"If you went into a McDonald's 20 years ago and asked how many Big Mac sandwiches they'd sold that day, they could tell you in real time. Today, primary-care doctors can't tell you how many of their patients are on Lipitor, let alone how they are faring on it from day to day."

Read More...

Elliot Sloane
IEEE Senior Member, Assistant Professor of Information Systems, Villanova University School of Business

"Our standards in other technologies like networking and software quality also have clear implications in healthcare. There's...

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Text size: A A A

IEEE Newsroom

Hot Topic Sustainable Energy

IEEE Engaging the World

The IEEE Engaging the World Newsletter highlights hotspots, profiles IEEE member experts engaging the world, and reports on related IEEE events.

Media Resources

- IEEE Experts
- History
- Articles

More

IEEE in the News

Read full news release

Expert Profile

"There is no geographic area in the world immune to the energy challenge and the consequences of our actions."

Below is a list of five angles that Ruder Run would like to move forward pitching on behalf of IEEE. Each angle is followed by a brief synopsis of the pitch material to give you a better understanding of how we're approaching the topic. The one note that we do not position IEEE to promote one side of a controversial topic, but more to educate its audiences on the background of each current issue.

- Using Technology to Understand and Natural Disasters (Epidemiologist TBD)
 - In the recent years, natural disasters have become increasingly more devastating and are approaching the topic. The one note that we do not position IEEE to promote one side of a controversial topic, but more to educate its audiences on the background of each current issue.
- Climate Change: Recent Decline of World's Island Brings Light to Human's Impact on the Environment
 - Over the past two weeks, massive ice have broken off the World's Island Ice Shelf, spreading across several miles. While a crack in the ice was spotted six weeks ago, this has been the largest break-up of an ice shelf since the 1980s ice shelf broke off the Ellsworth Ledge in 2005. This confirms a long-term trend of ice shelves breaking off the Ellsworth Ledge, a trend that is being tracked by scientists. The fact that the ice shelf has broken off so early in the season is a significant concern. The fact that the ice shelf has broken off so early in the season is a significant concern. The fact that the ice shelf has broken off so early in the season is a significant concern.

Byline Articles

Top Tier Media

The Economist | The New York Times

Forbes | TIME

CNBC | FORTUNE

INTERNATIONAL Herald Tribune

THE WALL STREET JOURNAL

Online Newsroom

Press Direct

Meet Our Experts

Press Releases

Bylines

Media Pitches

Media Interviews

Media Coverage

Editorial Calendar

IEEE P2030 PR Program Highlights

Example

- April 27 – May 1: Press briefings on P2030 project approval & WG kick off meeting 3 June
 - Dick Deblasio & Chuck Adams spokespersons
- May 4: News release wired
- 1,649 headline impressions (BusinessWire)
- 49 news stories (global)
 - EE Times
 - EDN
 - Business Week
 - T&D World
 - Power Engineering
 - SmartGrid Today
 - Computer World
 - CNET
 - Network World
 - ZDNet
- Post 3 June meeting updates to media

Bylines (contributed articles)

Example

Bylines secured

■ Power Engineering

- From Abstract Concept to Realistic Vision: Defining the Smart Grid
- 4 Aug issue

■ Pure Power

- Unifying Power, Communications and IT on the Smart Grid
- 4 Sept issue

■ Utility Automation and Engineering T&D

- P2030 Efforts and Attempts to Develop Smart Grid
- 7 September

IEEE P2030 PR Program Next Steps

Example

- Continue to pursue contributed (bylined) articles
- News releases on outcome of subsequent meetings of P2030 WG and sub-groups & standards-related activities
- Media briefings on significant developments/decisions of P2030

P2030 Smart Grid Communications

Example

- Opt-in mailing lists created
 - ieee2030@ieee.org
 - smartgridnews@ieee.org

Pushing out information on P2030

Internal IEEE audiences

What's News

Society news vehicles

External audiences (via the media)

Coverage Highlights: PR/Media Results

Healthcare










Consumer Electronics












Example

Sustainable Energy / World / Smart Grid











Space








www.ieee.org/go/newsroom

Celebrating 125 Years of Engineering the Future

Step 3: Thought Leadership

Examples

Positioning IEEE as a Thought Leader on Smart Grid...

Strategic Positioning At Top-Tier Forums



Smart Grid Forum



"Hearts & Minds" Videos



Top-Tier Media Opportunities



... And Generating Elevated Mindshare

Step 4: Social Media

Evolution/Growth of Tactics and Channels

Web 1.0

"The Destination"

Destination Website

Search Engines

CRM

Viral

eMarketing

Message Boards

Web 2.0

"Tools and Distribution"

Blogosphere

Social Networks

Micro Content

Social Bookmarking

Online Video

Content Mashups

Age of Social Media

"Niche Channels and Mass Participation"

 Blogger

 iReport

 LinkedIn

 Ning

 twitter

 facebook

 del.icio.us

 digg

 Google

 YouTube

 flickr

 WIKIPEDIA

Step 5: Metrics

Tracking & Monitoring Success

What Will Success Look Like?

- How will you measure success?
- Tracking & Reporting
 - Scorecard
- What tools?
 - Already in place?
 - Need to be put in place?
 - Can leverage from others?



Metrics & Evaluation

Example

- Number of Smart Grid-related standards
- Microsite “stickiness” (website traffic related to pages viewed and time spent on site)
- Attendance at IEEE conferences and events related to Smart Grid
- IEEE, IEEE Society and IEEE-SA membership and retention driven by Smart Grid interest and involvement
- Open and click thru rates on e-campaigns
- Views of videos
- Number of downloads of related content
- Perception and satisfaction ratings of the IEEE because of its involvement in Smart Grid
- Number of queries about Smart Grid activities (leads)
- Number of new business opportunities (partnerships, new content offerings, etc)
- 19 ■ Number of citations of IEEE Smart Grid-related IP

Global-10 Metrics Scorecard

Example



IEEE GLOBAL SCORECARD 2008



Global-10 Scorecard - 2008 ALL											
	Total	U.S.	Canada	Mexico	Brazil	U.K.	Germany	Finland	China	Japan	India
Number of Press Releases Distributed	52	10	5	4	4	5	5	4	5	4	6
Unique Number of Press Releases	12										
Number of Media Pitches	150	28	13	13	13	16	13	13	13	13	15



IEEE GLOBAL SCORECARD 2009



Global-10 Scorecard - 2009-to-date

	Total	U.S.	Canada	Mexico	Brazil	U.K.	Germany	Finland	China	Japan	India
Number of Press Releases Distributed	70	14	6	6	6	6	6	6	7	6	7
Unique Number of Press Releases	16										
Number of Media Pitches Distributed	129	44	8	8	8	15	8	10	11	9	8
Unique Number of Media Pitches	56										
Number of Completed ESS	49	28	0	1	0	9	2	2	1	1	5
Media Opportunities Secured	104	61	0	0	0	20	0	0	9	0	14
Media Interviews Conducted	75	46	0	0	0	11	0	0	8	0	10
Number of Bylines Drafted	14	5	0	0	0	8	0	0	0	0	1
Unique Number of Bylines Drafted	12										
Number of Bylines Placed	13	5	0	0	0	7	0	0	0	0	1
Number of Media Events Supported	4	3	0	0	0	0	0	0	1	0	0
Total Coverage-to-Date: 2009	931										
Global Reach	1934	782	277	3	1	260	85	0	197	17	312
Distinct Media Articles	71	43	0	0	0	10	0	0	12	0	6
Press Release Pick-Up	457	420	2	1	0	1	0	0	33	0	0
Wire Service/Syndicated Pick-Up	403	376	0	0	0	0	0	0	21	0	6
Pre-University Audience Coverage	1	1	0	0	0	0	0	0	0	0	0
University Audience Coverage	2	2	0	0	0	0	0	0	0	0	0
Professional Audience Coverage	928	836	2	1	0	11	0	0	66	0	12
Internal/Membership Audience Coverage	0	0	0	0	0	0	0	0	0	0	0
Business Coverage	215	189	2	0	0	3	0	0	20	0	1
Trade Coverage	118	70	0	1	0	7	0	0	29	0	11
Consumer-General Interest Coverage	598	580	0	0	0	1	0	0	17	0	0
Online Coverage	898	817	2	1	0	7	0	0	59	0	12
Print Coverage	33	22	0	0	0	4	0	0	7	0	0
Ad Equivalency	25595881.42	18853751.55	435345.1	\$0	118	2002383.9	162165.49	\$0	2025124.15	368308.26	1744647.57
Impression	381108434.6	195978250.2	4227671.3	39980	3173	25282100	2342734.6	0	126459880	3587739.2	23190079.3

Sample Tactics: Smart Grid

- Develop IEEE Smart Grid Awareness campaign for IEEE Societies, Sections, Chapters and Business Units on how to get involved in the IEEE Smart Grid Communications Program, namely how to provide content/feed information into the program so we include in the communications among IEEE entities and external audiences
 - Create a “tool-kit” (messaging, stats, up-to-date information, templates) for entities to use
- Develop proof points to substantiate the IEEE smart grid value proposition and be used in the marketing and public relations efforts

Sample Tactics *(continued)*

- Develop an interactive IEEE Smart Grid web presence (microsite--providing editorial content and keywords for increases in search engine inclusion since they carry topic-specific keyword-rich content with the goal of having search engines rank them highly).
 - The site should not link out extensively to external, non-IEEE sites (take visitors off the IEEE site).

Sample Tactics *(continued)*

- Develop a Smart Grid PR plan (leverage and tie into the IEEE Public Visibility effort and exploit related issues/trends being covered by the media)
 - Contributed articles
 - Media briefings
 - Media relations
 - Analyst briefings
 - Speaking engagements
 - Event calendaring
 - Expert sourcing
 - Columnist campaigns
 - Analysts relations (building relationship with smart grid industry analysts—reporters and customers seek out analysts for their opinions; well briefed analysts are indispensable advocates; many analysts publish reports)
 - Events (sponsor, organizer or participant)

Sample Tactics *(continued)*

- Develop a Smart Grid contact strategy (roadmap for reaching out and communicating with IEEE constituency—members, volunteers, program participants, customers, etc.)
- Deploy use of rich media (podcasts, blogs, media sharing, wikis, virtual networks, chat and online messaging)
 - Create an IEEE Smart Grid forum/discussion (an environment where people can ask questions and get answers)
 - Create an IEEE Smart Grid Wiki (collaborative environment/tool to work on a document(s)—e.g. defining Smart Grid, impact of technology on smart grid, etc.)
- Sponsor and/or attend leading smart grid industry events
- Purchase sponsorship or secure authorship in relevant, popular blogs or online zines

Sample Tactics *(continued)*

- Develop a search engine optimization (SEO) strategy to ensure IEEE is in top results related to searches on smart grid or intelligent grid, etc.
- Have in place a Google ad words campaign
- Post relevant presentations on slideshare.com
- Develop collateral materials (e.g. fact sheets, brochures, signage for exhibits)
- Ensure Smart Grid materials and information are present at IEEE meetings, conferences and events

Challenges Ahead:

What we are up against

- Companies/organizations involved in or impacted by Smart Grid gaining increasing visibility
- Smart Grid is a hot topic in the trade, business & general media
- Hundreds of Smart Grid blogs & forums
- Media wants “News” – What’s new?
- External Smart Grid “portals” exist
- Increase in Smart Grid events
- Many standards bodies and other tech organizations positioning themselves as the “lead” or “go to place” for Smart Grid

What we need

- A united IEEE Smart Grid presence
- Knowledge of initiatives, activities and related information
- Core, consistent messaging & proof points
- Ability to ID opportunities for co-marketing/co-communications for a stronger IEEE Smart Grid story

What Will Success Look Like?

A Quick Exercise

In terms of...

- ▣ Positioning as a “Thought Leader”
- ▣ What We Need to Accomplish
- ▣ In terms of Forming Relationships
- ▣ Extending & Leverage our Brand/Identity
- ▣ Other... ?

Recommendation

- Development of a cross functional team to oversee and implement the IEEE Smart Grid marketing plan.
- Enlist outside vendor/agency

Thank You

What Will Success Look Like?

Public Visibility Technical Experts Vetting Process

