

Survey Reveals Contractors as Influencers for Adoption of LED Lighting



Sponsored by  MICROCHIP

Survey indicates that 72% of contractors specify LED lighting for building projects.



An example of Solid State Lighting. Courtesy of Energy Smart Marketers

Raleigh, N.C. (July 7, 2009) – A recent survey of electrical and lighting contractors demonstrates their importance in the specifying and recommendation of LED lighting products for building projects. According to the survey respondents, contractors are involved in recommending LED lighting more than 70% of the time. Yet a majority of respondents said they would be interested in receiving more training on product installation, benefits, and layout, showing that despite their involvement in the industry, many contractors still desire LED education. Contractors also indicated that they could sell more effectively if LED lighting manufacturers provided samples, sales brochures, ROI calculations, product application guides for indoor and outdoor usage, comparative pricing, and information regarding tax incentives and rebates.

The survey conducted by Energy Smart Marketers (www.energysmartmarketers.com [1]), demonstrates the value of LED manufacturers reaching out to electrical contractors through marketing efforts. “Contractor responses show that they are interested in more LED product training,”

Survey Reveals Contractors as Influencers for Adoption of LED Lighting

Published on Electronic Component News (<http://www.ecnmag.com>)

said David Gordon, principal, Channel Marketing Group. "The survey indicated that the top three reasons they recommend LEDs are energy savings, longevity, and maintenance savings. This demonstrates that LED manufacturers can influence contractors' lighting and product recommendations through better education and outreach to this group. The survey also showed that contractors prefer to purchase through electrical distributors where they already have a relationship, indicating that LED manufacturers need to consider a channel strategy in concert with their end-user outreach initiatives." The survey was conducted with 2,100 people from 1,900 different electrical and lighting contractors companies.

"The survey indicates that a majority of the respondents are relying on manufacturers'

reps, web searches, and contractor magazines to learn more about LED fixtures," said George Bournazian, vice president, BtB Marketing Communications.

"Respondents' use of web searches suggests unfamiliarity with LED products and brands, which means manufacturers need to develop an informative web presence, as well as strong e-marketing and traditional marketing strategies, to gain share of mind and to further increase the acceptance, utilization, and recommendation of LED lighting by contractors." The complete survey results are available for \$199. To discuss other aspects of the survey, contact BtB Marketing at 919-872-8172.

About Energy Smart Marketers

Energy Smart Marketers helps LED lighting, wind and solar power manufacturing companies review, evaluate, optimize, equip and energize their distribution networks. Channel Marketing Group's experience in evaluating and developing distribution strategies, coupled with BtB Marketing's communications focus on technology and energy clients, provides companies with "one-stop" shopping for marketing through the distribution sales channel.

About BtB Marketing

BtB Marketing Communications is a full-service, integrated marketing communications firm dedicated to business-to-business organizations. BtB specializes in serving clients who manufacture components or systems or provide services to the electronic/electrical control, power management, automation and process control, military/aerospace, telecom/datacom, and energy and power generation markets.

About Channel Marketing Group

Channel Marketing Group is a marketing consulting firm for manufacturers, distributors, distribution technology providers and industry associations, focusing on the electrical and lighting industries. CMG has developed strategic business plans, customer satisfaction research, marketing campaigns, incentive promotions, channel and distribution strategies, and productline positioning in the electrical industry for almost 10 years.

Source URL (retrieved on 12/22/2014 - 11:09pm):

<http://www.ecnmag.com/blogs/2009/07/survey-reveals-contractors-influencers->

Survey Reveals Contractors as Influencers for Adoption of LED Lighting

Published on Electronic Component News (<http://www.ecnmag.com>)

[adoption-led-lighting](#)

Links:

[1] <http://www.energysmartmarketers.com/>