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**ROSS SCHOOL OF BUSINESS**

Stephen M. Ross School of Business at the University of Michigan

**Independent Study Project Report**

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**TITLE** : **Social Media Marketing in Entrepreneurship**

## Social Media Marketing in Entrepreneurship

Zell-Lurie Institute for Entrepreneurial Studies – Action-Based Learning Project

Michael Hopps, June – August 2009

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**Faculty:** Professor Thomas C. Kinnear, Zell-Lurie Institute  
University of Michigan Ross School of Business  
**Company:** Greenovation TV, LLC

### Background:

- “The world’s first internet TV channel for green home renovation. Helping green every home in America...starting with yours.”
  - Provide green-supporting viewers with 3-minute, online, free video episodes on how to make their home more green efficient
  - Episodes are filmed, produced, and uploaded to [www.GreenovationTV.com](http://www.GreenovationTV.com)
  - Viewers are able to subscribe to videos via RSS feeds, social networks and mailing lists
- Founded in 2006 by:
  - Matthew Grocuff – Environmental Lawyer, Video Producer, U.S. Green Building Council Member
  - Dr. Anna Marie – Television Reporter, Executive Producer (The Weather Channel nationally syndicated better living show “*Your Life With Dr. Anna Marie*”)
- Launched April 23, 2009 on Earth Day – [www.GreenovationTV.com](http://www.GreenovationTV.com)

### Objectives:

- As a consultant for Bluengine Consulting, I plan to accomplish the following:
  - Work closely with GreenovationTV to establish clear marketing goals for the project’s term
  - Establish relationships with external resources to further enhance marketing operations
  - Use statistics from online media channels to appropriately allocate online marketing efforts
  - Provide evaluations for all major marketing decisions

### Plan:

- I plan to implement my objectives through completing the following:
  - Develop connections with local green-supporting organizations to establish partnerships
  - Evaluate GreenovationTV’s viewer rates on a weekly basis through Google Analytics statistics
  - Utilize product, price, place, and promotion decisions to provide GreenovationTV with effective consulting recommendations for improvement

### Deliverables:

- I will produce the following upon completion of the project:
  1. Analysis of various marketing channels – pros/cons for using each
  2. 12-week statistical models of all online marketing media channels
  3. Comparison of online media channels to 12-week Google Analytics traffic reports
  4. Analysis of collaborative advertising partnerships; Individual strengths/weaknesses
  5. Thorough comparison of company marketing strategies against competitors’
  6. Analysis of other proven and competing strategies and tactics

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## **1. Analysis of Marketing Channels**

Throughout this 12-week project, I have strived to analyze the pros and cons of each marketing channel, doing my best to deliver the most effective recommendations to GreenovationTV. Since the company is internet-based, founder Matthew Grocoff and I believed a strong, online marketing campaign would be the most effective route to attracting consumers in the first six months following launch. As an environmental lawyer and knowledgeable member of the U.S. Green Building Council, Matthew Grocoff has acquired years of expertise on green home remodeling. Combining Mr. Grocoff's green expertise with online marketing channels has allowed GreenovationTV to strengthen its brand by both offering consumers first-hand trusted advice through Mr. Grocoff, and providing them with the GreenovationTV.com resource.

Launching the GreenovationTV.com website in April 2009 was a risky move, due to the lack of outside funding. However, entrepreneur Matthew Grocoff had a vision, and believed his company would succeed in the long term. No outside funding limited the company to using the cheapest online marketing channels available. Social media, the latest online trend, was our solution. By resorting to cost-free marketing channels, GreenovationTV was able to spend more of its limited internal funds towards producing higher quality video content and developing new products for its users. I will present all marketing channels used throughout the project, providing strengths and weaknesses for each.

### **1.1 Social Media Marketing – Facebook**

Serving as the company's first marketing channel, Facebook was the first social media tool used to promote the introduction of GreenovationTV to the online market before launch in April 2009. As one of today's most popular social media applications, people are constantly expanding the Facebook network and connecting with others. GreenovationTV sought great opportunity in this, and began building its brand on the network. This particular marketing channel provides us with many advantages over other tools. Upon entering Facebook, GreenovationTV constructed a listing under the "Groups" application. However, this GreenovationTV

group expanded beyond group application capabilities and forced the company to construct a GreenovationTV Facebook “Page” and “Cause.”

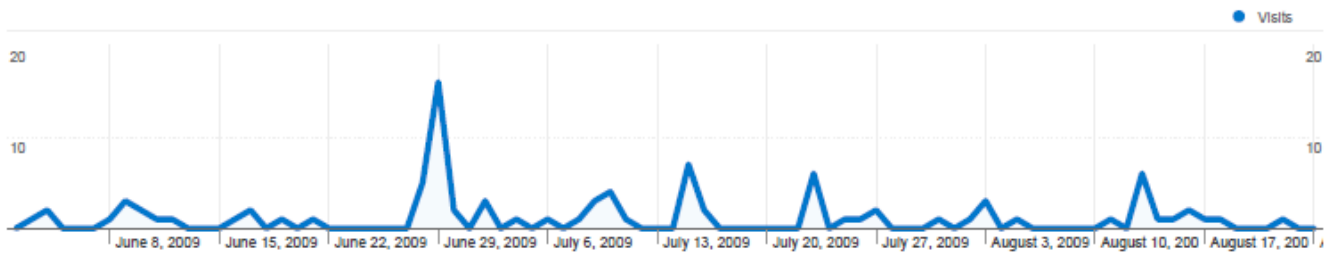
The major advantage with Facebook is GreenovationTV’s ability to secure two different marketing channels within the same social network. Our Facebook Page listing, also called a “Fanpage,” allows consumers to join the GreenovationTV network and stay up to date with all new video content and news. Throughout the challenging, 12-week marketing project, I recorded weekly statistics from all GreenovationTV social media channels to discover our most effective tool. According to my analysis, the company’s Facebook Page began with 302 fans on June 8, acquired 55 fans over three months, and now delivers weekly content to 357 fans, as of August 24, 2009. Through an average promotion rate of 3.583 broadcasted items per week, GreenovationTV satisfies its Facebook Fans’ needs for access to online green home renovation resources, strengthening the company’s credibility and expanding its market on a weekly basis. A detailed 12-week analysis of this marketing campaign is provided in Section 2.1, “Facebook Marketing Campaign.”

Upon launch, GreenovationTV also introduced its “Facebook Causes group,” constructed through the Causes application. This application’s objective is to allow companies to partner with nonprofit organizations to generate support for a particular cause. As a company centered on green home building, GreenovationTV partnered with the Habitat for Humanity nonprofit organization, directing all donations to them. This partnership with a reputable, service oriented organization has also built goodwill for the GreenovationTV brand. On June 8, at the beginning of my 12-week analysis, GreenovationTV was marketing to 265 members on its Cause Group promotion tool, increased its group member size by 37 members, and is now 302 members strong as of August 24, 2009. Initially, I placed high priority to the company on promoting use of this tool. However, my consulting recommendations shifted as weekly results kept displaying little or no growth in the GreenovationTV Cause Group size. A final report of this marketing campaign is summarized in Section 2.1.b, “Facebook Cause Group Campaign Results.”

Several strengths are present in both Facebook marketing tools, particularly because the pair’s combined efforts have directed more website traffic than any other online marketing channel used by

GreenovationTV. According to my 12-week Google Analytics report, the Facebook Page and Cause Group promotion tools referred 92 combined visits to the GreenovationTV.com homepage from June 2 to August 24, 2009. Also, actual website traffic generated by our Facebook social media marketing is much higher, because Google Analytics only accounts for direct clicks of the GreenovationTV.com link within a Facebook profile, media item, promotion, or fanpage. Although this social media marketing tool proved to be most effective, I discovered a couple disadvantages that could be improved. The Facebook Causes application was not marketed to its fullest potential, as GreenovationTV only promoted an average of 2 media items per week, according to statistics recorded in Section 2.1.b, "Facebook Cause Group Campaign Results." The lack of consumer satisfaction in the Causes Group resulted in 0 member growth for weeks 1-3. However, after a mass promotion to 150 Facebook Friends during week four, I recruited seven people by week five to join the GreenovationTV's 'Greenovation Nation' Cause, according to Section 2.1, "Facebook Marketing Campaign." However, I did this as a short term promotion tactic, and advised GreenovationTV to promote more media items and consumer interaction as a long term solution to increasing consumer satisfaction, which resulted in a 27 Facebook Cause Group member size increase for weeks 5-12, as shown in Section 2.1, "Facebook Marketing Campaign."

On the following page is an excerpt of the Google Analytics Traffic Sources report for the website's Facebook referrals, which displays how well the company's Facebook marketing campaign delivered direct visits to GreenovationTV.com throughout the project's duration. As shown, the report provides additional web analytics, including bounce rate and average time on site, which I chose to ignore for the purposes of this Entrepreneurial Studies 399 project. For more information on how to analyze Google Analytics reports and deliver effective e-marketing recommendations, visit <http://google.com/analytics/education.html> and learn how to leverage web analytics through the Google Analytics IQ™ course and certification test.



## This source medium combination sent 92 visits

### Site Usage



**92 Visits**

% of Site Total: 3.73%



**1.70 Pages/Visit**

Site Avg: 2.09 (-18.82%)



**00:00:57 Avg. Time on Site**

Site Avg: 00:02:34 (-63.08%)



**59.78% % New Visits**

Site Avg: 62.49% (-4.34%)



**73.91% Bounce Rate**

Site Avg: 67.48% (9.54%)

### 1.2 Social Media Marketing – Twitter, Inc.

Twitter, an online microblogging tool, is another effective social media marketing tool heavily used by GreenovationTV to attract new viewers, also called Twitter “followers”, to the site through 140-character microblogs, also known as “Tweets.” The Twitter social media application is becoming increasingly popular among adults, as 12.1 million U.S. adult users are projected to be using the service by the end of 2009, and 18.1 million in 2010, according to eMarketer.com. Additionally, “Twitter has been most avidly embraced by young adults, with 19% online adults 18-24 and 20% of online adults 25-34 having ever used Twitter and similar services.” (Pew Internet & American Life Project Twitter Data Memo 2009)

At the completion of week one, the Twitter username @GreenovationTV had delivered 199 tweets to 1801 followers, an impressive starting point for the company. As the summer progressed, I strived to help GreenovationTV boost their Twitter follower group size by 154 followers, resulting in a final number of 1,955 followers through 251 total tweets by August 24. Through the Twitter analysis provided in Section 2.2, “Twitter

Marketing Campaign,” I was able to provide statistics-based recommendations in order to increase effectiveness of the Twitter marketing tool.

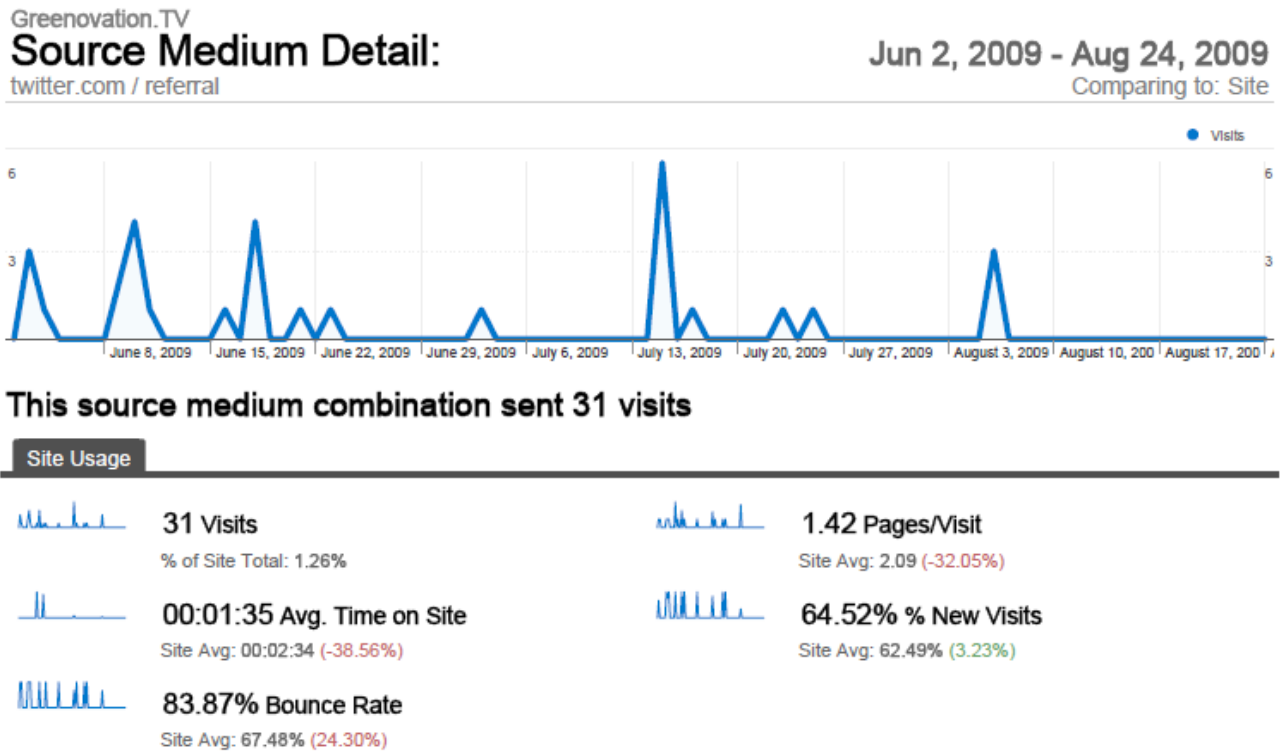
Twitter’s public data exposure through an Application Programming Interface allows third-party programmers to develop applications which enable users to gather statistics, send Tweets from a mobile smartphone widget, and more, according to Twitter.com. As an innovative Bluengine Consultant, I consistently sought alternative ways with Mr. Grocuff to analyze and improve his company’s promotional use of Twitter, ultimately settling with “Mr. Tweet,” a 3<sup>rd</sup> party application that provides various ratio statistics and discovers other Twitter users of similar characteristics to follow. I was able to acquire additional weekly statistics through MrTweet.com, allowing me to deliver more informed recommendations to GreenovationTV. I believe the most beneficial usage came from the “percentage of links posted” metric, ultimately providing GreenovationTV with a simple solution to directly increasing Twitter traffic referrals to the [www.GreenovationTV.com](http://www.GreenovationTV.com) website. These tactics ultimately helped to increase the number of GreenovationTV followers, resulted in a @GreenovationTV retweet by Microsoft Hohm® and boosted Twitter referred visitors to [www.GreenovationTV.com](http://www.GreenovationTV.com).

Twitter, Inc. was the second most effective social media tool used to market GreenovationTV, and resulted in 31 direct referrals to [www.GreenovationTV.com](http://www.GreenovationTV.com), according to the Google Analytics Traffic Source reports. As a simple microblogger with great potential, Twitter Inc.’s popularity continues to rapidly expand among startup companies like GreenovationTV, however I have noticed several drawbacks in this tool. The limit of 140 characters per blog definitely constrains the content GreenovationTV wishes to publicize. A larger character limit would allow GreenovationTV to publicize more detailed content, as seen in the company’s use of Facebook Page promotional items, likely increasing consumer satisfaction and direct Twitter referrals to [www.GreenovationTV.com](http://www.GreenovationTV.com). Also, Mr. Tweet, the external Twitter analysis application, did provide detailed statistics used to help improve the company’s Twitter marketing efforts. However, I believe this application may have become somewhat inaccurate throughout the project. Although @GreenovationTV’s number of followers and following were consistently changing on [Twitter.com/GreenovationTV](http://Twitter.com/GreenovationTV), Mr. Tweet’s weekly analyses often reported little or no change. This observation of inconsistency between the two parties forced me to not rely so



heavily on statistics provided by MrTweet.com, but still use the tool to analyze trends and enhance GreenovationTV's marketing use of Twitter.

The following report from Google Analytics displays how effective the GreenovationTV Twitter marketing campaign delivered direct traffic to GreenovationTV.com. Compared to the facebook.com referral total of 92, Twitter was not as effective, but still managed to drive 31 direct visits to GreenovationTV.com:



### 1.3.a Public Relations – HARO

Peter Shankman's "Help A Reporter Out" service simply connects journalists with matching sources through a free subscription email issued three times per day. Launched in March 2008, HelpAReporterOut.com currently serves a subscription list of 30,000 journalists and 80,000 sources, and has generated over \$1 million total in advertising revenue, according to Shankman.com. As an avid video producer of numerous political campaign commercials, Matthew Grocoff is always seeking the latest publicity tools. As a subscriber to HARO, he consistently reaches out to reporters wishing to interview experts on green home renovation. Competing against 80,000 other sources for an interview with a reporter has been a challenge, but GreenovationTV still strives to contact reporters through this public relations tool.

### 1.3.b Public Relations – Print Media

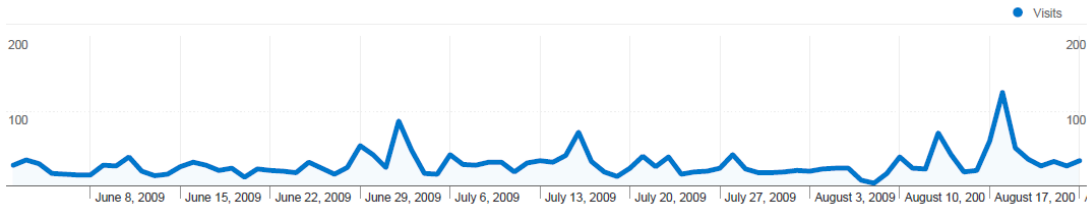
Although GreenovationTV has not yet successfully retrieved an article through HARO, reporters have still tuned into GreenovationTV's message. *TravelGirl Magazine* interviewed the founder of GreenovationTV, in their May 2009 issue. The magazine was delivered to subscribers in both print and online formats, resulting in two different forms of publicity for GreenovationTV through a trusted media source. Even more, this interview with *TravelGirl Magazine* led to a newspaper article on the company.

On July 20, 2009, the *Miami Herald* published an article on "Vacation Home Improvement and Greener Travel Tips," reprinting the same interview responses Matthew Grocoff delivered to *TravelGirl Magazine* just two months before. This newspaper article was provided to subscribers in print, and also available to the public on MiamiHerald.com. This effectiveness of printed publicity is harder to measure, due to its lack of an online tracking software like Google Analytics. However, we learned that media sources constantly follow other sources, and were able to take advantage of a second published article opportunity.

### 1.3.c Public Relations – National Public Radio

Lastly, Mr. Grocoff has spent years of experience behind the scenes in the media industry, filming and producing videos for various political campaigns. His environmental expertise is now being broadcasted to two million people through National Public Radio. Through a rigorous four month publicity campaign that began long before the launch of GreenovationTV on Earth Day 2009, Mr. Grocoff has worked hard to advise others on everyday green practices. This dedication has been rewarded through a monthly segment on the NPR "Environment Report," where he provides his green expertise and promotes the GreenovationTV brand to the public, through the company's newest source of advertising: radio. The effectiveness of this marketing strategy will be hard to measure, but rather than solely increasing website traffic, I believe this aired publicity will strengthen awareness of GreenovationTV through more magazine and reporters.

On the following page is a final traffic sources report from Google Analytics, displaying the top direct online referrers to GreenovationTV.com, June 2 to August 8, 2009. The company's social media marketing traffic has been highlighted:



**All traffic sources sent 2,469 visits via 84 sources and mediums**

| Site Usage                                  |                                          |                                                  |                                              |                                              |             |  |
|---------------------------------------------|------------------------------------------|--------------------------------------------------|----------------------------------------------|----------------------------------------------|-------------|--|
| Visits                                      | Pages/Visit                              | Avg. Time on Site                                | % New Visits                                 | Bounce Rate                                  |             |  |
| <b>2,469</b><br>% of Site Total:<br>100.00% | <b>2.09</b><br>Site Avg:<br>2.09 (0.00%) | <b>00:02:34</b><br>Site Avg:<br>00:02:34 (0.00%) | <b>62.54%</b><br>Site Avg:<br>62.49% (0.06%) | <b>67.48%</b><br>Site Avg:<br>67.48% (0.00%) |             |  |
| Source/Medium                               | Visits                                   | Pages/Visit                                      | Avg. Time on Site                            | % New Visits                                 | Bounce Rate |  |
| (direct) / (none)                           | 835                                      | 1.96                                             | 00:03:00                                     | 48.26%                                       | 70.42%      |  |
| google / organic                            | 659                                      | 2.18                                             | 00:02:03                                     | 84.52%                                       | 67.53%      |  |
| greenovation.tv / referral                  | 433                                      | 2.65                                             | 00:03:41                                     | 42.96%                                       | 53.58%      |  |
| facebook.com / referral                     | 92                                       | 1.70                                             | 00:00:57                                     | 59.78%                                       | 73.91%      |  |
| cleantecnica.com / referral                 | 75                                       | 1.48                                             | 00:01:46                                     | 93.33%                                       | 84.00%      |  |
| celsias.com / referral                      | 59                                       | 1.07                                             | 00:00:10                                     | 88.14%                                       | 94.92%      |  |
| images.google.com / referral                | 41                                       | 1.20                                             | 00:03:43                                     | 73.17%                                       | 80.49%      |  |
| yahoo / organic                             | 40                                       | 1.50                                             | 00:01:04                                     | 82.50%                                       | 80.00%      |  |
| twitter.com / referral                      | 31                                       | 1.42                                             | 00:01:35                                     | 64.52%                                       | 83.87%      |  |
| bing / organic                              | 26                                       | 2.38                                             | 00:01:34                                     | 84.62%                                       | 61.54%      |  |
| terraverdetv.com / referral                 | 16                                       | 1.81                                             | 00:00:59                                     | 56.25%                                       | 68.75%      |  |
| mail.google.com / referral                  | 14                                       | 2.00                                             | 00:01:30                                     | 64.29%                                       | 57.14%      |  |
| aol / organic                               | 10                                       | 2.00                                             | 00:00:52                                     | 90.00%                                       | 60.00%      |  |
| google.com / referral                       | 10                                       | 3.70                                             | 00:06:25                                     | 50.00%                                       | 70.00%      |  |
| campaign.constantcontact.com / referral     | 8                                        | 1.25                                             | 00:00:15                                     | 37.50%                                       | 75.00%      |  |
| images.google.co.in / referral              | 5                                        | 1.40                                             | 00:00:13                                     | 100.00%                                      | 80.00%      |  |
| search / organic                            | 5                                        | 1.20                                             | 00:00:09                                     | 100.00%                                      | 80.00%      |  |
| sz0142.ev.mail.comcast.net / referral       | 5                                        | 2.60                                             | 00:00:37                                     | 0.00%                                        | 40.00%      |  |
| us.mg1.mail.yahoo.com / referral            | 5                                        | 5.20                                             | 00:08:24                                     | 0.00%                                        | 20.00%      |  |
| cli.gs / referral                           | 4                                        | 1.50                                             | 00:04:14                                     | 0.00%                                        | 50.00%      |  |
| historictcumseh.org / referral              | 4                                        | 1.00                                             | 00:00:00                                     | 100.00%                                      | 100.00%     |  |
| linkedin.com / referral                     | 4                                        | 1.50                                             | 00:00:07                                     | 0.00%                                        | 50.00%      |  |

## 2. Social Media Marketing Channel Analysis

I created several routes to effectively analyzing the progress of GreenovationTV’s marketing campaigns. Due to the company’s focus on the use of online social media channels, I was able to collect accurate, quantified information for 12 weeks, beginning June 8<sup>th</sup>. This information was then compiled into a chart, displaying statistical, weekly comparisons for each social media tool, provided within the following pages.

# GreenovationTV Facebook Marketing Campaign



**Causes**

Make a difference, on Facebook! Causes on Facebook lets you start and join the causes you care about. Donations to causes can benefit over a million registered 501(c)(3) nonprofits.

\*All data acquired by Michael Hopps through Facebook.com "GreenovationTV" Fan Page and Causes Application Group

**Detailed Facebook Statistics**

**Weekly Comparison to Past Week**

| Week 1 - 6/8/09                                                                                                                                                                                                                                                                        |   |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|
| <b>Facebook Fanpage Analysis:</b>                                                                                                                                                                                                                                                      |   |
| 2 Promotions/week                                                                                                                                                                                                                                                                      | - |
| 302 Fans                                                                                                                                                                                                                                                                               | - |
| Notes: Facebook member base outgrew original Greenovation (non-cause) group page due to size constraints; Switched to Greenovation Fan Page for access to larger target audience                                                                                                       |   |
| <b>Facebook Cause Group Analysis:</b>                                                                                                                                                                                                                                                  |   |
| 2 Media items/week                                                                                                                                                                                                                                                                     | - |
| 265 Group Members                                                                                                                                                                                                                                                                      | - |
| Notes: Cause group was created to diversify marketing strategies on Facebook and target the strongest supporters of GreenovationTV; Cause groups allow for donations to be made and recruiting efforts to be acknowledged; Are cause group consumers are more loyal than fanpage fans? |   |

| Week 2 - 6/15/09                                                                                                                                                                                 |                           |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|
| <b>Facebook Fanpage Analysis:</b>                                                                                                                                                                |                           |
| 2 Promotions/week                                                                                                                                                                                | Same promotions/week      |
| 308 Fans                                                                                                                                                                                         | Increase by 6 fans        |
| Notes:                                                                                                                                                                                           |                           |
| <b>Facebook Cause Group Analysis:</b>                                                                                                                                                            |                           |
| 0 Media items/week                                                                                                                                                                               | Decrease by 2 media items |
| 265 Group Members                                                                                                                                                                                | Same group member size    |
| Notes: Committed self to Facebook Pledge on 6/15/09, Marketed Greenovation Cause group to 150 Facebook Friends (Reached 150 person invite limit at Camille Winberry); Awaiting results of actual |                           |

| Week 3 - 6/22/09                                                                                                                                                                                                                                                                        |                              |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|
| <b>Facebook Fanpage Analysis:</b>                                                                                                                                                                                                                                                       |                              |
| 3 Promotions/week                                                                                                                                                                                                                                                                       | Increase by 1 promotion/week |
| 310 Fans                                                                                                                                                                                                                                                                                | Increase by 2 fans           |
| Notes:                                                                                                                                                                                                                                                                                  |                              |
| <b>Facebook Cause Group Analysis:</b>                                                                                                                                                                                                                                                   |                              |
| 0 Media items/week                                                                                                                                                                                                                                                                      | Same media items/week        |
| 265 Group Members                                                                                                                                                                                                                                                                       | Same group member size       |
| Notes: 0 cause group media items posted for the 3rd week in a row. Lack of continual postings likely explains lack of additional group members. Attempted to boost recruiting efforts by marketing Greenovation to 150 more consumers (Reached 150 person invite limit at Eve Lasswell) |                              |

| Week 4 - 6/29/09                                                                                                                                                                                                                                               |                              |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|
| <b>Facebook Fanpage Analysis:</b>                                                                                                                                                                                                                              |                              |
| 4 Promotions/week                                                                                                                                                                                                                                              | Increase by 1 promotion/week |
| 312 Fans                                                                                                                                                                                                                                                       | Increase by 2 fans           |
| Notes:                                                                                                                                                                                                                                                         |                              |
| <b>Facebook Cause Group Analysis:</b>                                                                                                                                                                                                                          |                              |
| 0 Media items/week                                                                                                                                                                                                                                             | Same media items/week        |
| 272 Group Members                                                                                                                                                                                                                                              | Increase by 7 group members  |
| Notes: Personal recruiting efforts pay off - 7 personal Facebook Friends join cause and recruiting efforts are broadcasted across social network; Does this automatic Facebook broadcast create incentive for more consumers to join Greenovation Cause group? |                              |

| Week 5 - 7/6/09                                                                                 |                               |
|-------------------------------------------------------------------------------------------------|-------------------------------|
| <b>Facebook Fanpage Analysis:</b>                                                               |                               |
| 6 Promotions/week                                                                               | Increase by 2 promotions/week |
| 317 Fans                                                                                        | Increase by 5 fans            |
| Notes:                                                                                          |                               |
| <b>Facebook Cause Group Analysis:</b>                                                           |                               |
| 1 Media items/week                                                                              | Increase by 1 media item/week |
| 275 Group Members                                                                               | Increase by 3 group members   |
| Notes: Other group member Greenovation recruitment efforts increase group size by 3 new members |                               |

| Week 6 - 7/13/09                      |                               |
|---------------------------------------|-------------------------------|
| <b>Facebook Fanpage Analysis:</b>     |                               |
| 10 Promotions/week                    | Increase by 4 promotions/week |
| 327 Fans                              | Increase by 10 fans           |
| Notes:                                |                               |
| <b>Facebook Cause Group Analysis:</b> |                               |
| 0 Media items/week                    | Decrease by 1 media item/week |
| 276 Group Members                     | Increase by 1 group member    |
| Notes:                                |                               |

| Week 7 - 7/20/09                                                                                                                                                                                                 |                               |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|
| <b>Facebook Fanpage Analysis:</b>                                                                                                                                                                                |                               |
| 5 Promotions/week                                                                                                                                                                                                | Decrease by 5 promotions/week |
| 330 Fans                                                                                                                                                                                                         | Increase by 3 fans            |
| Notes: Suggest the following resource at the next consulting meeting:<br><a href="http://mashable.com/2009/03/30/successful-facebook-fan-page/">http://mashable.com/2009/03/30/successful-facebook-fan-page/</a> |                               |
| <b>Facebook Cause Group Analysis:</b>                                                                                                                                                                            |                               |
| 2 Media items/week                                                                                                                                                                                               | Increase by media items/week  |
| 279 Group Members                                                                                                                                                                                                | Increase by 3 group members   |
| Notes:                                                                                                                                                                                                           |                               |

| Week 8 - 7/27/09                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                               |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|
| <b>Facebook Fanpage Analysis:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |
| 3 Promotions/week                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Decrease by 2 promotions/week |
| 336 Fans                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Increase by 6 fans            |
| Notes:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                               |
| <b>Facebook Cause Group Analysis:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                               |
| 1 Media items/week                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Decrease by 1 media item/week |
| 279 Group Members                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Same group member size        |
| Notes: Marketed product to 150 additional potential consumers; (Reached 150 person invite limit at Julie Yang); Awaiting recruitment results;                                                                                                                                                                                                                                                                                                                                                                                     |                               |
| Idea: What would GreenovationTV need to do to qualify as non-profit status? What are the costs/benefits of becoming a non-profit? If so, a couple online benefits are: donations via Facebook Causes Application - <a href="http://apps.facebook.com/causes/about">http://apps.facebook.com/causes/about</a> -- and this Cause search toolbar - <a href="http://apps.facebook.com/causes/toolbar">http://apps.facebook.com/causes/toolbar</a> -- could be used to provide additional funding for Matt's video production expenses |                               |

| Week 9 - 8/3/09                       |                               |
|---------------------------------------|-------------------------------|
| <b>Facebook Fanpage Analysis:</b>     |                               |
| 1 Promotion/week                      | Decrease by 2 promotions/week |
| 344 Fans                              | Increase by 8 fans            |
| Notes:                                |                               |
| <b>Facebook Cause Group Analysis:</b> |                               |
| 0 Media items/week                    | Decrease by 1 media item/week |
| 292 Group Members                     | Increase by 13 fans           |
| Notes: 7 personal recruits made       |                               |

| Week 10 - 8/10/09                     |                               |
|---------------------------------------|-------------------------------|
| <b>Facebook Fanpage Analysis:</b>     |                               |
| 3 Promotions/week                     | Increase by 2 promotions/week |
| 349 Fans                              | Increase by 5 fans            |
| Notes:                                |                               |
| <b>Facebook Cause Group Analysis:</b> |                               |
| 0 Media items/week                    | Same media items/week         |
| 295 Group Members                     | Increase by 3 group members   |
| Notes:                                |                               |

| Week 11 - 8/17/09                                                                                                                                                                 |                              |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|
| <b>Facebook Fanpage Analysis:</b>                                                                                                                                                 |                              |
| 2 Promotions/week                                                                                                                                                                 | Decrease by 1 promotion/week |
| 355 Fans                                                                                                                                                                          | Increase by 6 fans           |
| Notes:                                                                                                                                                                            |                              |
| <b>Facebook Cause Group Analysis:</b>                                                                                                                                             |                              |
| 0 Media items/week                                                                                                                                                                | Same media items/week        |
| 299 Group Members                                                                                                                                                                 | Increase by 4 group members  |
| Notes: Committed to Causes pledge of recruiting 150 additional people to GreenovationTV cause. Stopped 150 person limit at McCall Renee. Awaiting results of recruitment efforts. |                              |

| Week 12 - 8/24/09                                                                                  |                             |
|----------------------------------------------------------------------------------------------------|-----------------------------|
| <b>Facebook Fanpage Analysis:</b>                                                                  |                             |
| 2 Promotions/week                                                                                  | Same promotions/week        |
| 357 Fans                                                                                           | Increase by 2 fans          |
| Notes:                                                                                             |                             |
| <b>Facebook Cause Group Analysis:</b>                                                              |                             |
| 0 Media items/week                                                                                 | Same media items/week       |
| 302 Group Members                                                                                  | Increase by 3 group members |
| Notes: Publicity efforts acknowledged: 3 more members personally recruited to GreenovationTV Cause |                             |

| Total Facebook Campaign Results: Weeks 1-12    |                                              |
|------------------------------------------------|----------------------------------------------|
| <b>Cumulative Facebook Fanpage Results</b>     |                                              |
| <b>Week 1 (6/8/09) - Week 12 (8/24/09)</b>     |                                              |
| Total Weekly Promotions: 43                    | Total Avg Promotions/Week: 3.583             |
| Total Increase in Fans: 55                     | 302 Fans (Week 1) - 357 Fans (Week 12)       |
| <b>Cumulative Facebook Cause Group Results</b> |                                              |
| <b>Week 1 (6/8/09) - Week 12 (8/24/09)</b>     |                                              |
| Total Weekly Media Items: 6                    | Total Avg Media Items/Week: 0.5              |
| Total Increase in Group Members: 37            | 265 Members (Week 1) - 302 Members (Week 12) |

# GreenovationTV Twitter Marketing Campaign

In-depth Statistics Using 3rd Party Application, 'Mr. Tweet' Analysis Tool



\*All data acquired by Michael Hopps through Twitter.com/GreenovationTV and MrTweet.com external reports on @GreenovationTV Twitter feed

## Detailed Twitter Statistics

## Weekly Comparison to Past Week

| Week 1 - 6/8/09                |   |
|--------------------------------|---|
| 7 Tweets/week                  | - |
| 1801 Followers                 | - |
| 848 Following                  | - |
| 199 Total Tweets               | - |
| <b>Mr. Tweet Analysis:</b>     |   |
| 1.7 Tweets/day                 | - |
| 17% Replies                    | - |
| 69% Links posted               | - |
| 2.12 Ratio followers/following | - |

| Week 2 - 6/15/09               |                           |
|--------------------------------|---------------------------|
| 4 Tweets/week                  | Decrease by 3 tweets/week |
| 1811 Followers                 | Increase by 10 followers  |
| 848 Following                  | Same                      |
| 203 Total Tweets               | Increase by 4 tweets      |
| <b>Mr. Tweet Analysis:</b>     |                           |
| 1.6 Tweets/day                 | Decrease by .1 tweets/day |
| 17% Replies                    | Same                      |
| 69% Links posted               | Same                      |
| 2.12 Ratio followers/following | Same                      |

| Week 3 - 6/22/09               |                          |
|--------------------------------|--------------------------|
| 3 Tweets/week                  | Decrease by 1 tweet/week |
| 1838 Followers                 | Increase by 27 followers |
| 848 Following                  | Same                     |
| 206 Total Tweets               | Increase by 6 followers  |
| <b>Mr. Tweet Analysis:</b>     |                          |
| 1.6 Tweets/day                 | Same                     |
| 17% Replies                    | Same                     |
| 69% Links posted               | Same                     |
| 2.12 Ratio followers/following | Same                     |

| Week 4 - 6/29/09               |                                     |
|--------------------------------|-------------------------------------|
| 5 Tweets/week                  | Increase by 2 tweets/week           |
| 1841 Followers                 | Increase by 3 followers             |
| 853 Following                  | Increase by 5 following             |
| 211 Total Tweets               | Increase by 5 tweets                |
| <b>Mr. Tweet Analysis:</b>     |                                     |
| 1.5 Tweets/day                 | Decrease by 0.1 tweets/day          |
| 17% Replies                    | Same                                |
| 70% Links posted               | Increase by 1%                      |
| 2.15 Ratio followers/following | Increase by 0.3 followers/following |

| Week 5 - 7/6/09                |                           |
|--------------------------------|---------------------------|
| 8 Tweets/week                  | Increase by 3 tweets/week |
| 1890 Followers                 | Increase by 49 followers  |
| 851 Following                  | Decrease by 2 following   |
| 211 Total Tweets               | Same                      |
| <b>Mr. Tweet Analysis:</b>     |                           |
| 1.5 Tweets/day                 | Same                      |
| 17% Replies                    | Same                      |
| 70% Links posted               | Same                      |
| 2.15 Ratio followers/following | Same                      |

| Week 6 - 7/13/09               |                                      |
|--------------------------------|--------------------------------------|
| 5 Tweets/week                  | Decrease by 3 tweets/week            |
| 1912 Followers                 | Increase by 22 followers             |
| 852 Following                  | Increase by 1 following              |
| 226 Total Tweets               | Increase by 15 tweets                |
| <b>Mr. Tweet Analysis:</b>     |                                      |
| 1.5 Tweets/day                 | Same                                 |
| 17% Replies                    | Same                                 |
| 70% Links posted               | Same                                 |
| 2.23 Ratio followers/following | Increase by 0.08 followers/following |

| Week 7 - 7/20/09               |                            |
|--------------------------------|----------------------------|
| 3 Tweets/week                  | Decrease by 2 tweets/week  |
| 1933 Followers                 | Increase by 21 followers   |
| 853 Following                  | Increase by 1 following    |
| 229 Total Tweets               | Increase by 3 tweets       |
| <b>Mr. Tweet Analysis:</b>     |                            |
| 1.4 Tweets/day                 | Decrease by 0.1 tweets/day |
| 18% Replies                    | Increase by 1% replies     |
| 70% Links posted               | Same                       |
| 2.23 Ratio followers/following | Same                       |

| Week 8 - 7/27/09               |                                           |
|--------------------------------|-------------------------------------------|
| 3 Tweets/week                  | Same tweets/week                          |
| 1911 Followers                 | Decrease by 22 following                  |
| 848 Following                  | Decrease by 5 following                   |
| 235 Total Tweets               | Increase by 6 tweets                      |
| <b>Mr. Tweet Analysis:</b>     |                                           |
| 1.4 Tweets/day                 | Same tweets/day                           |
| 19% Replies                    | Increase by 1% reply                      |
| 72% Links posted               | Increase by 2% links posted               |
| 2.26 Ratio followers/following | Increase by .03 ratio followers/following |



| Week 9 – 8/3/09                |                                           |
|--------------------------------|-------------------------------------------|
| 6 Tweets/week                  | Increase by 3 tweets/week                 |
| 1,927 Followers                | Increase by 16 followers                  |
| 847 Following                  | Decrease by 1 following                   |
| 236 Total Tweets               | Increase by 1 tweet                       |
| <b>Mr. Tweet Analysis:</b>     |                                           |
| 1.3 Tweets/day                 | Decrease by 0.1 tweet/day                 |
| 19% Replies                    | Same % replies                            |
| 72% Links posted               | Same % links posted                       |
| 2.25 Ratio followers/following | Decrease by .01 ratio followers/following |

| Week 10 – 8/10/09              |                                |
|--------------------------------|--------------------------------|
| 4 Tweets/week                  | Decrease by 2 tweets/week      |
| 1,939 Followers                | Increase by 12 followers       |
| 858 Following                  | Increase by 11 following       |
| 240 Total Tweets               | Increase by 4 tweets           |
| <b>Mr. Tweet Analysis:</b>     |                                |
| 1.3 Tweets/day                 | Same tweets/day                |
| 19% Replies                    | Same % replies                 |
| 72% Links posted               | Same % links posted            |
| 2.25 Ratio followers/following | Same ratio followers/following |

| Week 11 – 8/17/09              |                                           |
|--------------------------------|-------------------------------------------|
| 6 Tweets/week                  | Increase by 2 tweets/week                 |
| 1,956 Followers                | Increase by 17 followers                  |
| 858 Following                  | Same following                            |
| 246 Total Tweets               | Increase by 6 total tweets                |
| <b>Mr. Tweet Analysis:</b>     |                                           |
| 1.3 Tweets/day                 | Same tweets/day                           |
| 19% Replies                    | Same % replies                            |
| 71% Links posted               | Decrease by 1% links posted               |
| 2.27 Ratio followers/following | Increase by .02 ratio followers/following |

| Week 12 – 8/24/09              |                                |
|--------------------------------|--------------------------------|
| 8 Tweets/week                  | Increase by 2 tweets/week      |
| 1,955 Followers                | Decrease by 1 follower         |
| 861 Following                  | Increase by 3 following        |
| 251 Total Tweets               | Increase by 5 total tweets     |
| <b>Mr. Tweet Analysis:</b>     |                                |
| 1.3 Tweets/day                 | Same tweets/day                |
| 20% Replies                    | Increase by 1% replies         |
| 71% Links posted               | Same % links posted            |
| 2.27 Ratio followers/following | Same ratio followers/following |

| Total Twitter Campaign Results: Weeks 1-12   |                                                     |
|----------------------------------------------|-----------------------------------------------------|
| <b>Cumulative Twitter Campaign Results</b>   |                                                     |
| <b>Week 1 (6/8/09) - Week 12 (8/24/09)</b>   |                                                     |
| Total Increase in Tweets: 52                 | 199 Tweets (Week 1) - 251 Tweets (Week 12)          |
| Total Increase in Followers: 154             | 1801 Followers (Week 1) - 1,955 Followers (Week 12) |
| Total Increase in Following: 13              | 848 Following (Week 1) - 861 Following (Week 12)    |
| <b>Cumulative Mr. Tweet Analysis Results</b> |                                                     |
| <b>Week 1 (6/8/09) - Week 12 (8/24/09)</b>   |                                                     |
| Total Avg. Tweets/day:                       | 1.450                                               |
| Total Avg. Tweets/week:                      | 5.166                                               |
| Total Avg. Replies:                          | 18.000                                              |
| Total Avg. Links posted:                     | 70.416                                              |
| Total Avg. Followers/following:              | 2.202                                               |

As shown, the number of delivered Facebook Page promotions, Cause Group media items, Twitter tweets fluctuated throughout the project's duration. As a an outside consultant, I did not directly market the product, but rather analyzed the entrepreneur's weekly marketing trends and worked with him to increase Facebook Fans and Group members through more promotions, higher quality content, and more interaction with consumers. Through average delivery rates of 3.583 promotions/week, 0.5 media items/week, and 5.166 tweets/week, GreenovationTV increased their market share by 55 Facebook Page fans, 37 Facebook Cause group members and 154 Twitter followers.

### 3. Trends Comparison with Google Analytics

Throughout the 12 weeks, I collected trends data and produced them in a graphical format to serve as progress charts for GreenovationTV, allowing us to allocate resources most effectively between the various social media marketing campaigns:

#### GreenovationTV Online Marketing Trends

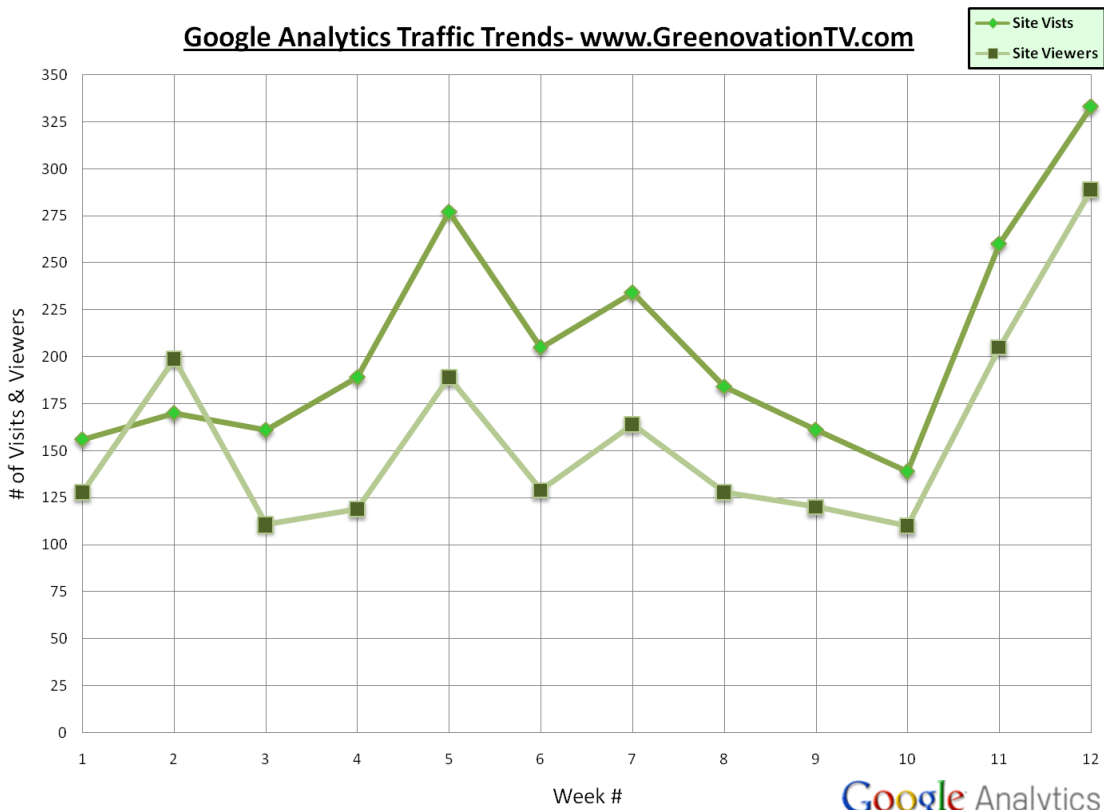
|                       |                                | Week 1 | Week 2  | Week 3  | Week 4  | Week 5 | Week 6  | Week 7  | Week 8  | Week 9 | Week 10 | Week 11 | Week 12 |
|-----------------------|--------------------------------|--------|---------|---------|---------|--------|---------|---------|---------|--------|---------|---------|---------|
| Marketing Tool        |                                | 6/8/09 | 6/15/09 | 6/22/09 | 6/29/09 | 7/6/09 | 7/13/09 | 7/20/09 | 7/27/09 | 8/3/09 | 8/10/09 | 8/17/09 | 8/24/09 |
| Cumulative Statistics | Facebook Cause Group # Members | 265    | 265     | 265     | 272     | 275    | 276     | 279     | 279     | 292    | 295     | 299     | 302     |
|                       | Facebook Fan Page # Fans       | 302    | 308     | 310     | 312     | 317    | 327     | 330     | 336     | 344    | 349     | 355     | 357     |
|                       | Twitter # Followers            | 1801   | 1811    | 1838    | 1841    | 1890   | 1912    | 1933    | 1911    | 1927   | 1939    | 1956    | 1955    |

\*All data acquired by Michael Hopps through Facebook.com/GreenovationTV, apps.Facebook.com/Causes, & Twitter.com/GreenovationTV

|                   |                          | Week 1 | Week 2  | Week 3  | Week 4  | Week 5 | Week 6  | Week 7  | Week 8  | Week 9 | Week 10 | Week 11 | Week 12 |
|-------------------|--------------------------|--------|---------|---------|---------|--------|---------|---------|---------|--------|---------|---------|---------|
| Google Analytics  |                          | 6/8/09 | 6/15/09 | 6/22/09 | 6/29/09 | 7/6/09 | 7/13/09 | 7/20/09 | 7/27/09 | 8/3/09 | 8/10/09 | 8/17/09 | 8/24/09 |
| Weekly Statistics | GreenovationTV # Visits  | 156    | 170     | 161     | 189     | 277    | 205     | 234     | 184     | 161    | 139     | 260     | 333     |
|                   | GreenovationTV # Viewers | 128    | 199     | 111     | 119     | 189    | 129     | 164     | 128     | 120    | 110     | 205     | 289     |

\*All data acquired by Michael Hopps through Google Analytics website traffic reports on www.GreenovationTV.com

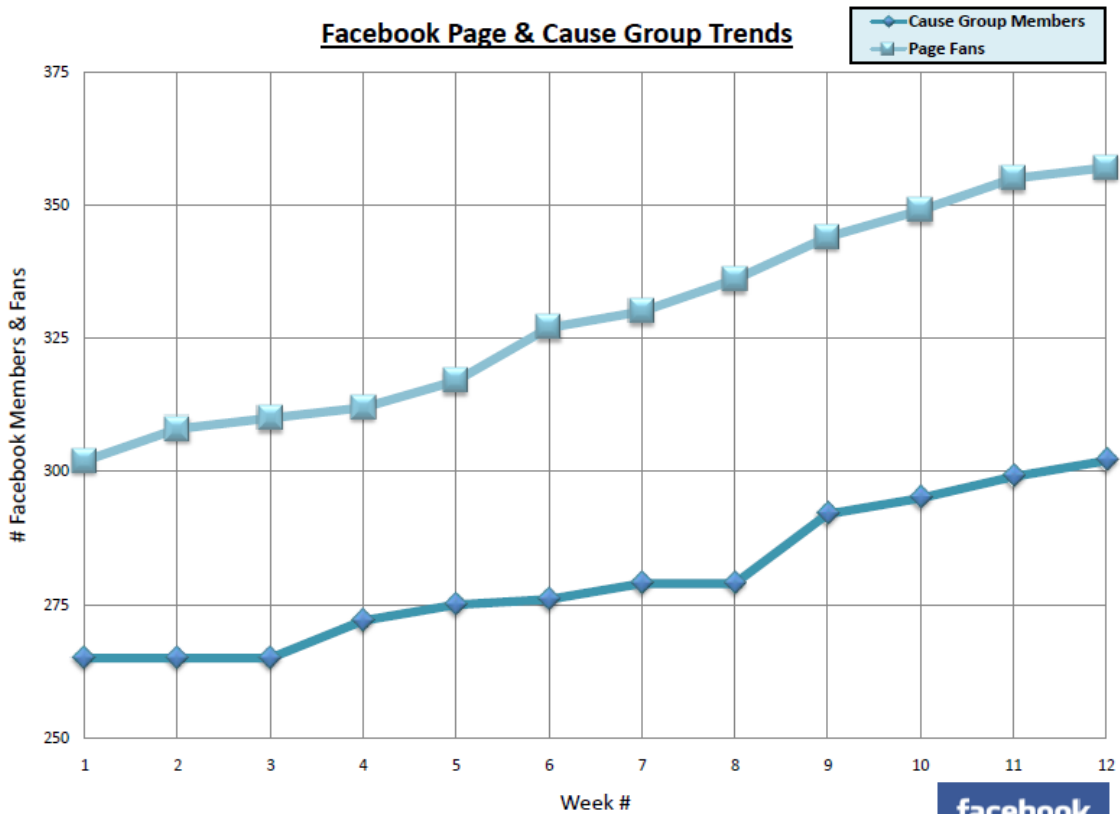
### Google Analytics Traffic Trends- www.GreenovationTV.com



\*All trends data acquired by Michael Hopps through Google Analytics reports on GreenovationTV.com

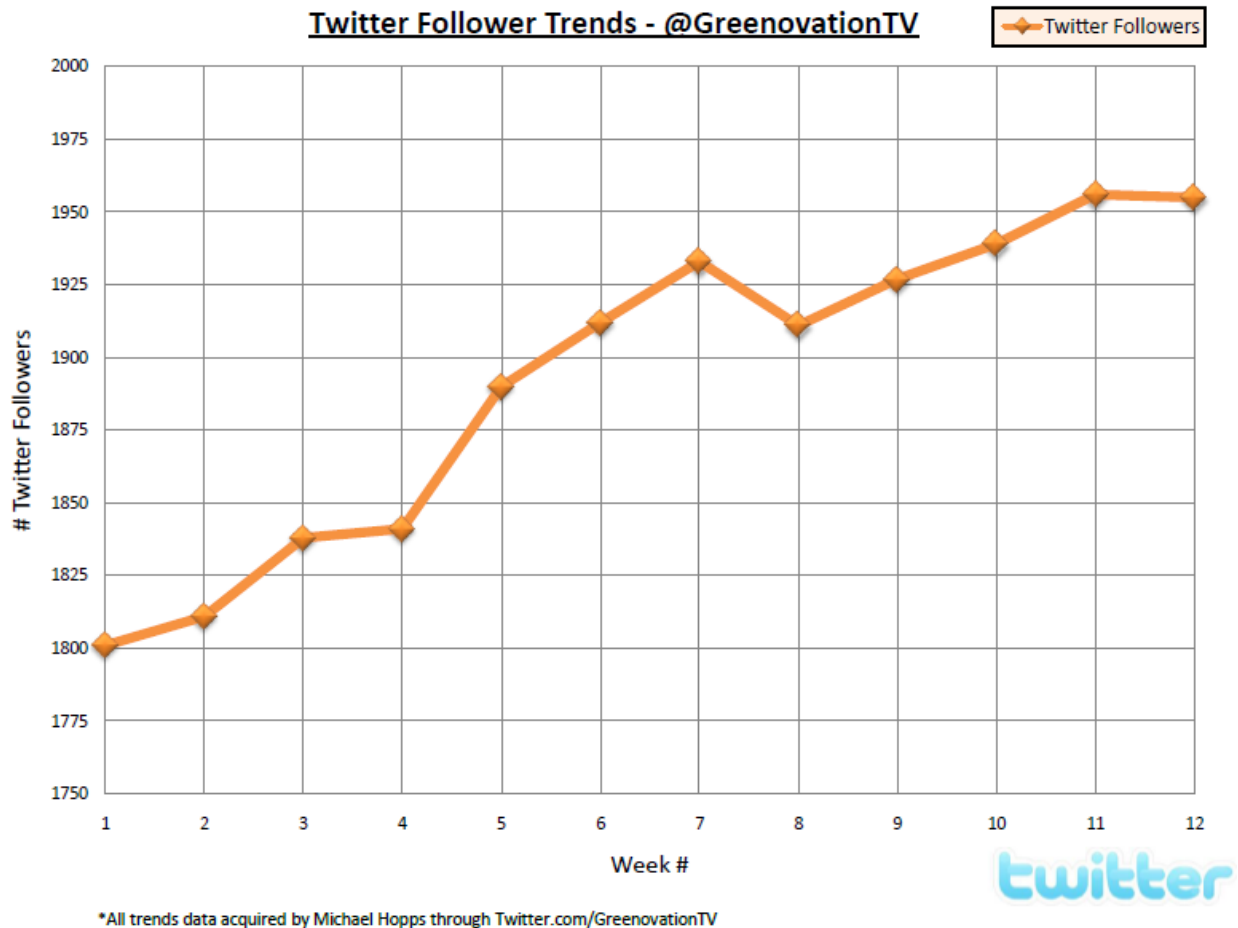


### Facebook Page & Cause Group Trends



\*All trends data acquired by Michael Hopps through Facebook.com/GreenovationTV





By comparing the Google Analytics traffic trends against the company’s social media marketing trends, GreenovationTV was better able to match its marketing decisions with a particular response from consumers, ultimately improving its social media marketing campaigns, as shown in Sections 2.1a “Facebook Page Campaign Results”, 2.1.b “Facebook Cause Group Campaign Results” and 2.2.a “Twitter Campaign Results.”

#### **4. Analysis of Collaborative Advertising Partnerships**

As part of its strong marketing campaign, GreenovationTV is consistently reaching out to various organizations to form company partnerships. These partnerships are established in hopes of expanding the company’s market share and network of resources. Throughout the summer, Mr. Grocoff has strived to form several partnerships, ultimately strengthening the GreenovationTV brand among the green community. Through Bluengine Consulting meetings with GreenovationTV, I have strived to analyze each company partnership through weighing strengths and weaknesses.

#### 4.1 Joolze.com

GreenovationTV has partnered with Joolze.com, fostering a relationship that will lead to several highly profitable opportunities for both companies. This partnership is one of GreenovationTV's most important, due to the strong value offered by both companies. Matthew Grocoff, environmental lawyer and active member of U.S. Green Builder's Council, offers an extraordinary foundation of green renovation expertise, video production knowledge, radio publicity, and a strong network of connections within the green home building industry. Vinay Gupta, successful serial entrepreneur and co-founder of Joolze.com, is well-known for his co-founding of Ann Arbor based, Bluegill Technologies, which sold for \$250 Million to Checkfree Solutions Corporation in 2008 (Janeeva, 2009). His partner, Jim Diggs, co-founder of Joolze.com and former VP Business Development for Bluegill Technologies, has 30 years of leadership with technology companies (Janeeva 2009). The combined talent pool of all three partners will provide GreenovationTV and Joolze the leadership needed to succeed in developing the "Greenovation Evaluation" product.

The two companies are in the process of developing "Greenovation Evaluation," a user-friendly software which allows a homeowner to analyze how to make their entire home more efficient. The software goes beyond measuring broad energy usage, and will specifically analyze water conservation, house paint, lighting, outdoor landscaping and more, seeking green-efficient solutions. Working with the U.S. Builder's Council and American Society of Interior Designers' Foundation to obtain access to the Regreen Residential Remodel Guide, GreenovationTV will create homeowner-friendly software that will analyze and produce green-efficient solutions for them. Matthew Grocoff will utilize his vast green remodeling expertise to create the software's content, while Vinay Gupta and Jim Diggs will be responsible for developing the software itself, likely through an outside software developer. All three partners will collaborate together to market the product and build the companies' brands, as discussed further in Section 6.3, "Greenovation Evaluation." Currently, I see no weaknesses in this valuable partnership. All partners are combining their expertise to develop and introduce a unique product to the market.

## 4.2 GreenandSave.com

GreenovationTV is developing a partnership with GreenandSave.com, a 20-year old company which aims to help Americans save money through developing eco-friendly habits. This company promotes itself as the “first to offer comprehensive Return on Investment rankings and Take Action recommendations on multiple ways to ‘Go Green!’” (GreenandSave.com 2009) By broadening their eco-friendly resources to the entire spectrum of a green lifestyle, GreenandSave is able to attract a larger market segment, as I learned in Professor Kinnear’s Cantillon eCourse on Marketing Strategy. However, GreenovationTV attempts to differentiate themselves from other competitors in the market by focusing solely on green remodeling for the home. Partnering with a well-established company will help GreenovationTV build its brand as a more reputable company. This partnership was featured in the bi-weekly GreenovationTV mailing list, and plans are being made to do more collaborative advertising.

Strengths within this collaborative partnership are present, but weaknesses can question the effectiveness of this tactic. The partnership with GreenandSave is free for GreenovationTV, but how effective is this method? Although no monetary means are being used to build this partnership, it may not be time-effective. Google Analytics Traffic Reports shown in the Section 1, “Analysis of Marketing Channels” displayed no referrals from GreenandSave.com, an observation that really questions the value of this partnership. In order to determine the value of this partnership, I have encouraged Matt to reexamine the agreement in hopes of gaining more direct traffic through GreenandSave.com.

After careful review of the partnership, GreenovationTV has changed its strategy and is no longer seeking GreenandSave.com website referrals, but rather focusing directly on content sharing. Since GreenandSave.com offers a wide selection of up-to-date, reputable news articles and blogs, streaming this content to viewers of GreenovationTV.com substantially benefits both companies. Promoting the GreenandSave brand to GreenovationTV viewers refers them to GreenandSave.com, however GreenovationTV is satisfying its viewers by delivering even more content than the current ongoing internet TV episodes. Through a delivery of higher quality content, GreenovationTV hopes to build a stronger brand among its current viewers.

### 4.3 TerraVerdeTV.com

Another partnership has been secured with TerraVerdeTV.com, a site which documents the green renovations within the home of Dr. Anna Marie, Executive Producer of Facci Bella Productions, a broadcast production company which provides healthy living advice and medical reports to television stations nationwide, including the Weather Channel's *Dr. Anna Marie's Forecast For Health*, which airs 50 times per week to 12 million viewers, as provided on TerraVerdeTV.com. The strong connection to TerraVerdeTV is a vital resource, particularly due to the dense network company founder, Dr. Anna Marie, has developed within the media industry. GreenovationTV has consistently featured TerraVerde on the site homepage and within bi-weekly episodes in exchange for Greenovation website promotions, as well as advice on strengthening the current marketing campaign and connecting with more green resources.

Of all Greenovation partnerships, I have observed few drawbacks in this one. The primary strategy behind this partnership was Dr. Anna Marie's involvement with helping the company launch in April 2009. After 6 years of developing the GreenovationTV concept, environmental lawyer Matthew Grocoff was able to found the company, with support from Dr. Anna Marie. This strong connection has allowed TerraVerdeTV to be promoted to 1,649 additional green visitors of the GreenovationTV website (Google Analytics 2009). The main weakness that could be improved is the promotion efforts of GreenovationTV obtained through visitors of TerraVerdeTV.com. As of June 2nd, research obtained through Google Analytics cites that only 10 referrals to the GreenovationTV.com website were acquired through TerraVerdeTV.com. If more GreenovationTV content was presented more visibly to visitors of TerraVerdeTV.com, new site visitors would be referred to GreenovationTV.com, providing more consumers with easier access to two reputable online green resources.

Upon careful review with Matthew Grocoff, we concluded that direct website referral through TerraVerdeTV.com is not the top priority in this partnership. Instead, GreenovationTV must concentrate on content sharing with TerraVerdeTV and maintaining a close relationship with Dr. Anna Marie. Through providing high-quality content for TerraVerdeTV, GreenovationTV has more access to Dr. Anna Marie's wide network of resources within the media industry.

## 5. Competitor Marketing Strategies

GreenovationTV is an internet based TV station, claimed to be the “world’s first internet TV channel for green home renovation, helping to green every home in America” (GreenovationTV.com, 2009). Since June 2<sup>nd</sup>, the site has acquired 1,634 green-supporting visitors, according to the Google Analytics summary provided in Section 7.1, “Company Results.” In the new era of digital marketing, GreenovationTV has established a robust marketing campaign through the use of online social media channels and other forms of publicity. This section will compare the company’s current marketing strategies to its competitors’.

### 5.1 GreenovationTV

Company marketing strategies, fully analyzed in Section 1, “Analysis of Marketing Channels”, include:

- Social media marketing – Facebook Page and Cause group marketing channels
- Social media marketing – Twitter microblogging and use of 3<sup>rd</sup> party analysis application, Mr. Tweet
- Public Relations – Peter Shankman’s “Help a Reporter Out” journalist publicity channel
- Public Relations – Print media: newspaper and magazine publicity
- Public Relations – National Public Radio, monthly segments on the “Environment Report”

### 5.2 Competitor - Planet Green

GreenovationTV has entered a relatively new green internet TV market, with only a few present competitors. Its primary competitor is “Planet Green,” a brand from the Discovery Channel. Launched in 2008, Planet Green has acquired a substantial share of the market and is now delivering 250 hours of authentic green programming to 50 million homes nationwide (Planet Green 2009). Strengths within this competitor are definitely visible through their branding with the Discovery Channel Network, a well-known, worldwide TV producer. Additionally, the company has secured top dollar advertising agreements with large corporations like Lowe’s, a leader in home improvement retail. Lastly, Planet Green has partnered with leading, global nonprofit



environmental organizations and advocacy groups, including TreeHugger.com, a company which promotes eco-sustainability (Planet Green 2009).

Although Planet Green likely owns the majority of the green remodeling internet TV market share, we see many weaknesses in its current marketing strategy. Planet Green is airing 250 hours of programming, however, only a small portion of this is geared towards green home renovation. As stated in the Cantillon eCourse seminar titled “Marketing Strategy and Competitive Advantage,” defining a focused market space is key to the success of an entrepreneur’s marketing strategy. Due to the company’s entrepreneurial nature, GreenovationTV has narrowed its focus to producing premium video content to homeowners seeking to make their homes more green and energy efficient. Planet Green does offer this content, but it has broadened its content to market towards consumers wishing to lead a general eco-friendly lifestyle, drastically weakening its emphasis on green home renovation. Additionally, Planet Green’s 30 minute videos require huge production costs and are targeted towards the consumer with an abundance of time on their watch. GreenovationTV’s high-quality, four-minute episodes are produced for homeowners seeking to complete quick, inexpensive green renovation projects planning to lower their utility bills, while reducing their impact on the environment.

### 5.3 Competitor - EConstructionUSA:

*EConstructionUSA* is a local, Ann Arbor based company seeking to offer a similar service. The company uses two main marketing tools to promote its green remodeling expertise, through a mailed print subscription of the “Resource Guide to Green Living” and an online blog launched in April 2009, around the same time that GreenovationTV launched. They are a local competitor which serves 6,000 homes in the Washtenaw County area, through a free, mailed monthly green living guide (EConstructionUSA 2009). Although they intend to promote the brand locally through their print version, the strategy behind this printed marketing tool is appears ineffective. One of the 4 main subquestion solutions to market space is to “do uniquely” (Kinneer 2009) *EConstructionUSA*’s Resource Guide is a five-page magazine, filled with general green home remodeling advertisements secured through partnerships with local firms. This marketing strategy may seem effective, but

it is no more unique than all other unrequested mail advertisements delivered to one's mailbox. This print marketing model method could be more effective if *ECOstructionUSA* delivered more value to the consumer, providing small written green renovation projects rather than all general advertisements. By delivering a wider variety of content to its market, the *ECOstructionUSA* brand would be more reputable among local consumers, driving more traffic to its ad-sponsored green suppliers and contractors.

However, *ECOstructionUSA* does have a web presence as well, but somewhat lacking in content and expertise. Their website user interface is more user-friendly than *GreenovationTV.com's*, but new content is updated less frequently and consists of lower quality. Their marketing model is focused on increasing traffic through offering a wide range of featured green products, while *GreenovationTV* intends to boost traffic through content sharing with online partners. I believe today's solutions-oriented consumers are more likely to respond more positively to focused content they have specifically sought out, than indirect, broad content that has just been autonomously handed to them.

## **6. Analysis of Other Tactics**

*GreenovationTV* has made tremendous progress since its launch on Earth Day 2009. Throughout the summer, I have worked closely with company founder Matthew Grocoff, seeking ways to improve company operations. Initially, the company's main goal was to create a vast library of top-quality TV content showing visitors small projects to increase the green efficiency of their home. The first test before broadening the content was seeing if the market opportunity was real, and potential customers were actively seeking solutions to their green renovation problems (Kinnear 2009). Following Professor Kinnear's advice, test results revealed website visits expanded by 213% within the first two months of launch, proving that there was great potential in continuing operations of *GreenovationTV* (Google Analytics 2009). On June 2<sup>nd</sup>, 2009, I joined *Bluengine Consulting*, a non-profit consulting group staffed by University of Michigan students which provides pro-bono consulting services for local startup companies. After my team was assigned to *GreenovationTV*, I began analyzing company strategies on a weekly basis. Throughout the summer, I was able to have a direct impact on

the company through consulting recommendations, supported by quantitative reports and research. Although I focused on marketing strategy, I analyzed other tactics being implemented by GreenovationTV:

### 6.1 Expanding content variety

The company has expanded its project goals for the upcoming year, a move that I believe was necessary to expand its target market share. Rather than just providing users with internet TV content on GreenovationTV.com, founder Matthew Grocoff is planning to deliver news, blogging, and radio content to consumers. News will be provided through the company's partnership with GreenandSave.com, a trusted content source that will provide promotion referrals to both company sites. Additionally, GreenovationTV plans to develop its blog content through featuring independent writers, specifically from the *Detroit Home*, a reliable Michigan home remodel magazine. Finally, as stated in Section 1.3.c, "National Public Radio," Matthew Grocoff has earned a timeslot to broadcast on NPR, a radio segment that will be aired to 2 million people monthly and be posted online. At the end of each segment, Matthew Grocoff will always promote the GreenovationTV brand name before signing off the air, an additional publicity tactic that is expected to greatly increase website traffic through active listeners of NPR.

### 6.2 New website layout

Responding to user feedback throughout the past 12 weeks, GreenovationTV has begun working with the website developer to revamp the current layout, making it more user-friendly and optimizing access to the video content. After exploring a variety of other popular internet TV sites, GreenovationTV has decided to change its layout to a format similar to Hulu.com, featuring the latest episode in the center of the homepage, followed by additional video content screenshots lined below. I currently do not see any weaknesses in this plan for a new layout aside from the high, yet necessary costs of web development services. Through this streamlined, organized new layout, I believe the company costs of additional website developer services will be eventually covered by future advertising revenue generated through satisfied GreenovationTV.com visitors.

### 6.3 Greenovation Evaluation

Through a user-generated self-evaluation, “Greenovation Evaluation” is software that will compile a variety of recommended green products, local home-improvement stores, and area contractors to green- renovate the client’s home according to the “U.S. Green Builder’s Council and American Society of Interior Design’s Regreen Guidelines.” GreenovationTV and Joolze plan to generate revenue through contractor referral fees and a percentage of referred sales to green home building material suppliers, potentially through Energyfederation.org. The two contractors’ and products’ affiliate programs would be tracked through website hits recorded by an additional web-based software. Energyfederation.org, an online catalog store where homeowners can purchase green efficient products, offers 10% of sales revenue through their affiliate’s program (EnergyFederation 2009), a profitable partnership that GreenovationTV is working quickly to secure.

The Greenovation Evaluation product is currently being strategically planned and developed by GreenovationTV and Joolze, as both companies work together to analyze the product’s future introduction to the market. Costs for this project include the hiring of a software developer, as well as the labor efforts of all three partners. Since the Greenovation Evaluation product is currently receiving no seed funding, the three partners will be sacrificing current pay in expectations of receiving a future payout when the product hits the market, a risk that most entrepreneurs must be willing to take. The project costs are present, but the expected revenue is definitely achievable.

Currently, we only know of two main competitors in the green home evaluation market. The first, ServiceMagic.com, is an evaluation service that connects homeowners to prescreened service professionals. This service is similar to the Greenovation Evaluation product, but lacks many key features GreenovationTV plans to provide. As a broad contracting referral service, ServiceMagic has targeted a wide home improvement market space, with little emphasis on green home building. As an established company founded in 1999 and a partner of the *Better Homes and Garden Network*, this company’s market share is likely large (ServiceMagic 2009). The second competitor, WattBot.com, offers an evaluation service focused solely on reducing a homeowner’s energy bill. GreenovationTV believes this market space is too narrow and plans to deliver

solutions to all the needs of a consumer wishing to completely green-renovate their home. By differentiating their product from ServiceMagic and Wattbot to deliver focused, needed content to their consumers, GreenovationTV plans to target all users of WattBot and the loyal green consumers currently served by ServiceMagic.

#### 6.4 Killyourbill.org:

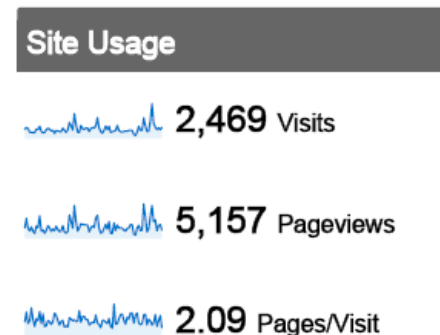
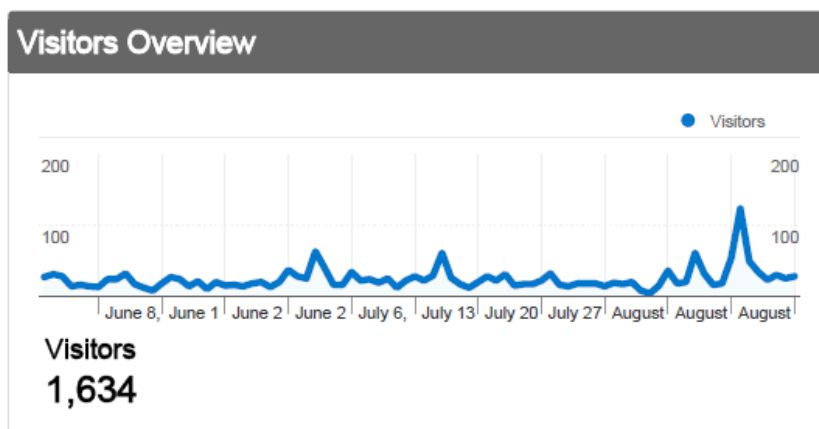
KillYourBill is the latest idea conceptualized by GreenovationTV. Still in the early planning stages, this project could generate profit in six months if strategically planned. Through careful review, Matthew Grocuff and I analyzed this project to the best of our knowledge using the SWOT method. Set to launch on New Year's Eve 2009, consumers would pledge to lower their water, electricity, or other utility bill by a certain percentage by the end of 2010. If the pledge is not met, KillYourBill will donate the pledged money to a designated charity. Partnerships with several, reputable organizations are crucial to the success of this "Kill Your Bill Challenge." Establishing partnerships with non-profit organizations and charities like Sierra Club is necessary for the donation process to run smooth, and KillYourBill would keep a small percentage of the lost pledged money through an affiliation program to generate revenue. Another source of revenue would be earned through advertising partnerships with green companies. According to the SPARK Cantillon lecture, internal company strengths within the SWOT analysis "allow us to execute appropriately to deliver this product to the market in our desired fashion" (Kinnear 2009). Through the development of software applications for top social media channels and partnered websites, GreenovationTV would be able to create a set of self-running online marketing tools. Through the creation of this KillYourBill social media widget, users would be able to easily track and promote their commitment pledge through automatic social media feed notifications. The internal strengths exist, but external opportunities are also present. The Kill Your Bill Challenge would be used as a marketing channel to heavily promote GreenovationTV and the Greenovation Evaluation. By providing consumers with a useful, interactive application, their consistent activity with KillYourBill would lead to more visitor time spent on the GreenovationTV homepage.

The main internal weakness is the limited time constraint given to develop this product. In order to launch it public by December 2009, Matthew Grocoff must quickly strategize with a web developer and form partnerships with charities, while also focusing on building the Greenovation Evaluation product with Joolze. Kill Your Bill's external threats include Stickk.com, an internet company which currently provides a similar product. Stickk empowers users to break bad habits and better their lifestyles through 'commitment contracts' (Stickk, 2009). Formed in August 2007 and launched in January 2008, Stickk, LLC has likely taken the majority of the online commitment contract market. In his Cantillon eCourse, Professor Kinnear advises entrepreneurs not to enter a market where the threats (competitors) have most of the patents, resources and funding. GreenovationTV knows competing with Stickk will be difficult, but plans to narrow its wide range of opportunities down to a strong focus on building a pledge contract service solely dedicated towards lowering homeowner bills through eco-friendly habits.

## 7. Results

### 7.1 Company Results

My 150+ hours of work dedicated towards this 12-week Action-Based Learning project ultimately provided effective company analyses and social media recommendations, which boosted GreenovationTV weekly website traffic by 161 total viewers, from 128 on week one to 289 visitors on week twelve. Over the entire 12-week period, GreenovationTV.com accumulated 2,469 total visits from 1,634 visitors, according to the following Google Analytics summary:



The analyses provided to GreenovationTV on the company's social media efforts helped the company better analyze social media consumer trends, increasing direct Twitter referrals by 31 visits and Facebook referrals by 92 visits, according to the Google Analytics Traffic Report provided in Section 1, "Analysis of Marketing Channels." The examinations delivered in Section 5, "Competitor Marketing Strategies" provides the company with areas of improvement that will help GreenovationTV rise above the competition. Lastly, the analysis provided in Section 4, "Analysis of Collaborative Advertising Partnerships," will provide GreenovationTV with a clear diagram weighing pros against cons, when deciding whether to pursue these partnerships further.

## 7.2 Personal Results

As a result of this Action-Based Learning project and the Google Analytics online course, I was fully prepared to master the rigorous Google Analytics Individual Qualification™ exam, a new certification launched by Google on March 3, 2009. Now, as a certified Google Analytics IQ analyst, I am able to leverage Google Analytics to increase website traffic, boost website e-commerce ROI, deliver robust Google AdWords advertising campaigns and implement effective search engine optimization. After successfully passing the Google Analytics IQ exam, I am able to offer additional recommendations to GreenovationTV. To fully leverage the use of Google Analytics within the GreenovationTV.com website, the company needs to ensure the correct installation of Google Analytics Tracking Code within all webpages, create a strategic goal tracking system, utilize the event tracking feature, and seek out the profitability of investing into an AdWords e-marketing campaign.

The creation of this project was challenging, yet it served as my first real-world insight into the world of entrepreneurship. The Zell-Lurie Institute supported my Action-Based Learning project from day one, and challenged me to deliver my highest quality work. Bluengine Consulting managers consistently advised and reviewed my progress, helping me overcome obstacles throughout this project. As a rising BBA Marketing Junior at the Stephen M. Ross School of Business, I challenged myself to learn how to acquire e-marketing research and deliver knowledgeable recommendations to a startup company, while seeking out the latest social media trends, Google Analytics education, and Bluengine Consulting resources.

The entrepreneurial insight gained from this Action-Based Learning project has inspired me to seek out innovative ways to enter the market, just as alumnus Sam Wyly, Ambassador Ronald Weiser, and Larry Page succeeded to do upon graduating from the University of Michigan. As a dedicated student at the Stephen M. Ross School of Business, I will strive to continue learning the foundations of business and seek out more exciting opportunities towards the start of an entrepreneurial career.



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