

OUTREACH AND STRATEGIC MARKETING

AnnDyl Policy Group proudly serves clean energy industries with strategic marketing support and guidance. Through its government relations work and extensive relationships with key policymakers, leading industry principals, associations, and utilities, we can help you:

- Develop relationships;
- Form partnerships and coalitions; and,
- Create mutually beneficial business opportunities.

Strategic-Based Approaches: An integral component of our services includes trusted professionals who will devote time, energy and innovative thinking to strategies designed to promote your products and services. We accomplish this by using our network base to identify speaking and presentation opportunities. For our client's benefit, we prepare materials specifically tailored to target markets; advise on presentation strategies; and, tailor messages to help achieve desired outcomes.

Proven Results: One example of our work is with a large energy efficiency software company, for which we have provided outreach and marketing services to the not-for-profit electric utility industry. In this on-going arrangement, AnnDyl:

- Facilitates client meetings to potential utility customers;
- Provides advice on meeting, speaking and sponsorship opportunities;
- Assists in the preparation of meeting and promotional materials;
- Networks with targeted community on client's behalf; and,
- Takes existing utility relationship base and builds new networks on client's behalf.

Added Value: The AnnDyl Policy Group advances client interests by leveraging relationships gained through years of policy, advocacy and international climate engagement experience. We are ably equipped to provide marketing, outreach, and other services to clean energy companies interested in finding ways to make real connections and new business deals.