

Ground Source Heat Pump Association Webinar Series 2021

GSHPA & Marketing

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www.gshp.org.uk

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Who are we marketing?

What are we marketing?

Why are we marketing?

When are we marketing?

How are we marketing?

Who are we marketing?

Ourselves - GSHPA

Our Member Companies

Our Member Companies Employees & Families

Our Member Companies Suppliers

What are we marketing?

Our Technology

GSHPA

Our Industry

Renewables

Climate Change

Sustainability

Our Members

What GSHPA Offers Members

Myth Busting

Why are we marketing?

New Members

Increased Member Exposure

Extra Shop Window for Members

Times have changed – new normal

facebook

Why Blue?



zoom



Microsoft Teams



Blue is used in corporate logos as it creates a sense of security while showing loyalty and professionalism.



NEC 10th & 11th November 2021 10% exclusive discount for GSHPA members



FUTURE RESOURCE

THE EVENT FOR ENERGY & WATER EFFICIENCY



ENERGY NOW

NEC 22nd & 23rd September 2021

futurebuild

01-03 March 2022 / ExCeL, London



GSHPA

GROUND SOURCE HEAT PUMP ASSOCIATION

Newsletter

Online more prevalent

GSHPA Website



Ground Source Heat Pump Association Webinar Series 2021

GSHPA encourages the growth and development of ground source energy in the United Kingdom by:

- Promoting the efficient and sustainable use of ground source heat pumps
- Raising awareness of the benefits of ground source heat pumps
- Developing ground source installation Standards
- Encouraging high standards of training for the industry
- Providing a forum for information exchange
- Liaising with related organisations to benefit the ground source industry
- Lobbying for Ground Source Energy industry locally, nationally and internationally

The Association provides information on GSHPs via this website, its webinars and telephone helplines and makes presentations to promote the ground source industry to key audiences. It co-ordinates closely with government and other trade associations to work for high quality installations and the success of the ground source industry.



Ask An Expert Open Day!

1st May

**At The National Self Build
& Renovation Centre**

Links for GSHPA Local Information event at 7pm on Wednesday 24th March

Facebook

https://zoom.us/webinar/register/4616143416582/WN_OJ3oF3quQxuN0piWWWnRWw

LinkedIn

https://zoom.us/webinar/register/6416143416700/WN_OJ3oF3quQxuN0piWWWnRWw

Twitter

https://zoom.us/webinar/register/1416155414203/WN_OJ3oF3quQxuN0piWWWnRWw

Planning marketing

Long Term	Medium Term	Short Term
Website	Annual AGM & Conference	Social Media Posts
Newsletter	Organised Shows and Events	Emails to members
NSBRC Exhibit	Social Events	
Member stickers	www.gshp.org.uk	
Members Benefits and Offers		

Member Benefits

Unrivalled GSHP knowledge & community

Weekly webinars

Regular and informative newsletter

Access to latest GSHP Standards and Codes of Practice

Reduced price British Standards

Technical helpline for members

MCS credits

GSHPA Member Display Stickers

Active policy development & lobbying to secure the future of our industry



Annual Events



Future Events



info@gshp.org.uk

Charity Event

Fundraising for

**MACMILLAN
CANCER SUPPORT**



Marketing?

Who are we marketing?

What are we marketing?

Why are we marketing?

When are we marketing?

How are we marketing?

Are we moving in the right direction?

Are we embracing the virtual and digital world of marketing?

Thank You. Questions?

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