

REACH THOSE HARD-TO-REACH MARKETS

Targeted marketing and outreach increases engagement (and ultimately program results)

DEVELOP PERSONAS

Understand the customers in your market better, first. Then, segment customers into categories that can be divided and conquered.

ATTRACT PROSPECTS

Create engaging and educational content for potential customers via the right channels.

CONVERT CUSTOMERS

Turn prospects into leads with a value-add call to action, like download content.

DRIVE PARTICIPATION

Follow up and facilitate decision making.

XCEL

REFRIGERATION PROGRAM



AWARENESS STAGE



Target and Talk to the Customer

Social media and website push

- 16,000 impressions on Facebook and Twitter
- 49 likes on FB; 16 clicks on LinkedIn

CONSIDERATION STAGE

Customers Download Ways to Save eBook

- Tipping point to decision-making stage and to track/nurture leads
- 148 visits, 13 conversions



DECISION-MAKING STAGE

Campaign Results

- 17 assessments identified
- 2 prescriptive projects identified

FOCUS ON ENERGY

MULTIFAMILY ENERGY SAVINGS PROGRAM



AWARENESS STAGE



Target and Talk to the Customer

Email blasts and social media push

- 32% open rate
- 12% click rate
- 195 visits, 95 conversions

CONSIDERATION STAGE

Customers Download Heating Season Guide

- Tipping point to decision-making stage and to track/nurture leads
 - 41% open rate
 - 13% click rate
- Also promoted through LinkedIn sidebar advertising
 - 62 visits, 35 conversions



DECISION-MAKING STAGE

Campaign Results

Lead follow-up to pencil in assessments or provide more content for future opportunity