

A large, stylized graphic in the background. It features a light purple circular arrow that starts at the bottom right and loops around to the top. Overlaid on this is a grey, stylized water drop shape. A grey pen nib is positioned at the bottom right of the drop, as if it has just finished drawing the drop's outline. The overall design is clean and modern, suggesting a focus on technology and communication in the water industry.

“Smart” Marketing

Water Communications in the Era of
‘Friends,’ ‘Likes,’ and ‘Apps.’


Where are we?



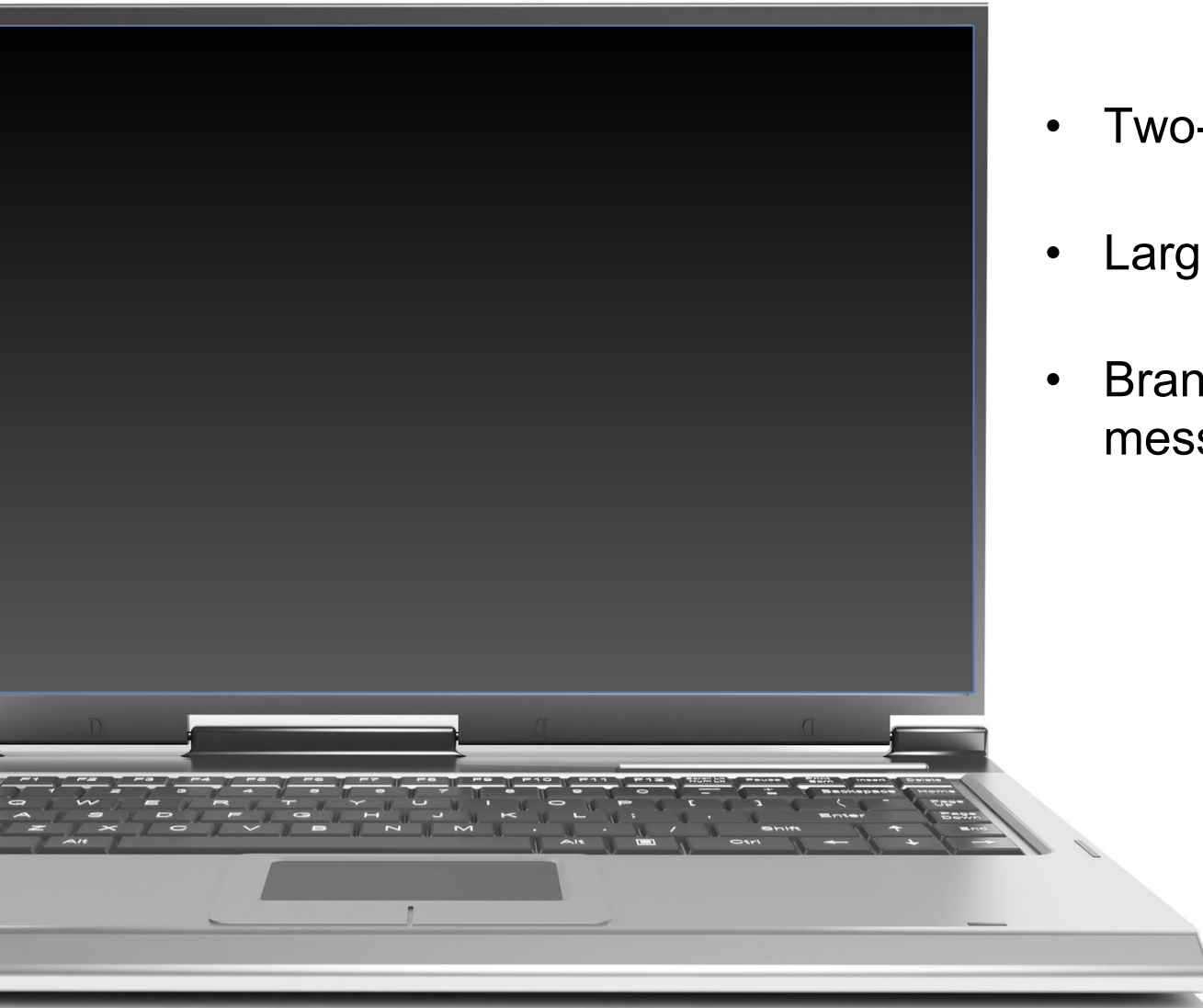
How did we get here?

“Google” circa 1985



- 
- A vintage television set is mounted on a wooden stand against a wall with green floral wallpaper. The television screen displays a list of three bullet points. The television has a silver frame, a wooden control panel on the right side with two dials and a speaker grille, and a wooden cabinet below it with a metal handle.
- **One-way communication**
 - **Biggest budgets win**
 - **Brands control the message**

Customers begin to have choices.



- Two-way communication
- Large budgets = success?
- Brands still control the message

The era of the Empowered Consumer

- Customers talk to each other (Yelp, Amazon..)
- Big budgets don't always buy influence



Relationship Marketing—

Be honest. Be authentic. Be human.

Don't pretend to be something you're not.



Relationship Marketing—

People want to work with you.



Relationship Marketing—

It's sustainable.



1

Know Your Brand

What is your purpose?

What do you value?

What are your
interests?



2

Know Your Audience

What is their purpose with you?

What do they value?

What are their interests?



3

Know Your Goals & Develop a Strategy

How can you engage around shared values and beliefs?



4

Choose your tactics.

Where does your audience
consume information?

What messages
will resonate?

What's your
budget?





WHAT ARE YOU TRYING TO SAY?

“Strategy Before Execution”

5

Measure.

What worked and
what didn't?





AURORA
WATER

A Case Study of a Water Utility Adopting Relationship Marketing





**AURORA
WATER**

GOALS

Provide safe, healthy drinking water

Provide quality sewer & storm drain services

Uphold the “Core 4” values of integrity, respect, professionalism and customer service in all interactions

VALUES

Sustainability

Excellent customer relations

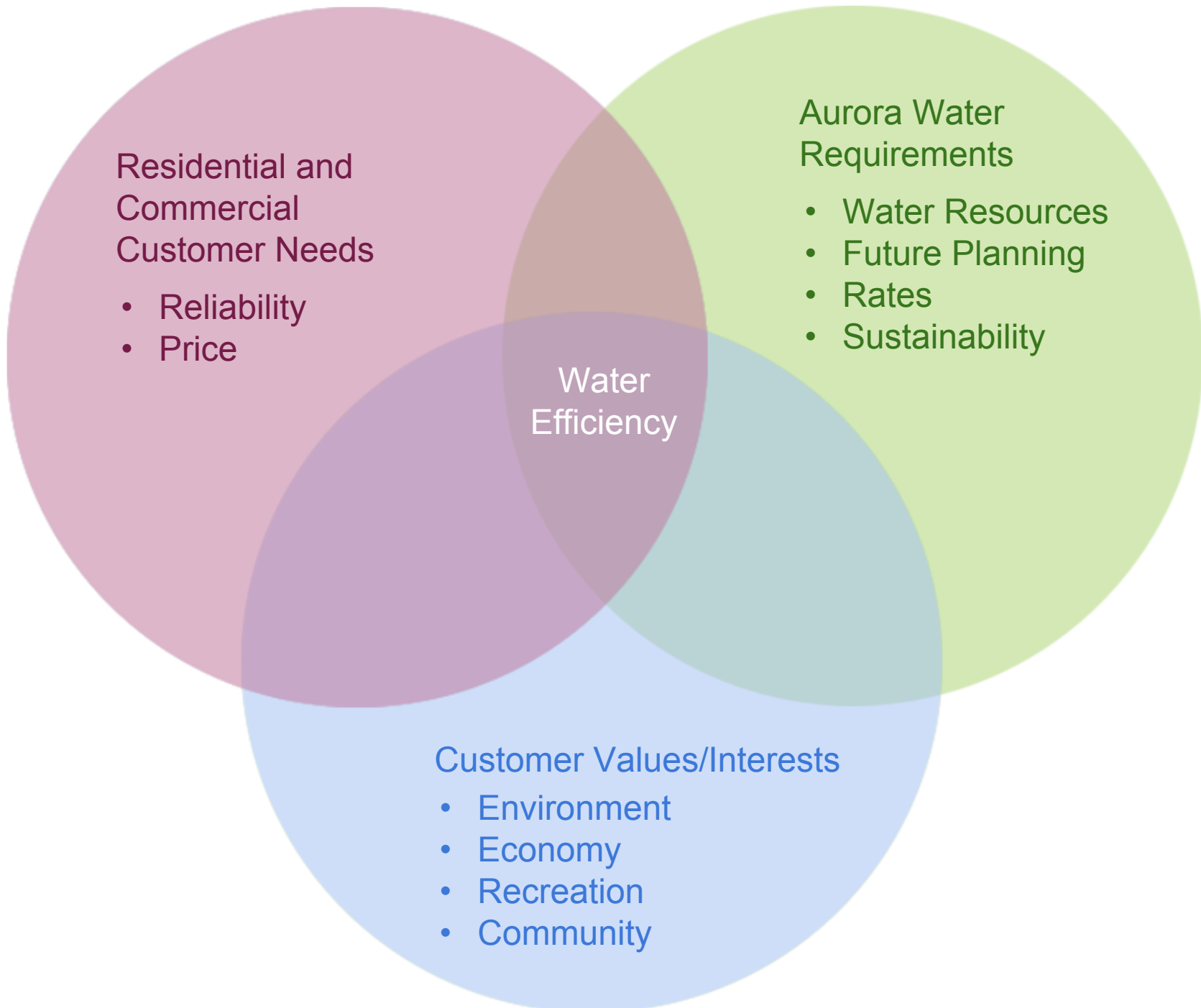
Integrity

Empowerment

Respect

Education

Professionalism





**AURORA
WATER**

Tactics

Classes & Events

eMail & Newsletters

“H2O Tracker” Smartphone App

Facebook

Surveys

“WaterWise” (Bill insert newsletter)

Volunteer Program

“System Incentive Program” (SIP)



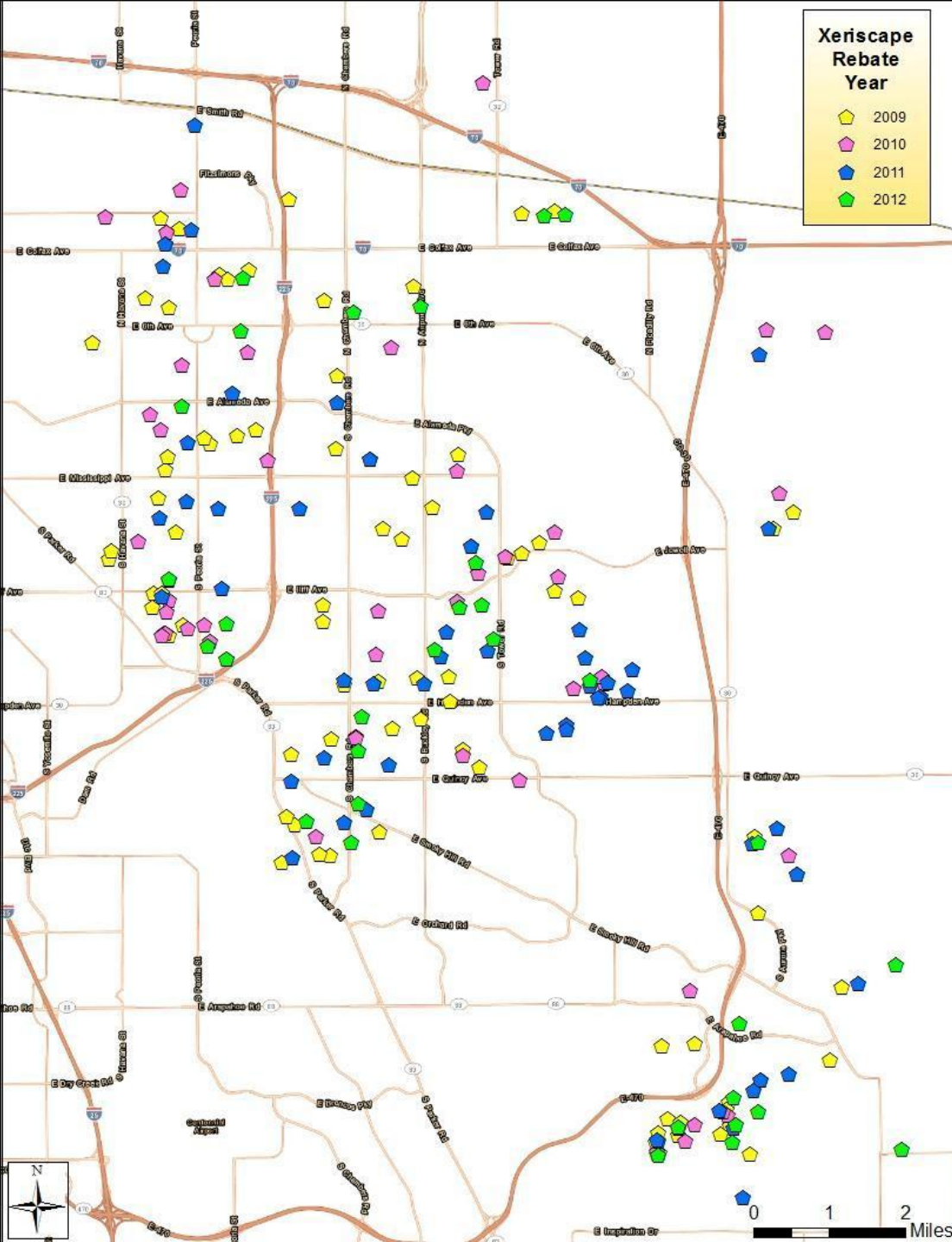






Aurora Water Xeriscape Award
Eagle Bend Metropolitan District #2
2013

MUNICIPALITY
GARDENS
BLAND
MYER



2012



**AURORA
WATER**



**AURORA
WATER**

Statistics

“How did you find out about a class or event?”

2010

Word-of-Mouth: 29.80%

Bill Insert: 70.20%

2011

Word-of-Mouth: 30.90%

Bill Insert: 69.10%

2012

Word-of-Mouth: 41.90%

Bill Insert: 58.20%





H2O Tracker Smartphone App

Goals

To educate audiences about where their water comes from and empower them to make sustainable water choices.

Strategy

Engage through a game experience and reward participation.



④ How many gallons does X use? How much does it cost? ✓✓✓✓✓

Budget alerts

Sales at local businesses (Home Depot) ^{e.g.}

Games

Determine customer needs and interests

auth

⑤ Water graph - consumption analysis (U)
- total \$ savings + annual savings

Water & \$ savings for (quick) changes
Seasonal tips ✓

App organization like a tree - multiple branches; input personal data → specialized recommend.

⑥ Monitor progress, connect to AW account ✓✓✓✓

Photos from throughout AW system / time lapse

⑦ Auto bill pay ✓✓✓✓

- reservoirs
- shock value
- compare water levels

→ Connect to weather - reminder to not irrigate, daily watering info ✓✓✓

⑧ Leak detection ✓✓

→ Irrigation schedule / tips specific to customer with alerts / timer tool
Xeriscape recommendations / Landscaping rec's (amendment, irrigation system) ✓

⑨ Tickler for new AW programs / rebates ✓✓✓✓

⑩ Bring up property data to look at water consumption (good visual) - compare to others ✓✓✓



Indoor Survey

Help customers understand usage

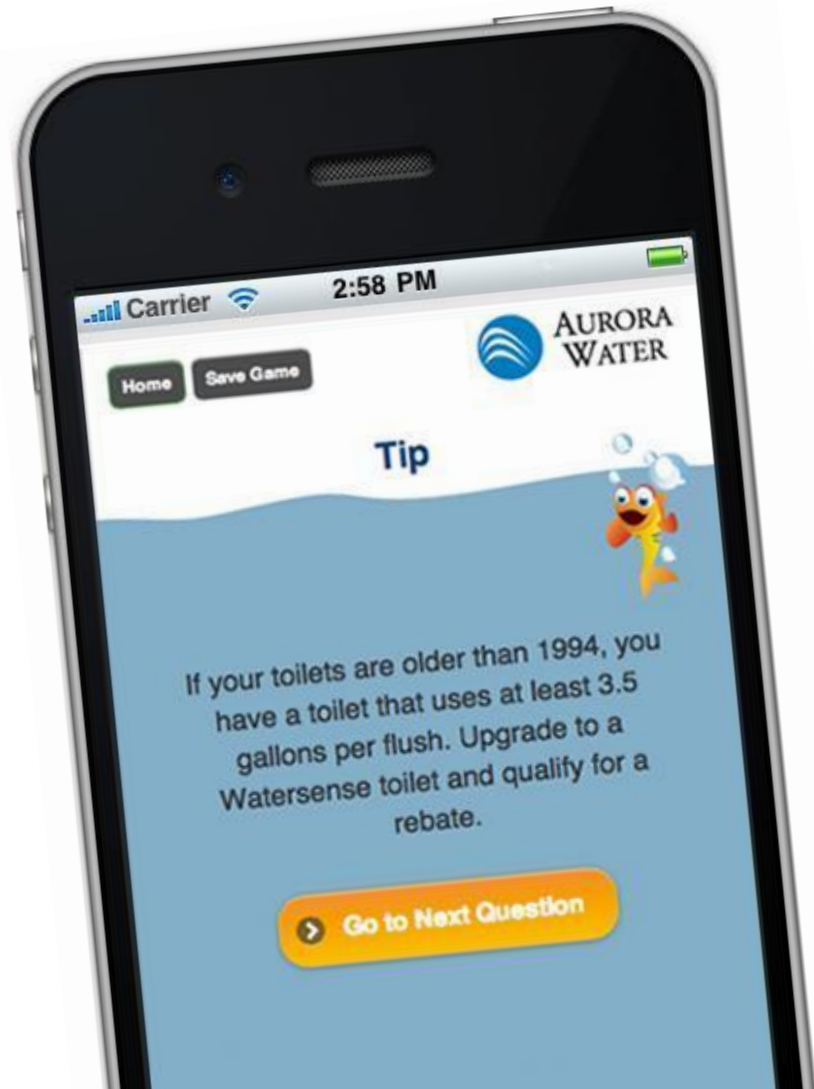
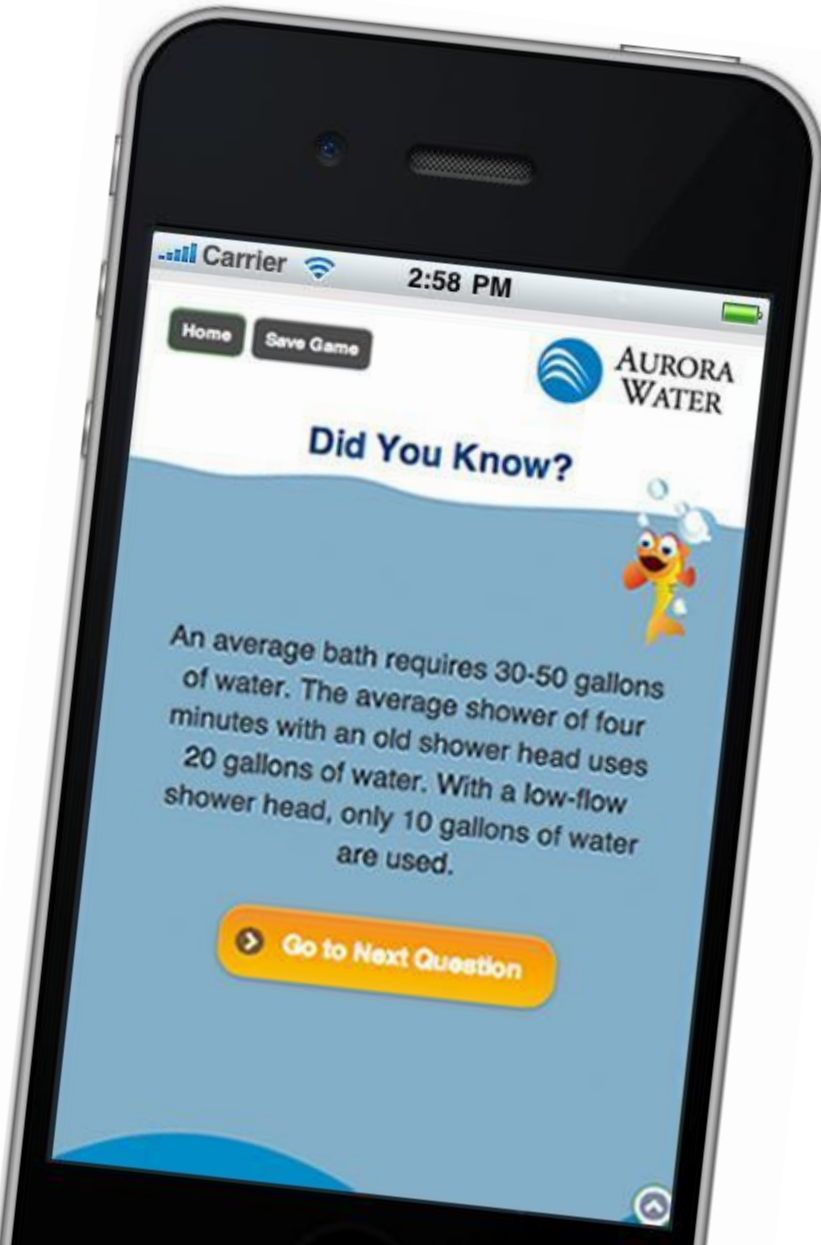
Show how usage compares in similar-sized households

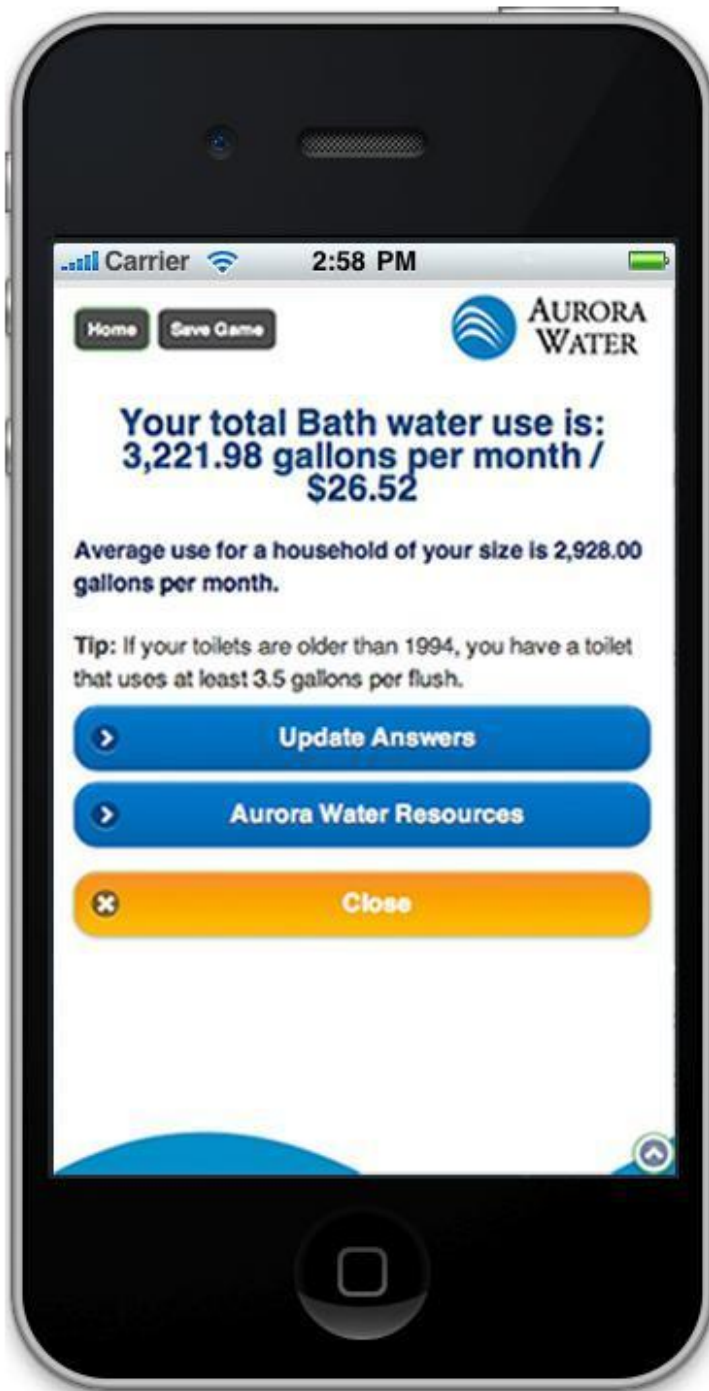
Breakdown costs by area (kitchen, bath..)



Indoor Survey

Include tips and facts to reinforce benefit



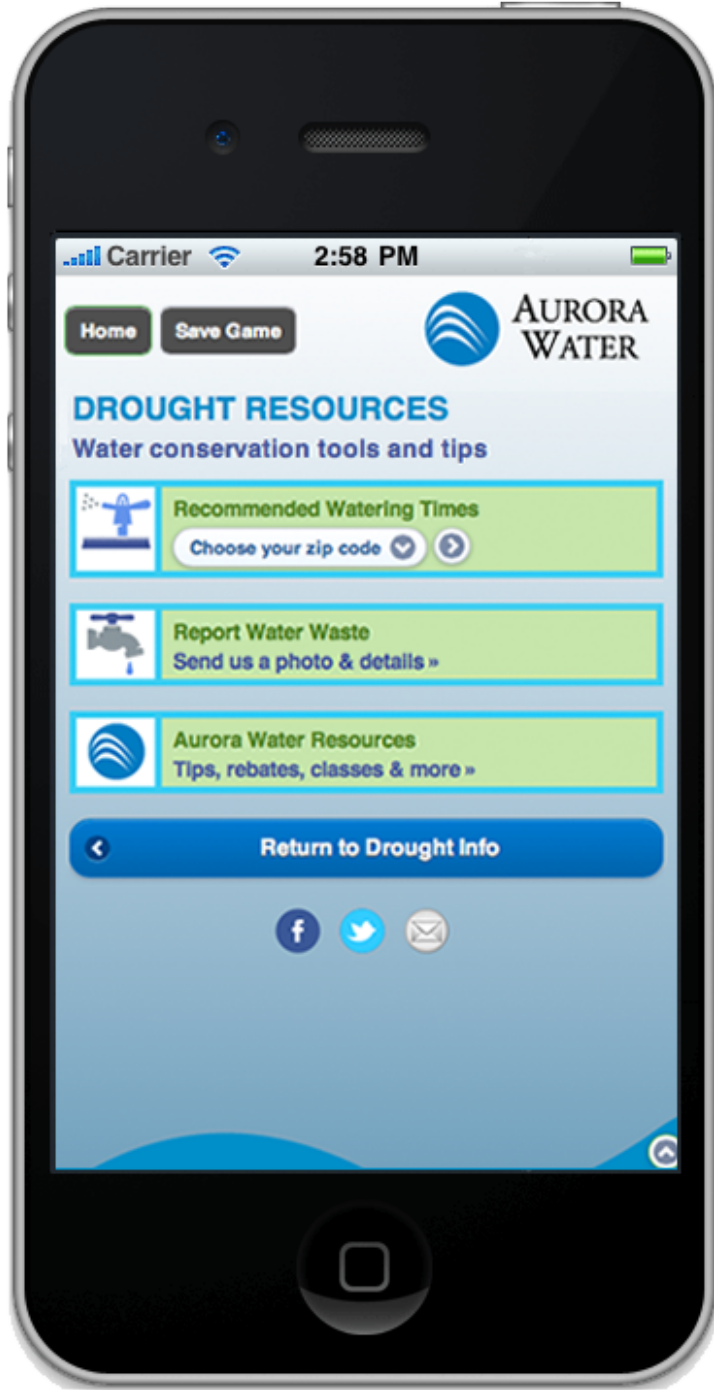


Indoor Survey

Display results in both gallons and dollars, plus compare to similar-sized households

Rewards users who improve their water conservation.





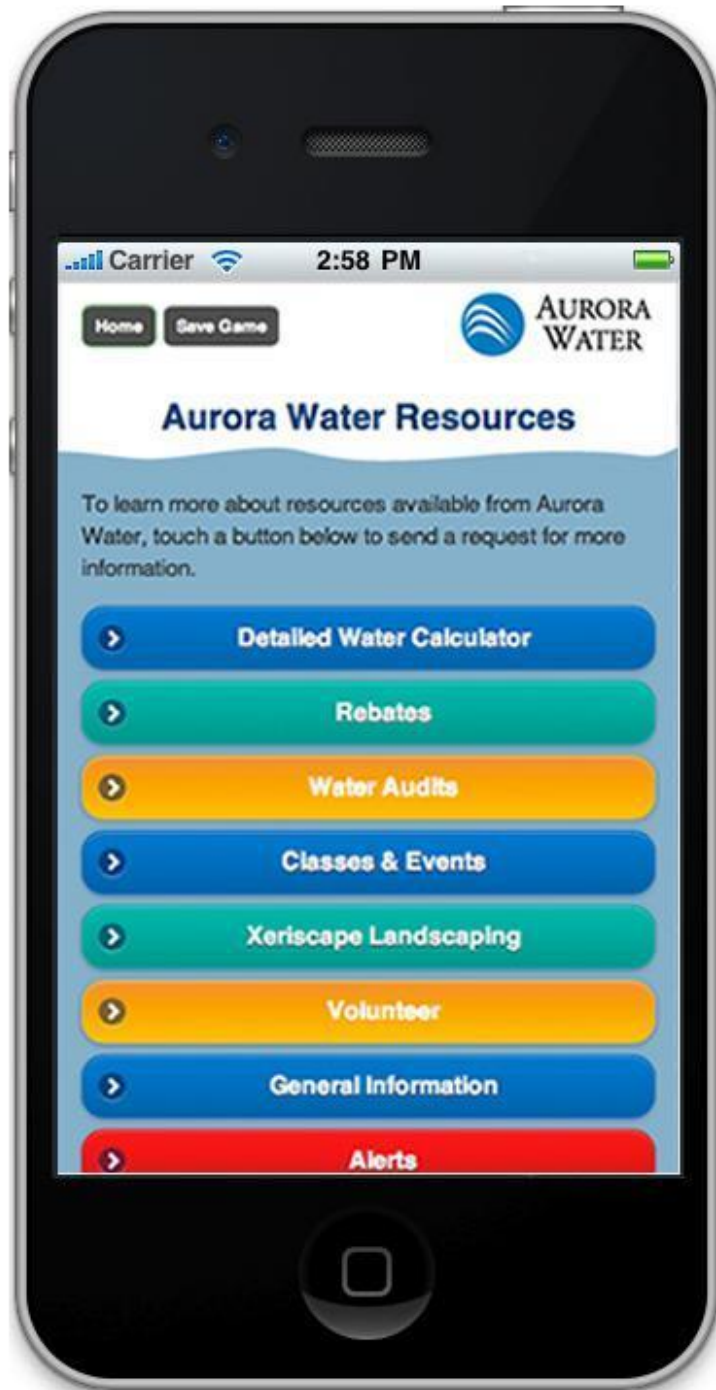
Tools & Resources

Recommended landscape watering times

Report water wasters!

Contact Aurora Water directly





Connect with Aurora Water

Direct access to staff for help

Make taking action easy & immediate





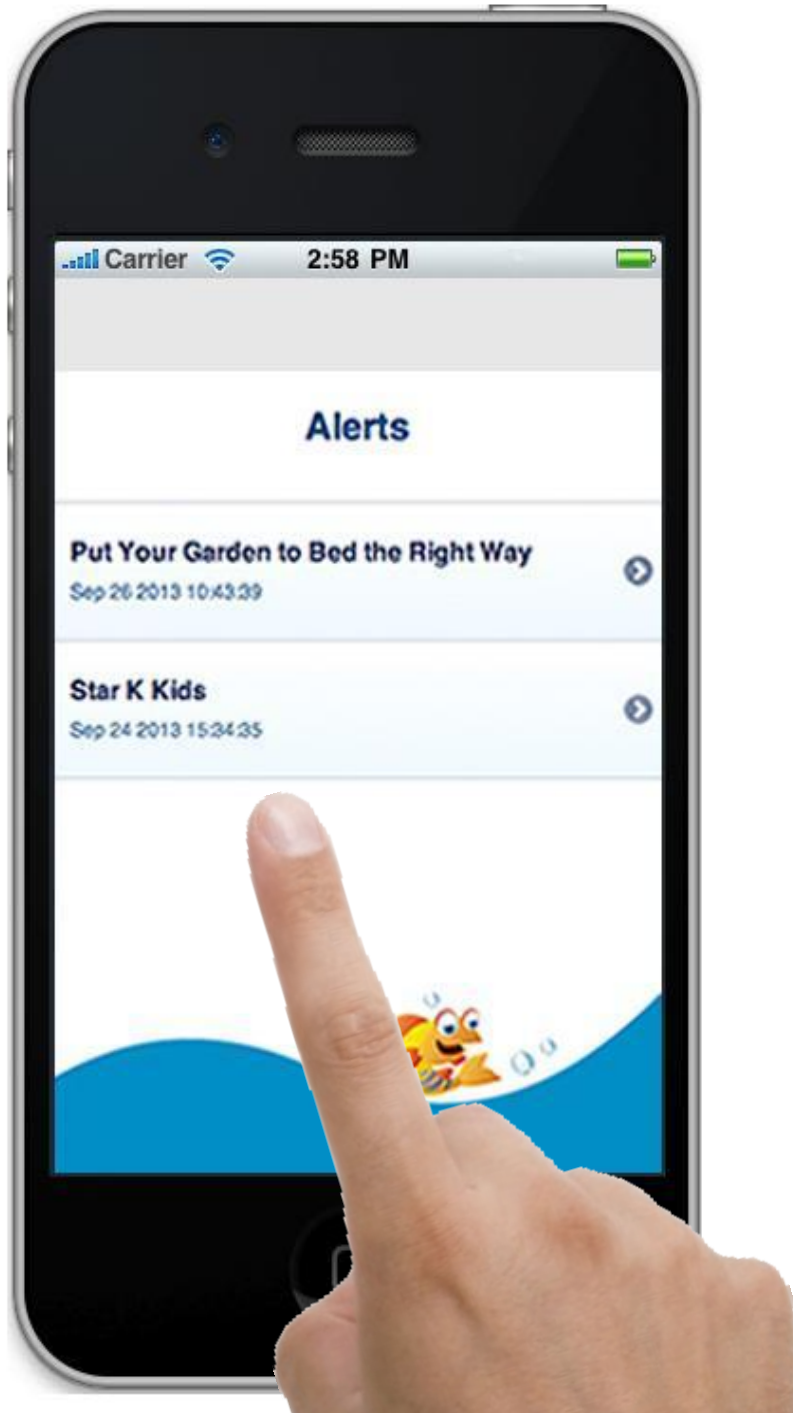
Water 101— Trivia Game

Educate residents about their water

Reward participation

Allows for ongoing communication





Alerts— Push Notifications

Keep consumers up-to-date

Keep the brand in mind: “Aurora Water is a part of my life.”





Aurora Water (Colorado)

September 16

Another view from Friday.



Like · Comment · Share



Lyn Lomasi Awww our garden was destroyed too, even the portion that had raised beds. It sucks but at least the people are safe. We can fix the garden in the spring, right? 😊

September 16 at 12:16pm



Aurora Water (Colorado) Absolutely! And probably some of the plants will benefit. But sweeping up all this mulch will take a little while.

September 16 at 12:20pm · 1



Lyn Lomasi Yeah the mulch is going to be a bit of work here too LOL

September 16 at 12:21pm



Aurora Water (Colorado) Almost all of our rock mulch stayed in place, which is one of the benefits of using rock mulch over wood mulch: it doesn't easily get swept away, even in a torrential downpour.

September 16 at 12:24pm · 1



Lyn Lomasi Ooh, good tip. Thanks! We used wood mulch, so a lot of ours got spread over the yard or swept away down the street.

September 16 at 12:25pm



Aurora Water (Colorado)

September 14 via mobile



Like · Comment · Share

1

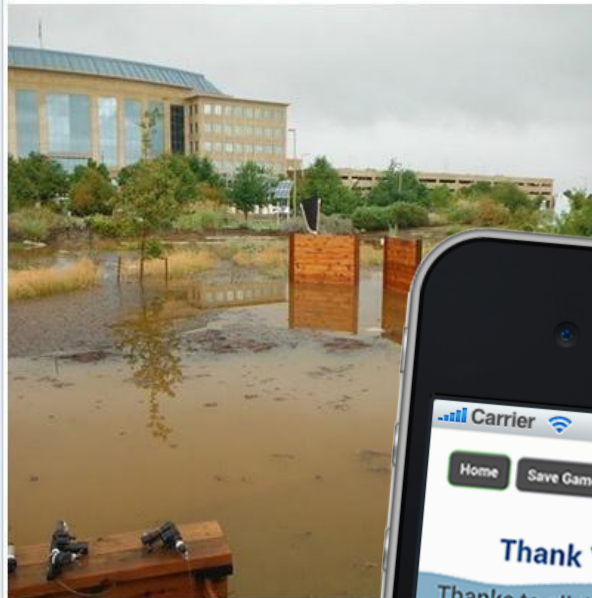
Tina Holm Jesse, Gretchen Baker and Lyn Lomasi like this.



Aurora Water (Colorado)

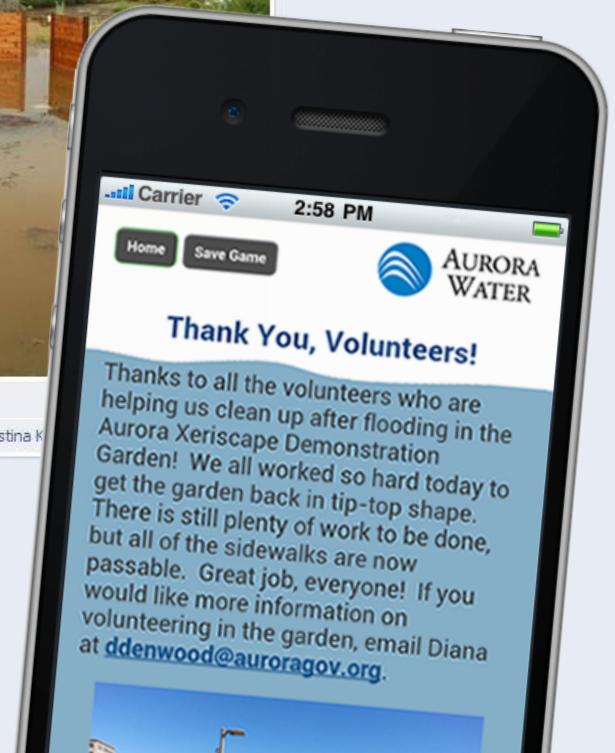
September 16

Our xeriscape garden, looking more like a wetland on Friday after over seven inches of rain!



Like · Comment · Share

Doug Bowen, Gretchen Baker and Christina K



Save
WATER.
Win
PRIZES.

(Super Hero Feeling Included)



For more information:
720/859.4372

www.H2OTracker.com

Advertising is not dead.

Tactics need to align with relationship strategies.







Forests to Faucets

“And being a resident of Aurora, it was so exciting to find out how our water came to be—where it comes from and how we recycle it in the South Platte... It was really incredible.”

— Roberta Canipe, Program Participant





CHANGE

AHEAD