
Applying Segmentation Research to Marketing Strategy

18 March 2009

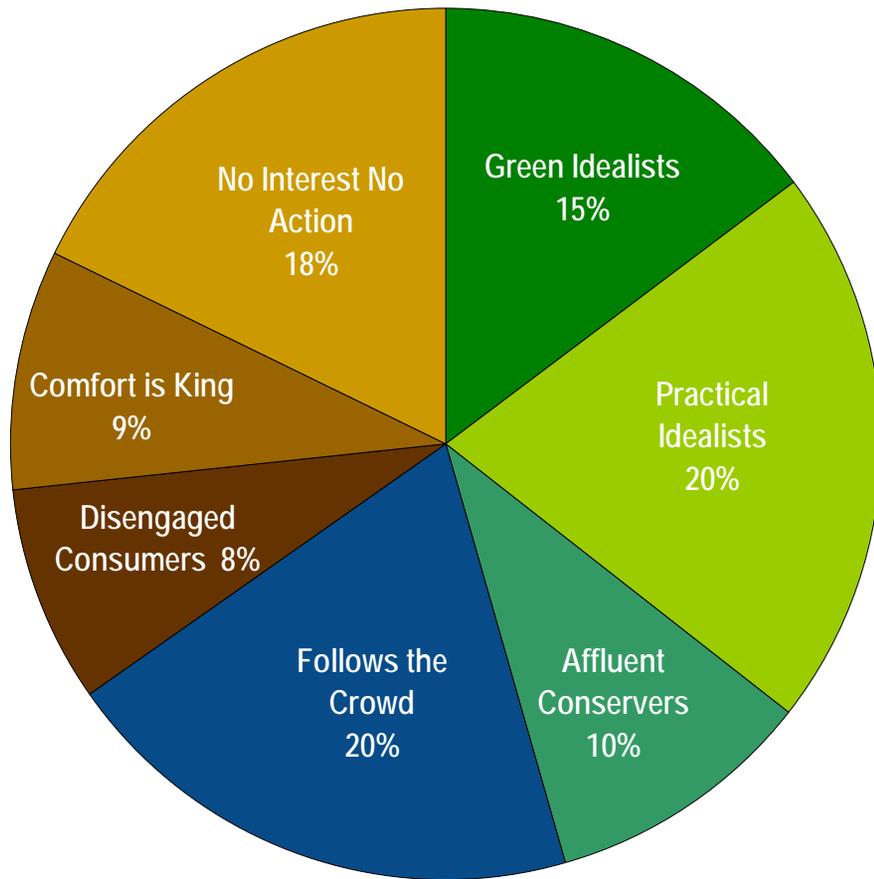
Laura McCrae :: Energy Efficiency Strategic Marketing
Snohomish Public Utility District



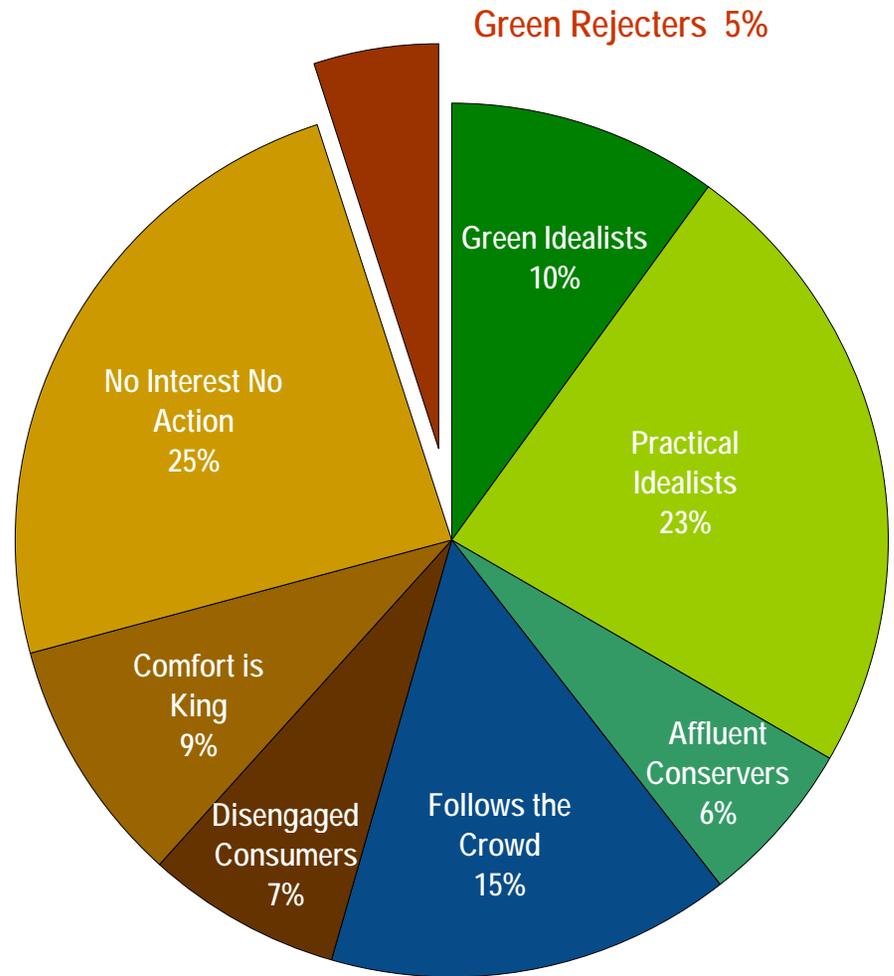
Snohomish PUD segmentation efforts

What did we find out?

We're **not that different**
from the rest of the region



PUD Service Territory



BPA Territory

So what?

Data is only data, now
what do we do with it?

1 Understand
and share the
information

② Prioritize the segments

3 Incorporate into
strategy and
planning

PLANET
POWER

local • renewable • meaningful



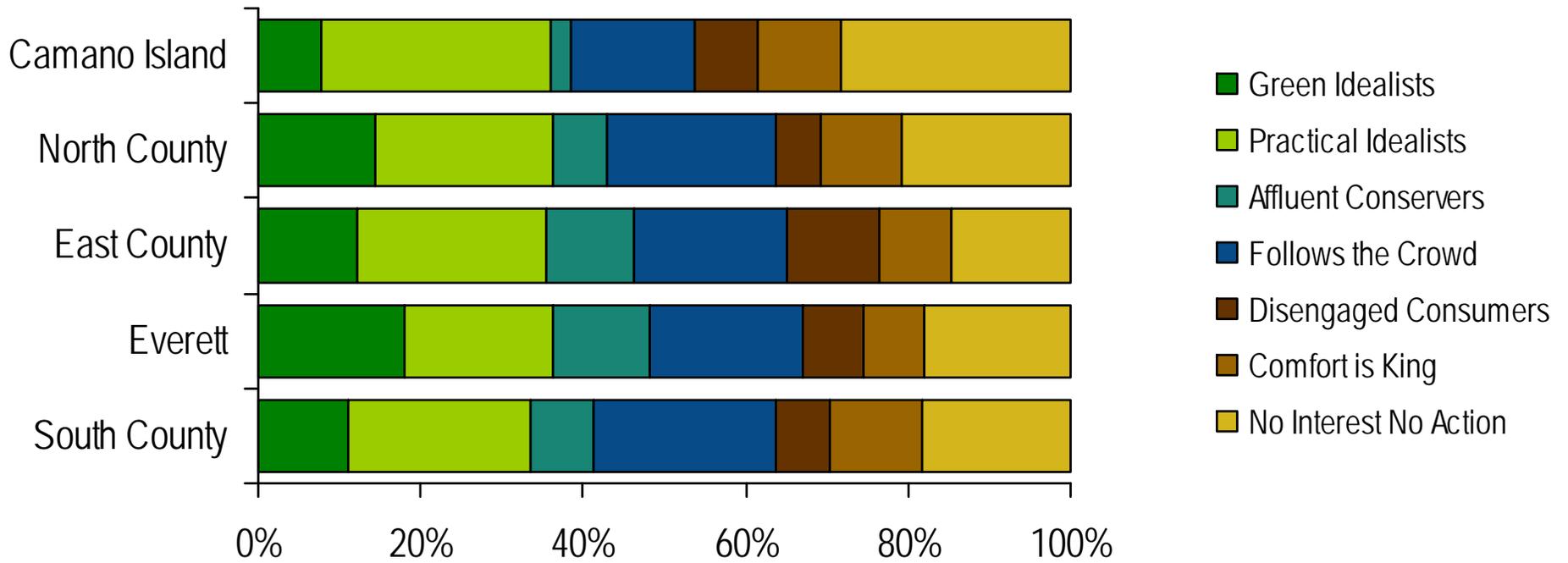
**GREEN
BLOCKS**



SOLAR EXPRESS

clean → renewable → bright

4 Find our target segments



5 Develop our
communications
plans

⑥ Evaluate and adjust

