

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 (Arrrrggggghhhh)



- Culture
- Marketing Materials (Graphics and Content)
- Organization, cleanliness, errors
- Complaint resolution (returns, whatever)
- Every interaction with your company



Are You Ready for Success?



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- You know **who you are** in the context of the product/service you 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

	Helpful to achieving the objective	Harmful to achieving the objective
Internal origin (attributes of the organization)	S Strengths	W Weaknesses
External origin (attributes of the environment)	O Opportunities	T Threats

What real things
can affect your
business?





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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

Rank	Name	Registered users	Active user accounts	Date of start	Date launched	Country of origin
1	Facebook	1+ billion ^[1]	1 billion ^[1]	October 2012	February 2004	 United States
2	Tencent QQ	784+ million ^[2]	712 million ^[3]	September 2012	February 1999	 China
3	Skype	663+ million ^[4]	280 million ^{[5][6]}	January 2013	August 2003	 Estonia
4	Google+	500+ million ^[7]	235 million ^[7]	December 2012	June 2011	 United States
5	Twitter	500+ million ^[8]	200+ million ^[9]	December 2012	March 2006	 United States
6	LinkedIn	225+ million ^[10]	160 million ^[10]	January 2013	May 2003	 United States
7	Tencent Qzone	597+ million ^[11]	150 million ^{[12][13]}	September 2012	2005	 China
8	LINE	150+ million ^[14]	150 million ^[15]	May 2013	2011	 Japan
9	Odnoklassniki	205+ million ^[citation needed]	148 million ^[16]	April 2013	March 2006	 Russia
10	Sina Weibo	400+ million ^[17]	100+ million ^{[18][19]}	February 2013	August 2009	 China
11	ВКонтакте	200+ million ^[20]	100 million ^[21]	April 2013	September 2006	 Russia
12	Nimbuzz	150+ million ^[22]	100 million ^[23]	June 2013	April 2007	 Netherlands
13	Dropbox	100+ million ^[24]	100 million ^[24]	November 2012	September 2008	 United States
14	Windows Live	100 million ^[25]	100 million ^[25]	December 2012	November 2005	 United States
15	Instagram	100+ million ^[citation needed]	100 million ^[26]	February 2013	October 2010	 United States
16	Tumblr	110+ million ^[27]	100 million ^[28]	May 2013	February 2007	 United States

<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



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- Budget, budget, budget (and stick to it)
- Time
- Money
- Standards
- Commitment
- Adaptability



Randel Construction



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Building Trust.

HOME

REMODELS

DECKING

SIDING

FLOORING

**DOOR AND WINDOW
REPLACEMENT**

**GARAGES, ADDITIONS
AND SHOPS**

CONTACT US

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.

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Maxwest



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MaxWest Environmental Systems



Gasifier disposing of manure and supplying thermal energy to poultry farm in West Virginia

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 wastes 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 has developed one of the least expensive and most efficient regulatory compliant approaches to wastewater cleaning and disposal.

continuous evaporation is factored into a modular design that allows you to operate 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.



E3 Solutions

Unlike traditional forced evaporation technology that shoots large, uncontrolled water volumes high into the air, E3 Solutions uses a different approach. Controlled,

Applications

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

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



Evaporation

+

Aeration

+

Bioremediation

Wastewater Disposal
Challenges Vanish



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The Environmental PR Group



Business
Government

Business | Government | Issues | Marketing | Friends

PHILOSOPHY

Water | Land | Energy | Waste | Policy

*"The secret of success is constancy of purpose."
— Benjamin Disraeli*

Philosophy
We work for people we like and causes we believe in.
Seriously.

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

EPR Group • 813.948.6400

Handwritten text on the left: "It is the most significant change in species..."

Handwritten text at the bottom: "EPR Group • 813.948.6400"



EcoSmartPR



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Advertising • Marketing • Public Relations

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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



Landscaping in Tampa, Landscape Contractors, Water Features, Lighting, Florida Friendly Landscape and Garden Designs, Florida, Tampa Bay

10th ANNIVERSARY

SADREE LANDSCAPE
Design

GUARANTEED 100% Customer Satisfaction GUARANTEED

"The Landscape Artist"

About Me

Portfolio

Before/ After

The Design Process

Contact Me

Services

Helpful Tips

Some Kind Words

"Let Me Create Your Paradise."





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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



SADREE LANDSCAPE
Design





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...I ran the lawn service until May 2002

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 ...bar none.

Please explore this website in it's 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



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- 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



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- 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





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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.





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Questions?

