

Solar water heater campaigns

Tools for determination of goals and mailing sizes

You want to organise a campaign for home-owners to promote and sell solar water heaters. How can you determine a goal for the number of solar water heaters to be marketed? How large should a direct mailing be? Based on Dutch experiences in more than 30 municipal and regional Solar Water Heater Campaigns the following statistics are derived.

Campaign goals

For the determination of campaign goals you can use the following statistics:

- 1) Gather information about the housing stock in the area of the campaign
- 2) Determine general goals using the following methods:

Information	goal
• Houses of 10-20 years old	1 solar water heater per 75 houses
• Number of single-family dwellings	1 solar water heater per 300 single-family dwellings
• Number of owner-occupied properties	1 solar water heater per 225 owner-occupied properties

Ad 1) The best moment to install a solar water heater is when the hot water supply needs to be renovated. The average lifetime of this equipment is about 15 years. In Dutch campaigns more than 80% of the buyers of a solar water heater also buy a new high efficiency condensing heater.

Ad 2) and 3) Only houses with a not shaded space for the collector oriented between the south-east and south-west and with enough space to store the boiler vessel are fit for a solar water heater. This is about 30% of the single-family dwellings in The Netherlands.

Pay attention that these statistics have only been tested for The Netherlands and that the local situation and the way the campaign is executed will influence the final number of systems installed. In practise the intensity of the **publicity campaign** and the **commitment** of the salesmen (often contractors) determine if the set goals in numbers of solar water heaters are achieved.

Mailing sizes

The publicity in Solar Water Heater Campaigns consists of 3 elements: general publicity, a direct mailing, and an information market. All 3 elements are of great importance. For the size of the mailing the following statistics apply:

- Response on the mailing is on the average 5-10%. This is very high if you consider that we are talking about quite an investment and that standard responses of direct mailings are 2-3%.
- Of the total response of the publicity campaign 40-60% received the mailing
- 30-50 % of the respondents will buy a solar water heater.

It's advised to pay close attention to the selection of the mailing addresses. Focus on the dwellings characterised at 2).

Response is defined here as people who ask for a personal offer for a solar water heater (in combination with renovation of the existing hot water supply).

As a rule of the thumb one can say that for each sold solar water heater about 20 addresses must be mailed

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