50 Shades of Green
Positioning Your Company for Success

Environmental PR Group
Here’s What I HAVE to Talk About

• Assessing Readiness
• Analyzing the Market
• Selecting An Approach
• Implementing the Market Strategy
Branding (ArrrrrGGGGGhhhhhh)

- Culture
- Marketing Materials (Graphics and Content)
- Organization, cleanliness, errors
- Complaint resolution (returns, whatever)
- Every interaction with your company
Are You Ready for Success?

- You know **who you are** in the context of the product/service your provide.
- You have a pricing structure that makes sense and is **profitable**.
- You have **thoroughly tested** the business systems (and the product).
- **Trained** employees.
- **Inventory? Case Studies?**
- Customers can find you.
Planning for Success

SWOT ANALYSIS

<table>
<thead>
<tr>
<th>Internal origin</th>
<th>Helpful to achieving the objective</th>
<th>Harmful to achieving the objective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strengths</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Weaknesses</td>
<td></td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>External origin</th>
<th>Opportunities</th>
<th>Threats</th>
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</table>

What real things can affect your business?
Market Analysis

• Who does what you do?
• Where do they do it?
• How are you different?
• Is this reflected in your prices?
• How do customers find this product/service?
• Will demand grow?
Positioning

Strategic positioning seeks to gain a sustainable competitive advantage by preserving what is distinctive about a company.
Articulating Your Position

• USP (Unique Selling Proposition)
• Be able to explain it in 30 seconds
• Have, if possible, a single line that provides
  – A strong claim that directly influences the purchasing decision
  – A reflection of values
  – A summation of services/experiences
  – Where to go, what to do
The Marketing Mix

- Product
- Price
- Place
- Promotion
  - Paid media
  - Earned media
  - Direct selling
  - Social media
### Social Media

<table>
<thead>
<tr>
<th>Rank</th>
<th>Name</th>
<th>Registered users</th>
<th>Active user accounts</th>
<th>Date of start</th>
<th>Date launched</th>
<th>Country of origin</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>Sina Weibo</td>
<td>400+ million[17]</td>
<td>100+ million[18][19]</td>
<td>February 2013</td>
<td>August 2009</td>
<td>China</td>
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<tr>
<td>12</td>
<td>Nimbuzz</td>
<td>150+ million[22]</td>
<td>100 million[23]</td>
<td>June 2013</td>
<td>April 2007</td>
<td>Netherlands</td>
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<tr>
<td>15</td>
<td>Instagram</td>
<td>100+ million[citation needed]</td>
<td>100 million[26]</td>
<td>February 2013</td>
<td>October 2010</td>
<td>United States</td>
</tr>
</tbody>
</table>

[3] [Source](http://webtrends.about.com/od/socialnetworkingreviews/tp/Social-Networking-Sites.htm)
Strategy

• Business plan
• Financial plan
• Don’t plan to have a life plan
Implementing the Plan

- Budget, budget, budget (and stick to it)
- Time
- Money
- Standards
- Commitment
- Adaptability
WELCOME TO RANDEL CONSTRUCTION

We care about our customers' projects and the quality of our work and we strive to maintain the best reputation in the business. When we build, renovate or repair our goal is building trust with you, the customer. Our promise to you is a top quality project at a fair price on our agreed upon schedule. We know that we will become known through the work we do and the people we do it for. So, we're not just building; we're building trust in Randel Construction. Ultimately what we're building are relationships — and that is the best foundation of all. Take a look at what we've done. If you want to talk to any of these folks, they'll tell you, we're delivering value, but we're building trust.
WHO WE ARE

The mission of MaxWest Environmental Systems, Inc. is to build, own and operate waste-to-energy gasification systems using biomass waste materials. The MaxWest gasification system is designed to convert waste to renewable energy. The challenge is to dispose of wastes in a safe, economical, and environmentally friendly way. MaxWest does just that. Our system offers a technology tested over time with innovations designed to convert waste to green energy.

The first commercial gasification system began operating in 1997. Over the next several years, additional systems were installed and the technology continually improved to increase performance, efficiency and adaptability.
E3 Solutions

The Challenge

Management of wastewater containment ponds is always seeking ways to improve evaporation rates and reduce costs. Meeting current and anticipated regulatory standards can be expensive. So, what is the most affordable and regulatory compliant solution to wastewater cleaning and disposal?

E3 Solutions

Unlike traditional forced evaporation technology that shoots large, uncontrolled water volumes high into the air, E3 Solutions uses a different approach. Controlled continuous evaporation is factioned into a modular design that allows you to separate from many locations on the water surface and maximizes evaporation rates. Wastewater can be reused and evaporation rates can be further improved using aeration, diffusion, and application of customized microbes to clean the water.

Applications

E3 Solutions components are designed for use in virtually all contained water treatment applications. These ponds or basins may contain:

- Mining wastewater
- Oil and gas production water
- Oil and gas fracturing water
- Agricultural wastewater
- Leachate
- Aquaculture wastewater
- Food industry wastewater
- Beverage industry wastewater
- Subdivision wastewater
- Trailer park wastewater
- Municipal wastewater

Phone: 888.501.2126
Email: Sales@evaporationworks.com
Philosophy
We work for people we like and causes we believe in.

Mission
The Environmental PR Group is committed to promoting and supporting projects, programs, policies and products that advance economic vitality and environmental sustainability.

“The secret of success is constancy of purpose.”
— Benjamin Disraeli
EcoSmart PR, Inc. is a full service communications and marketing firm. Our staff has a wide range of education and experience that helps us develop the programs and tools to achieve your communication goals.

We know what to do and how to do it.

Better still, all of us have been business owners, so we’re mindful of getting the job done right, with great efficiency. We’re small, so we can move fast. We’re good, but we’re affordable too.

We’re in it, not just to win it, but for the long haul.

We possess four unteachable qualities:

We are bright.

We are curious.

We are self-motivated.

We have integrity.

Our parents are proud of us and we intend to keep it that way.
Sadree Landscaping

"The Landscape Artist"

About Me  Contact Me
Portfolio  Services
Before/After  Helpful Tips
The Design Process  Some Kind Words

"Let Me Create Your Paradise."

American Express  VISA  MasterCard  DISCOVER Network

PayPal
My name is Shaun Sadree. I am a working artist. My first love is music. I play many instruments, but my strongest is the six string guitar. I write, record, and perform for a professional rock band. I also design and build websites...like this one.

I've had many opportunities to use my creative talents as a means of income and have proven to be successful at it. I guess you might say I am one of the lucky ones. I take pride in my work, and love what I do. I am fair, honest, and dependable. My work is consistent, because I value quality (as I am sure you do).

...Maybe this is the secret to my success?

Proud to celebrate 10 years in business and going strong!

2008

10th Anniversary

Sadree Landscape Design

Guaranteed 100% Customer Satisfaction
Today, I use my talents with the experience I amassed over the years to provide the best possible service in landscape detail, design and construction... but none.

Please explore this website in its entirety. I am confident that when you do, you will see why they call me the Landscape Artist, but more importantly, that I am the right man for the job... big or small.

I use the finest quality materials by hand picking each plant, pallet of sod, or stone for my projects. My vendors know my expectations. I have built a strong relationship with them and they look out for me.
Trust Yourself

• Be prepared
• It’s your risk
• It’s your reward
• It’s your responsibility
• It’s your life
Review

• What factors do you need to address to know your place in the market?
• Your unique selling proposition
• The cost of similar products and services
• The number of companies offering the same products/services
• All of the above.
Review

• How do you know your company is ready for customers?
• You have tested your business systems and processes.
• You have trained your employees
• You have finalized sales and promotional materials and established channels of distribution.
• All of the above
Review

• Is social media a reasonable strategy for your product or service?
• Only if you do it yourself
• Only if you have someone else do it for you
• Both A and B
• Neither A nor B
• It depends.
Questions?