

CFL Intro Kit

Marketing Channels for Small Business

mini-catalog



- 16 pages of discounted products for small businesses
- Educational sections throughout



We will reach small business customers through direct mail, internet, and product catalog



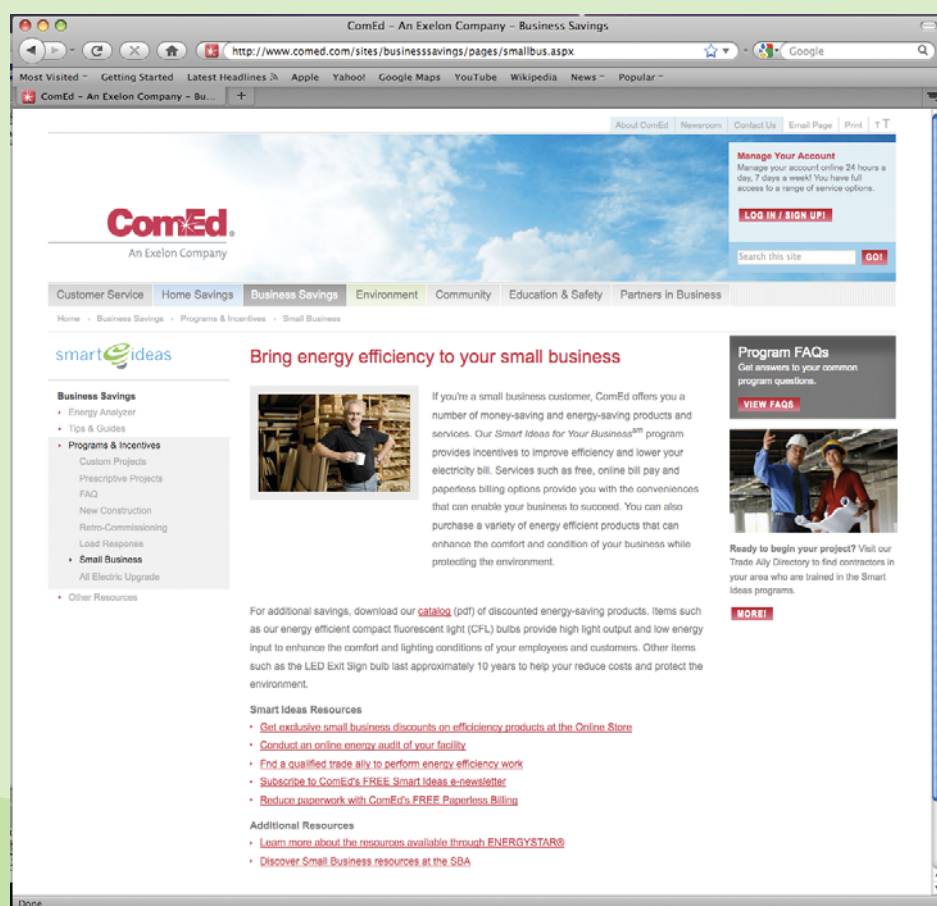
challenges

Small business owners are very busy and don't have resources to dedicate to energy efficiency



web resources

New website that brings energy efficiency ideas to small businesses



direct mail offer

- Choice of 3 CFLs to be mailed to customer
- 25% response rate

results

Types of CFL kits ordered

Spiral CFLs were the most popular choice

