



**BUILDING
PERFORMANCE**
ASSOCIATION



Maine Building Performance Association/Destination Occupation Marketing Template

Overview – As part of a statewide assessment of the building performance/energy efficiency market, Maine Building Performance Association (Maine BPA) has contracted with Destination Occupation, a Maine based recruitment marketing firm, to conduct the assessment and provide marketing guidance to energy efficiency companies in Maine. The following template is aimed at helping a company whether they need recruitment marketing, service marketing, or both.

Situation Analysis – The situation analysis is the starting point of marketing strategy development. As Ben Franklin ably said: “A problem well stated is half solved.” This analysis will capture what you know and what you need to know. It will capture the company’s goals and objectives. It will restate what you have currently been doing for marketing, what has worked and what has not worked? In short, it will state where you are and make a good faith effort at stating your problem.

Here’s What Needs to be Completed for the Company as part of the Situation Analysis – COMPANY NAME in TOWN, Maine provides (INSERT MISSION STATEMENT HERE). Its greatest recent success in the last year is SUCCESS STATEMENT. Its greatest challenge in the last year is CHALLENGE STATEMENT. In order to accomplish its goals, COMPANY NAME needs to hire NUMBER OF EMPLOYEES employees in the next year and/or COMPANY NAME needs to acquire NUMBER OF CUSTOMERS customers in the next year.

In the past year, COMPANY NAME has utilized the following marketing strategies to accomplish its goals. DESCRIBE RECENT MARKETING HERE. COMPANY NAME believes that INSERT MARKETING STRATEGY has worked the best and INSERT MARKETING STRATEGY has not worked well.

COMPANY NAME has a marketing budget for the year of \$(FILL IN NUMBER HERE).

Destination Occupation, 27 Tremont Street, Portland, ME 04103
dick@destinationoccupation.com, rachel@destinationoccupation.com

Note: This section can be customized in a face-to-face meeting with the client.

Recruitment Marketing Strategies

A. Public Relations/ Free Strategies for Recruitment Marketing

- a. Connect with the Maine BPA** – The Maine Building Performance Association, exists to assist energy efficiency companies in reaching their goals in concert with organizations like the Governor’s Office on Energy, Efficiency Maine and Community Action Weatherization Programs. As such they can be a great resource to help your company by listing your job openings, assisting with training, networking and growth opportunities. We also encourage you to join BPA:
<https://building-performance.org/membership/>
- b. Contact your local Maine Department of Labor Career Center** – Maine Career Centers are operated through the state under the Maine Department of Labor. They exist to assist companies with recruitment, networking and growth opportunities. Here, too, you can list your job openings, attend regular career fairs in your region and seek other forms of counseling and networking.
- c. Small Business Administration** – SBA is also a resource for assistance in many aspects of business development including development of business plans and guidance on reaching your growth goals. If you do not currently have a formal business plan, this is a critical place to begin and get some help.
- d. Contact your local Fedcap Office** – Fedcap exists throughout Maine and provides Temporary Assistance to Needy Families, TANF. In this capacity, Fedcap is in touch with adults who are seeking employment and provides formal educational programming, including information about building performance career opportunities. They also can provide Field Training to individuals who are seeking work authorization and are ready to explore a new career path. Employers provide the Field Training and funding from Fedcap compensates the trainee during the Field Training. All in all, this is a great way for a potential employee to get to know about your company and vice versa.
- e. Contact your local Adult Ed program** – Adult Education programs operate in all 16 counties in Maine and are a resource for potential employees. When Adult Ed programming personnel are aware of your career opportunities, they can often be a conduit to potential candidates.

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- f. **Contact your local Jobs for Maine Graduates Specialist** – Jobs for Maine Graduates, JMG, is a non-profit program created by the Legislature to encourage career awareness within the schools. JMG specialists are stationed within the schools (and some colleges) to provide guidance to students on a variety of career paths they could consider.
- g. **Contact your local Vocational Rehabilitation office** – Similar to most of the organizations listed in this section, Vocational Rehabilitation exists to provide workforce development by assisting individuals with reintroduction to the workforce. If Vocational Rehabilitation counselors know about your job opportunities and the skills required, they are going to be able to encourage their clients into your career path with a fit with their abilities.
- h. **Contact your local Career and Technical Education High School** – Career and Technical Education High Schools, CTE's, exist in all counties in Maine. Their training programs are often a fit for individuals in the trades. It is important for instructors in CTE's to know about your career opportunities.
- i. **Contact your local Community College** – The Maine Community College System is a great resource for future candidates and for training of your current candidates. BPA is working with the System to develop apprenticeship programs and the System also is a source of training dollars to help you with your own training programs. Go to this link for more information or contact Maine BPA or Destination Occupation if you would like to know more:
<https://www.mccs.me.edu/workforce-training/for-businesses/>

B. Paid Recruitment Marketing Strategies – Paid recruitment marketing opportunities abound in Maine. The following three elements form the basis of what Destination Occupation, DO, believes are the essential building blocks to a successful recruitment marketing campaign. DO has utilized these elements with large and small companies with great success including a company within the building performance industry. These three elements must be utilized together for maximum effectiveness. In addition, they can dovetail with other strategies (such as radio and print advertising, or in free media applications suggested in Section A) if time and budget allow.

- a. **Tell Your Story** – Create video(s) to give the viewer first-hand information about your company culture and the nature of the job(s) for which they are being recruited. Video shorts are professionally developed ads ranging from thirty seconds to three minutes. Shorter versions are useful for radio or television applications and the longer versions are most suitable for

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Facebook and social media. The goal of the video short is to give the viewer first-hand information about your company culture and the nature of the job for which they are being recruited.

- b. Create Landing Page** – A landing page, separate from your website, is built to provide a quick overview of your company and a really simple contact form from which an interested individual can contact you. The landing page contains the video short, other pictures and videos if desired, salary and benefits information, testimonials and anything else that the company thinks best represents the company.
- c. Structure and Execute FB Advertising Campaign** – The video and landing page come together to complete the recruitment marketing by strategically reaching potential candidates. Budget and frequency will be determined on an individual company's needs. DO recommends a minimum ad buy of \$800 per month and a minimum campaign of two months to get a campaign going effectively.
- d. Employee Referral Program** - Employees are your best recruiters and creating a formal employee referral program will benefit your organization well into the future. Make sure your program gives employees a sales tool kit that includes your official salary and benefits information, testimonials, other marketing materials and a simple contact form and, of course, their compensation rate details for all referrals that get hired. Please remember, an employee referral program is not just a compensation plan for referrals that get hired.

Product/Service Marketing Strategies

A. Public Relations/Free Strategies for Product/Service Marketing

a. Contact Local Energy and Conservation Organizations

- i. Community Action Program/Maine State Housing Authority** - Your local Community Action Program and/or the Maine State Housing Authority can link you to homeowners who qualify for low-income weatherization work in their homes. There are specific steps you must take to work with these organizations, but research suggests there are plenty of homes requesting weatherization services. These organizations are also a great resource for networking and technical assistance.
- ii. Efficiency Maine** - Contacting Efficiency Maine will lead to many of the great benefits described above for CAP agencies.

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- iii. **Local Food Pantries/Support Services** - If people are utilizing food pantries and other support service organizations (clothing banks, CAP agencies, etc.) they will also be likely candidates for money saving weatherization services. Creating a simple poster to leave at these locations and having a brief conversation with their program directors is a free way to attract more business.
- iv. **Energy Conservation Groups in your Region** - Conservation groups will also be supportive in helping you attract new clients because you have similar missions. They simply need to know that you exist and what kinds of services you offer and then they will refer business to you.

B. Paid Product/Service Marketing Strategies

- a. **Tell Your Story** - Develop video(s) that tell the viewer about your organization and the services you provide. This is a simple way to clearly demonstrate what you do and attract people interested in that service. Posting this video on your company website is a quick and simple strategy. That way when people come to your website from a poster, flier or ad you post in various places, they will quickly learn additional information about what you do.
- b. **Create Landing Page** - Creating a landing page is important to house all the important services you provide that can't easily be included in a short video or other promotional opportunities. The landing page should include short videos, pictures of successful projects, testimonials, typical costs for services and contact information/procedures. Make it real simple for people to learn more about you by including key information in one place on one landing page.
- c. **Structure and Execute FB Advertising Campaign** - Most of your work will come from a 50 mile radius of your base of operation. Creating a simple FB ad that includes your video short (developed separately) and a link to your landing page is an inexpensive and effective way to advertise your operation. You can create FB ads and promote yourself according to your budget restraints. The more you spend the more frequent your ad will appear to likely candidates for the work you provide. And remember, people on Facebook often refer posts to other people who are not on Facebook.

Final Note:

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The above recommendations are being offered as an efficient and inexpensive way to recruit candidates and/or market your services. We at Destination Occupation have tried many approaches and have found the techniques described above to be the most effective. There are many other approaches, but, our experience demonstrates them to be more costly in both time and money resources and not necessarily more effective. Your individual time and budget constraints will determine the extent you can afford. We at Destination Occupation are available to provide you with financial estimates for each option you choose off the menu as described above.