



CONSUMERS ENERGY INSULATION AND WINDOWS PROGRAM UPCOMING MARKETING PROMOTIONS

In an effort to align the timing of our marketing promotions with our participating contractors, we would like to provide an overview of the planned tactics for the INWIN program between August and December. The goal of this effort is to promote insulation awareness (rebates up to \$475) and generate leads for insulation and window upgrades.

Tactic	Date
Email	Aug. 6
Email	Sept. 24
Bill Insert	Oct. 1
Email	Oct. 2
Email	Nov. 5
Digital Media	Aug. through Dec.

Please note that these dates are tentative and are subject to change.

Thank you for your continued support of the Consumers Energy INWIN program!
Please contact the Account Advocate Team for extra support.

Account Advocate Support Team
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