

Connecting the Dots Between Social Activation and Behavior Change: The Mass Savers Success Story



Question of the Day

If ...

Word of Mouth is a leading awareness driver for energy efficiency programs

And...

Word of Mouth has gone digital via social media

Then...

Can we drive behavior change through social media?

Three Ingredients for Success:

1. Meaningful Platform

DO YOU Like to Save?

Visit us to receive special monthly offers throughout the year!

mass save
Savings through energy efficiency

Mass Save
42,959 likes · 224 talking about this

Energy/Utility
Do you like to save? Become a Mass Saver and we can help you discover energy efficiency tips, rebates and incentives. Visit www.MassSave.com for more info!

About – Suggest an Edit

DO YOU KNOW?
ENERGY STAR® Qualified CFLs use 75% less energy and last 10 times longer than incandescent bulbs!

BROUGHT TO YOU BY

- Cape Light Company
- nationalgrid
HERE WITH YOU. HERE FOR YOU.
- NSTAR ELECTRIC
- Unitil
- Western Massachusetts Electric
A Northeast Utilities Company

THANK YOU

ROOM BY ROOM LIGHTING SOLUTIONS

SHOP DEALS
PRODUCTS & REBATES
OFERTAS

Photos Lighting Sweepstakes Pinterest Mass Save Storefront

Three Ingredients for Success:

2. Strategic Media Plan

DO YOU Like to Save?

Like us on Facebook

DO YOU Like to Save?

Like our Facebook page to become an official Mass Saver. Get exclusive access to energy-saving tips, events, products and exciting monthly contests and promotions!

Like us on Facebook



Like to Save

\$30 off ENERGY STAR[®] qualified LED bulbs

- Can save you over \$200 over the life of the bulb
- Up to 75% more energy efficient
- Lasts up to 25x longer than standard incandescent bulbs

More great deals at facebook.com/MassSavers

Brought to you by **nationalgrid** and **NSTAR**

mass save
CLICK for deals!

Save with Mass Save! How Much Could You Save on Your Energy Bill? Like Us for Energy Saving Deals & Tips Now!

Like to Save?

ENTER TO WIN ONE OF TEN 40" LED TVs!

SAMSUNG

- Win one of ten **super-efficient** ENERGY STAR[®] Qualified Samsung LED TVs.
- Each valued at over \$750!
- Win a new TV in time for the Super Bowl.
- Enter by 1/28.

CLICK TO ENTER Forward to a Friend

Check back on our Facebook page every month to access insider deals and offers for Mass Save fans throughout 2013!

BROUGHT TO YOU BY:

nationalgrid **NSTAR ELECTRIC** **Unitil** **Western Massachusetts Electric**

For more ways to save visit MassSave.com/Electronics or Facebook.com/MassSavers

Open to legal residents of MA, ages 18 or older, who are current residential customers of one of the participating sponsors. Void outside MA and where prohibited. All entries must be complete to be eligible.

Three Ingredients for Success:

3. Ongoing Engagement

Like to Save?

ENTER TO WIN ONE OF TEN 40" LED TVs!



THANKS FOR ENTERING

Invite your friends & spread the word. For each friend who enters, you'll receive three bonus entries toward your brand new TV.

DID YOU KNOW: The Samsung 40" LED TV is one of the world's most efficient flat-panel TVs. Learn more at [SUPEREFFICIENT.org](#)




WHY TO BUY!

IN PARTNERSHIP WITH  **Bulbs.com**



mass save

Like us to sign up for the Mass Save 

BRIGHT BUYS DEAL TIP

When 50 people sign up, the deal tips and you'll get two LED light bulbs and an Advanced Power Strip at over **\$60 off the retail price!**


ONLY \$25 RETAIL PRICE!

IN PARTNERSHIP WITH  **Bulbs.com**



mass save

WHAT'S YOUR OUTDOOR LIGHTING STYLE?




Take the **MASS SAVE STYLE QUIZ** for a chance to **WIN ONE** of **THREE** outdoor lighting prize packs, including energy-saving Feit Electric CFL and LED bulbs, plus a **\$100 Lowes Gift Card!**



Your lighting style is: ACTIVE

Your lighting style is: ENTERTAINER

Your lighting style is: PRACTICAL



mass save SHOP DEALS

Shop here for your energy efficient product needs. Simply select a product category to get started and see how we can help you save.

SELECT A PRODUCT CATEGORY

-  **APPLIANCES & POOL PUMPS**
-  **ELECTRONICS**
-  **LIGHTING FIXTURES**
-  **STANDARD BULBS**
-  **SPECIALTY BULBS**
-  **REBATES**

RECEIVE \$50 by recycling your old fridge.

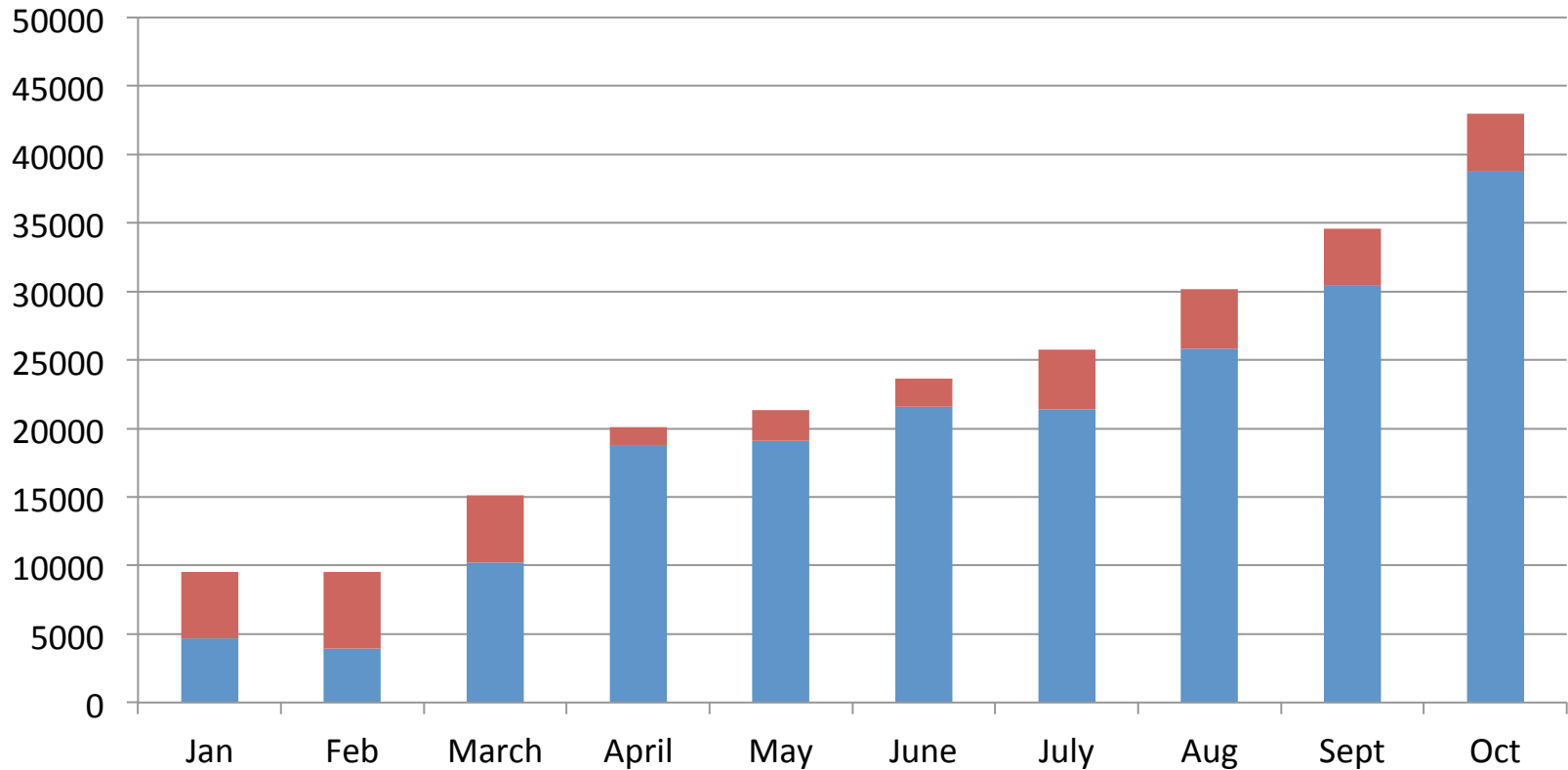
DID YOU KNOW? ENERGY STAR® and TopTen USA™ can help you save.

PRODUCT SPOTLIGHT Feit Dimmable R30 CFL





Integrated Strategy Drives Fan Growth

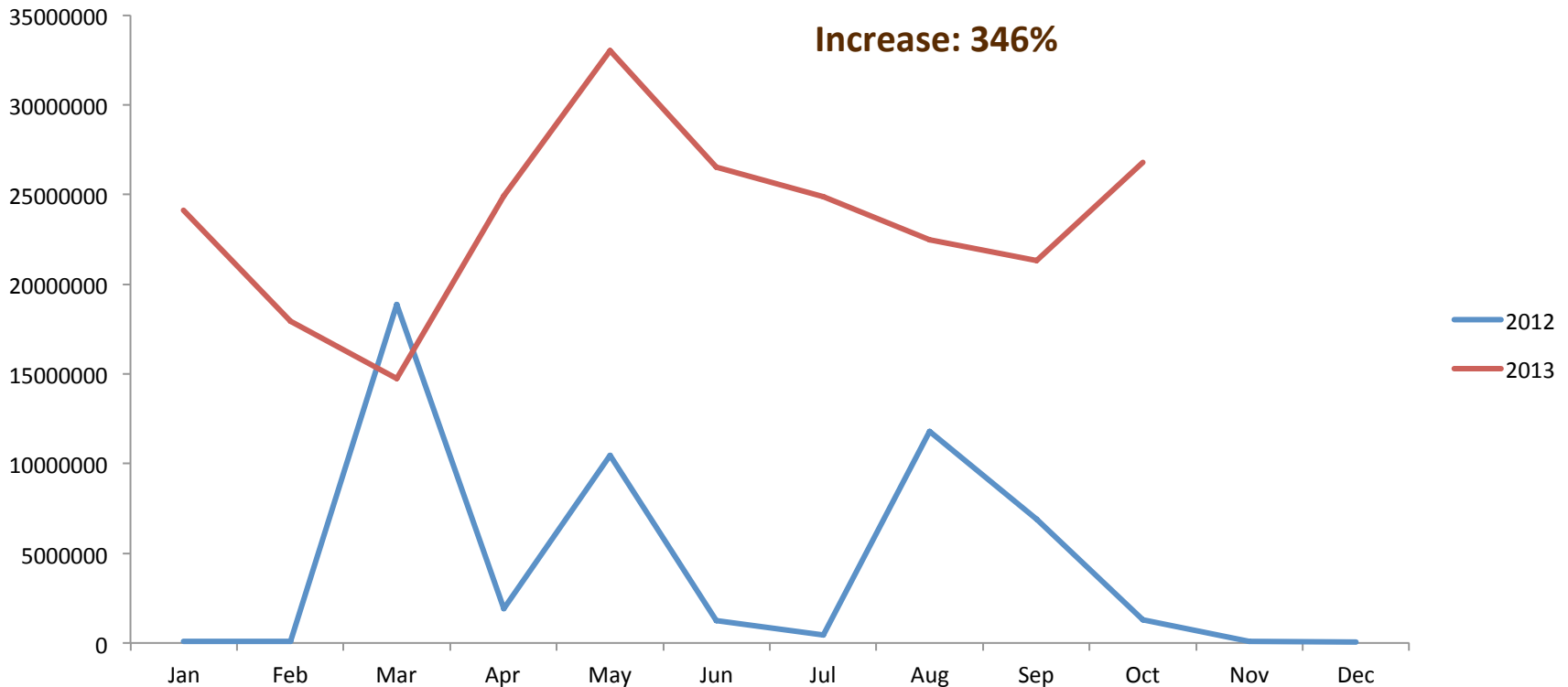


Content Sharing Drives Reach

Total Impressions Jan-Oct 2013: 236,831,579

Total Impressions Jan-Oct 2012: 53,120,275

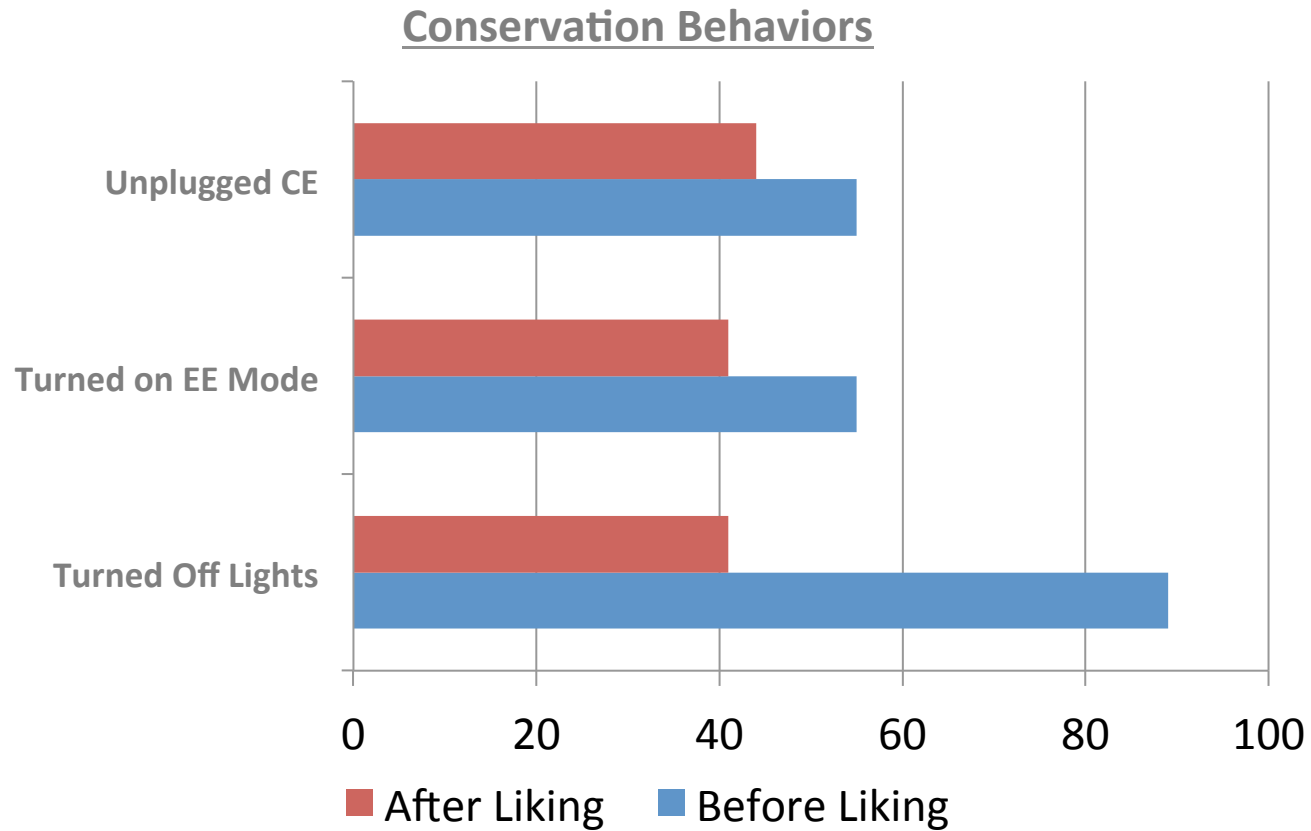
Increase: 346%



A Facebook impression is each time Mass Save Facebook content appears on someone's screen, either on the Mass Save Facebook page or on someone else's page or timeline.



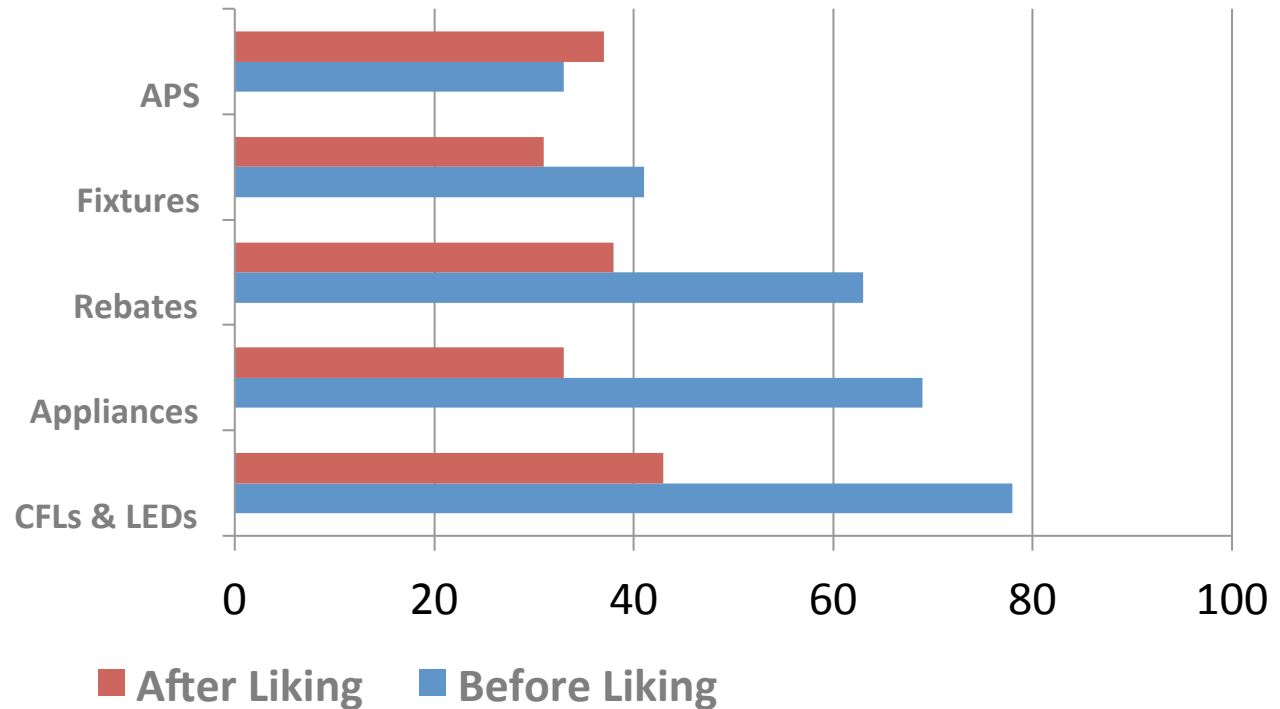
Education Shifts Behavior



Source: Shoplab

Participation Induces Trial of New Technologies

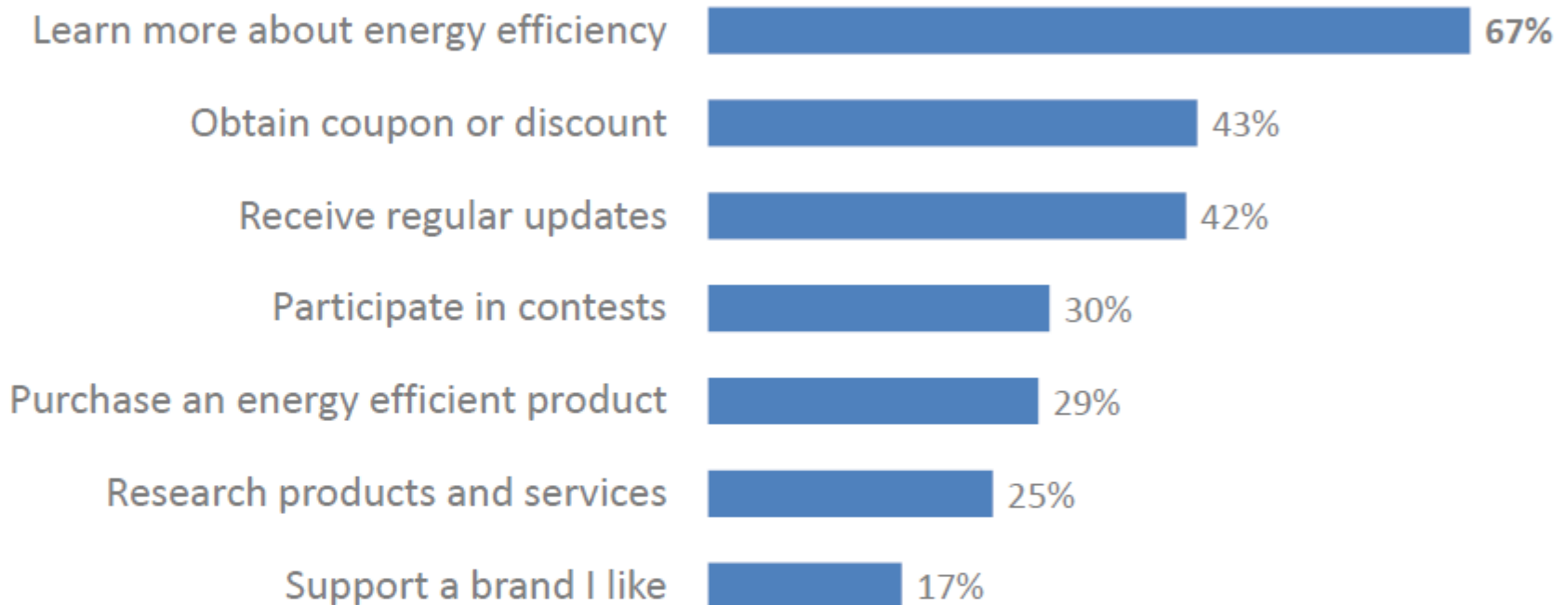
EE Product Purchase/Usage



Source: Shoplab

Opportunity to Learn Motivates Participation

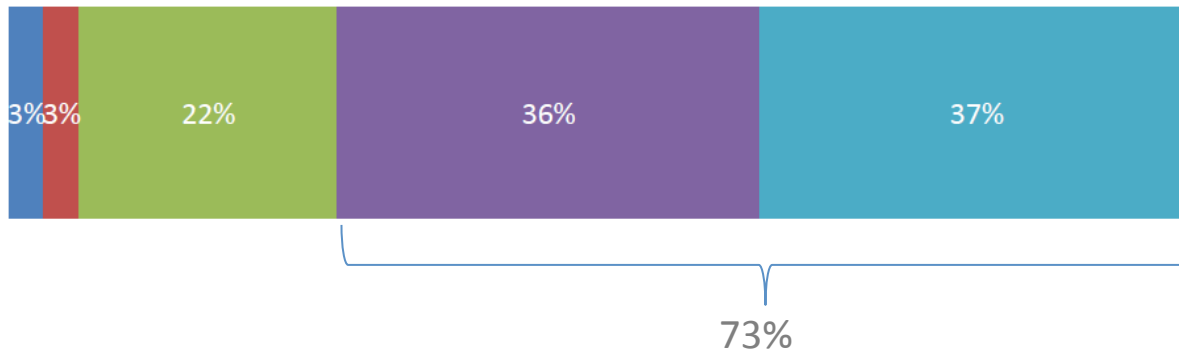
Triggers for joining the Mass Save Facebook page



Source: Shoplab

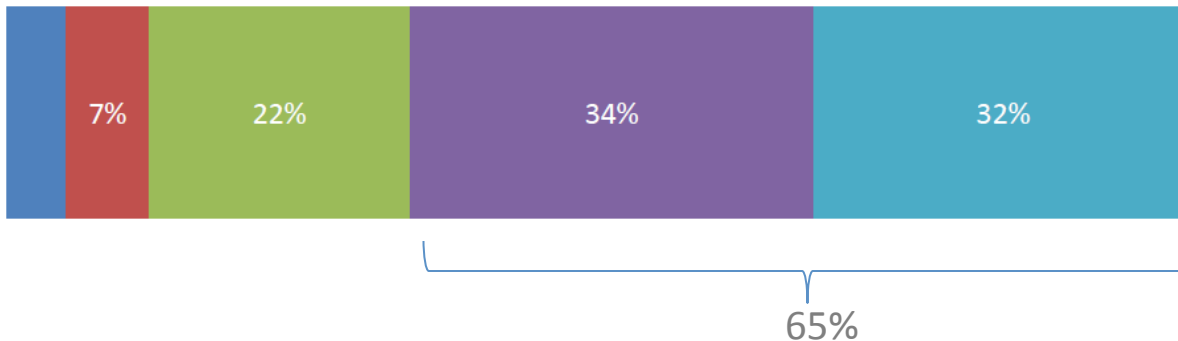
Educational Content is Valued

The Mass Savers Page offers Valuable Information



- Completely disagree
- Somewhat agree
- Somewhat disagree
- Completely agree
- Neutral

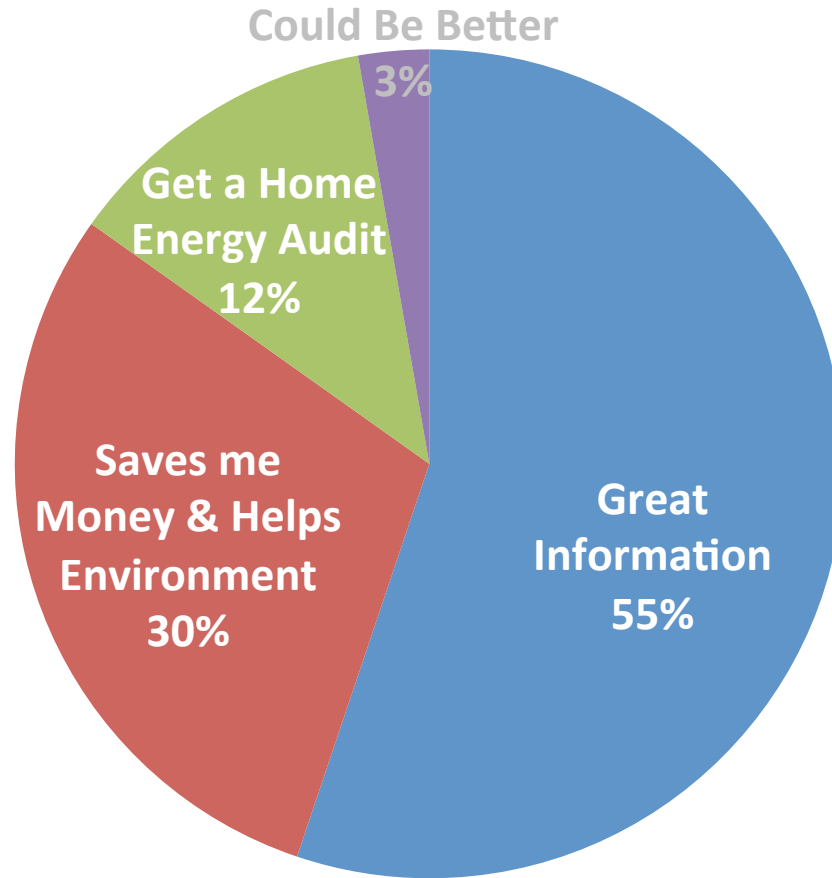
The Mass Savers Page Makes me a Smarter Consumer



Source: Shoplab

Content Strategy Spurs Information Sharing

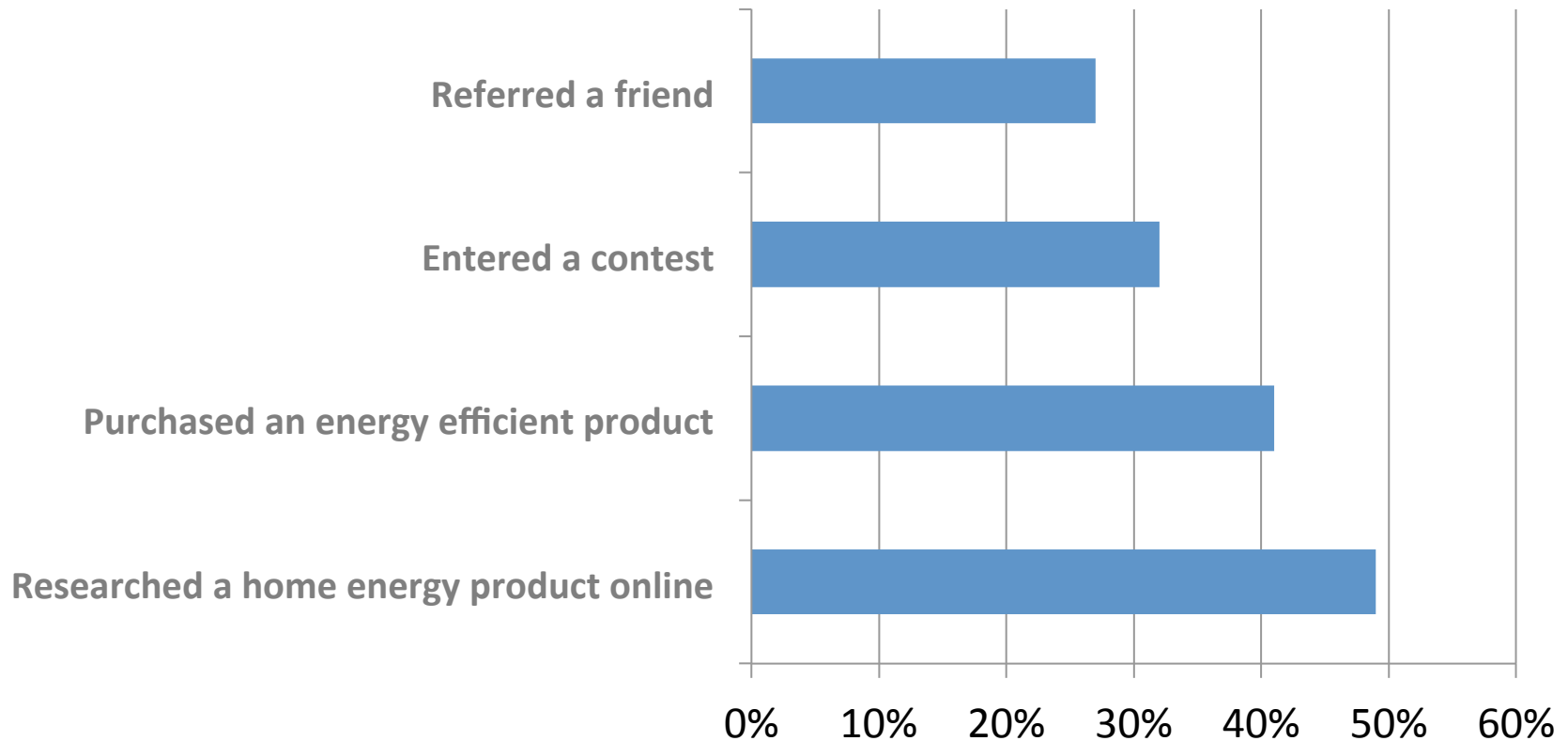
What would you tell your Friends About MassSavers Page?



Source: Shoplab

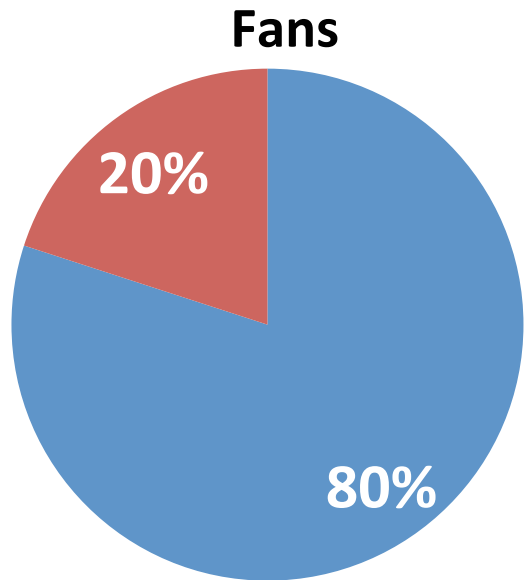
Knowledge Spurs Action

Actions Taken Since Joining Mass Savers Page

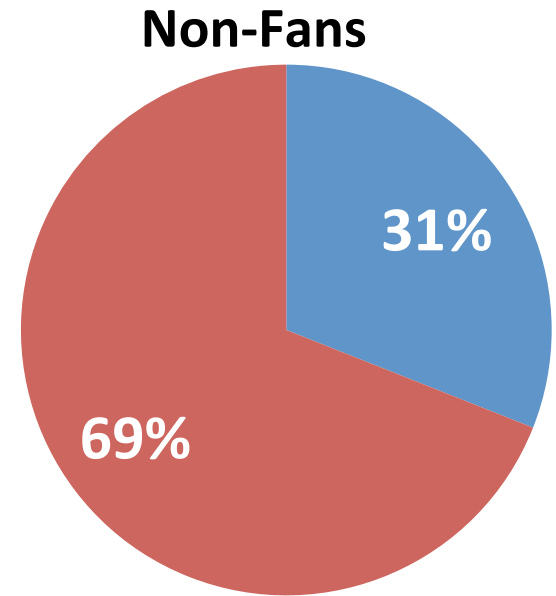


Source: Shoplab

Action Drives Deeper Learning



- Visit
MassSave.com
- Do Not Visit
MassSave.com



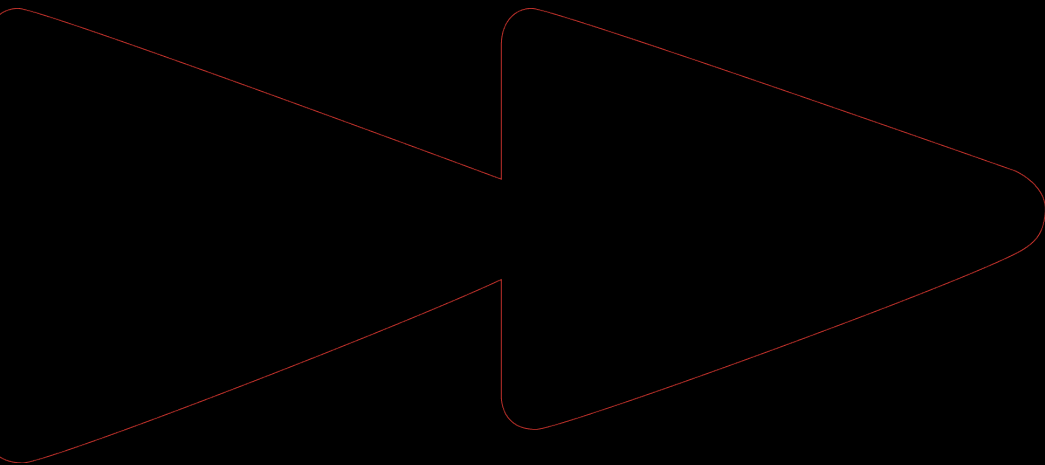
Source	Visits	New Visits	Bounce Rate	Pages/Visit	Time/Visit
Facebook/referral	4,126	2797	31.85%	3.59	3.28
Average for Top 25 Traffic Sources	620,574	407,860	41.09%	3.74	3.02
Facebook vs. Average			-29.01%	-4.10%	8.03%

Mass Savers Achievements

- Created educated and engaged customer group
- Changed attitudes & behaviors
- Drove deeper learning
- Built digital word of mouth
- Introduced to new technologies
- Built a viable communication medium for Sponsor programs

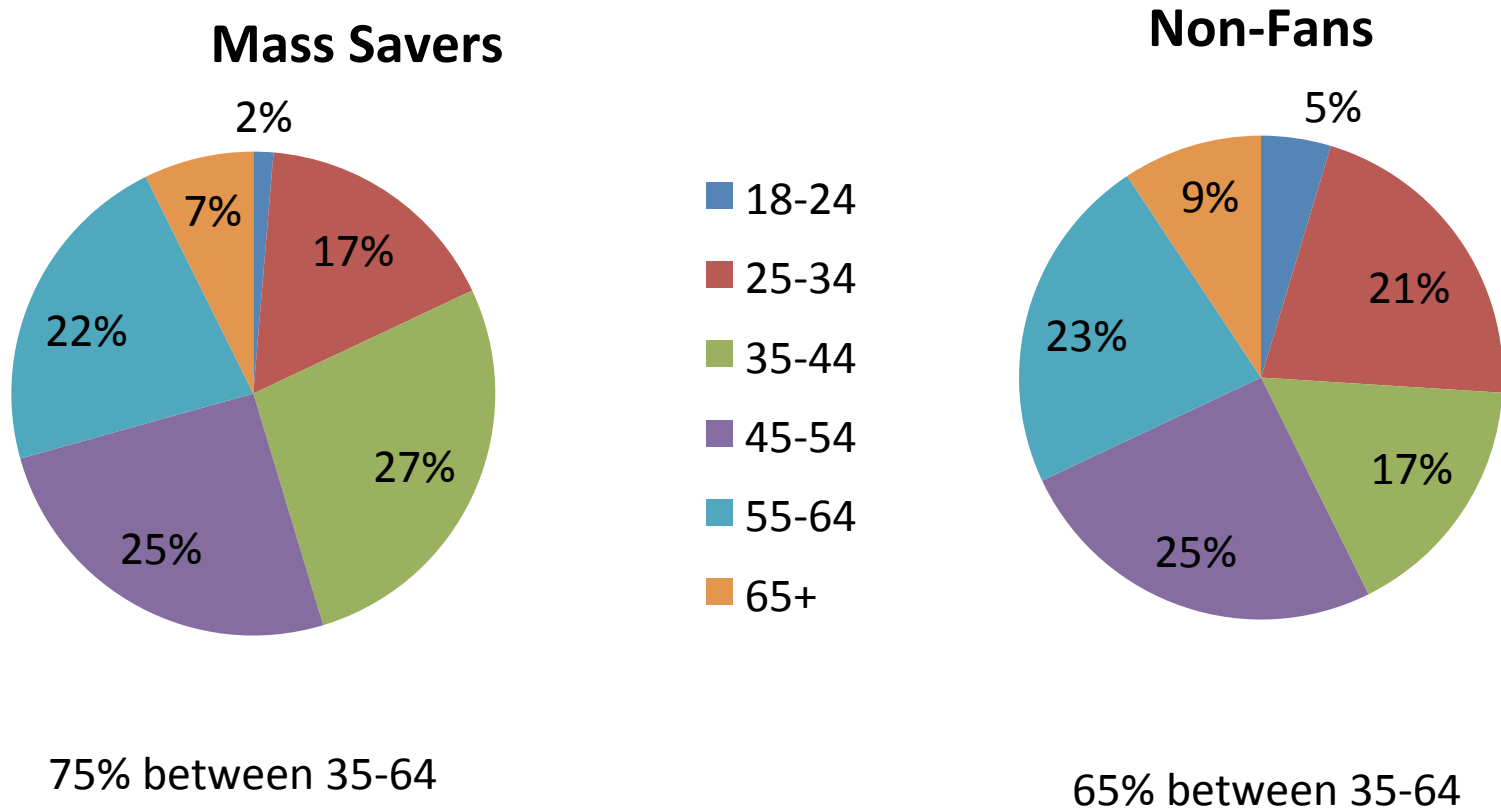
Going Forward

- Maintain Fan engagement
 - Offer relevant content and tactics
 - Introduce to new concepts and technologies
 - Encourage sharing to engage non-fans
- Target and build awareness among Non-Fans
 - Messaging & media strategy designed to break through to younger customers



Appendix: Who Are the Non-Fans?

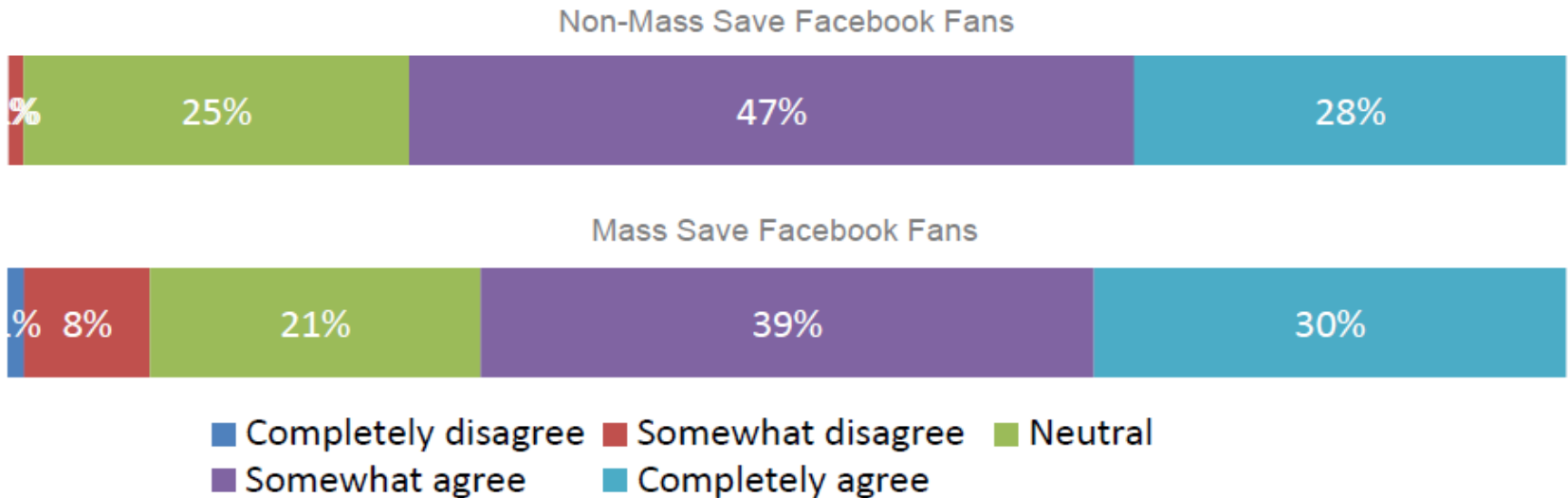
Mass Savers Skew Older than Non-Fans



Source: Shoplab

Non-Fans Consider Themselves Energy Efficient

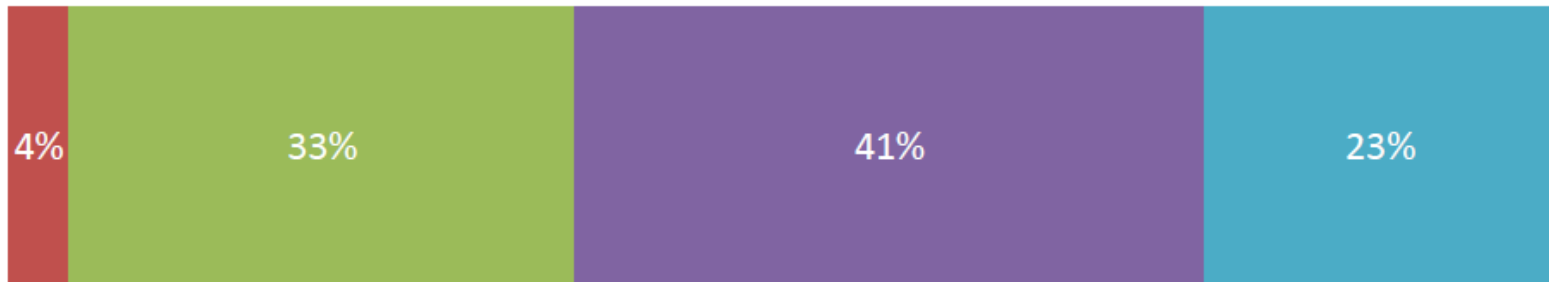
I am an energy efficient person.



Source: Shoplab

... And Smart EE Consumers

I feel that I am a smart consumer on energy efficient products.



■ Completely disagree

■ Somewhat disagree

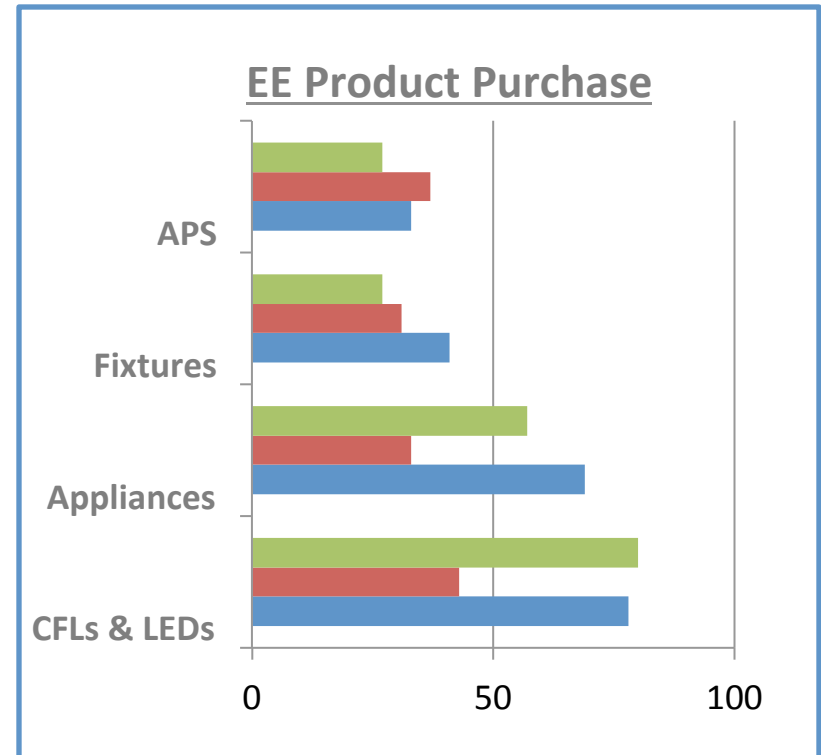
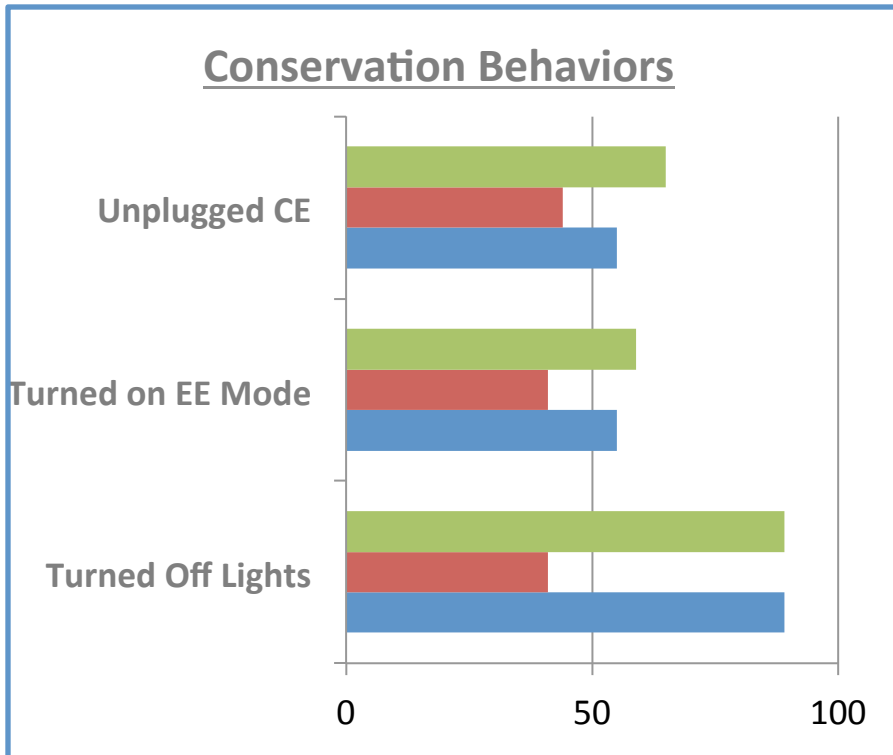
■ Neutral

■ Somewhat agree

■ Completely agree

Source: Shoplab

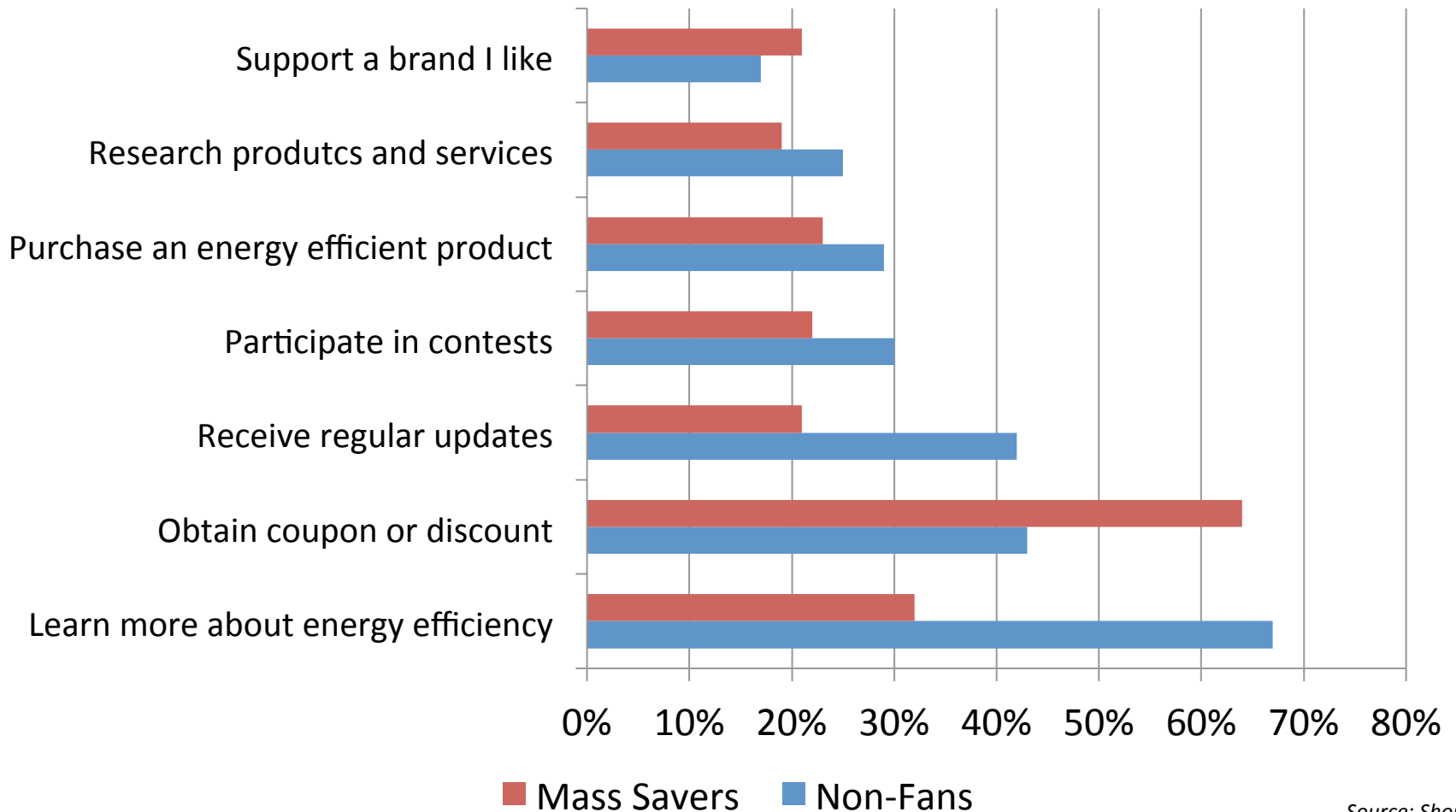
But Non-Fans Exhibit More Conservation Behaviors than Energy Efficiency Measures



■ NonFans ■ After Liking ■ Before Liking

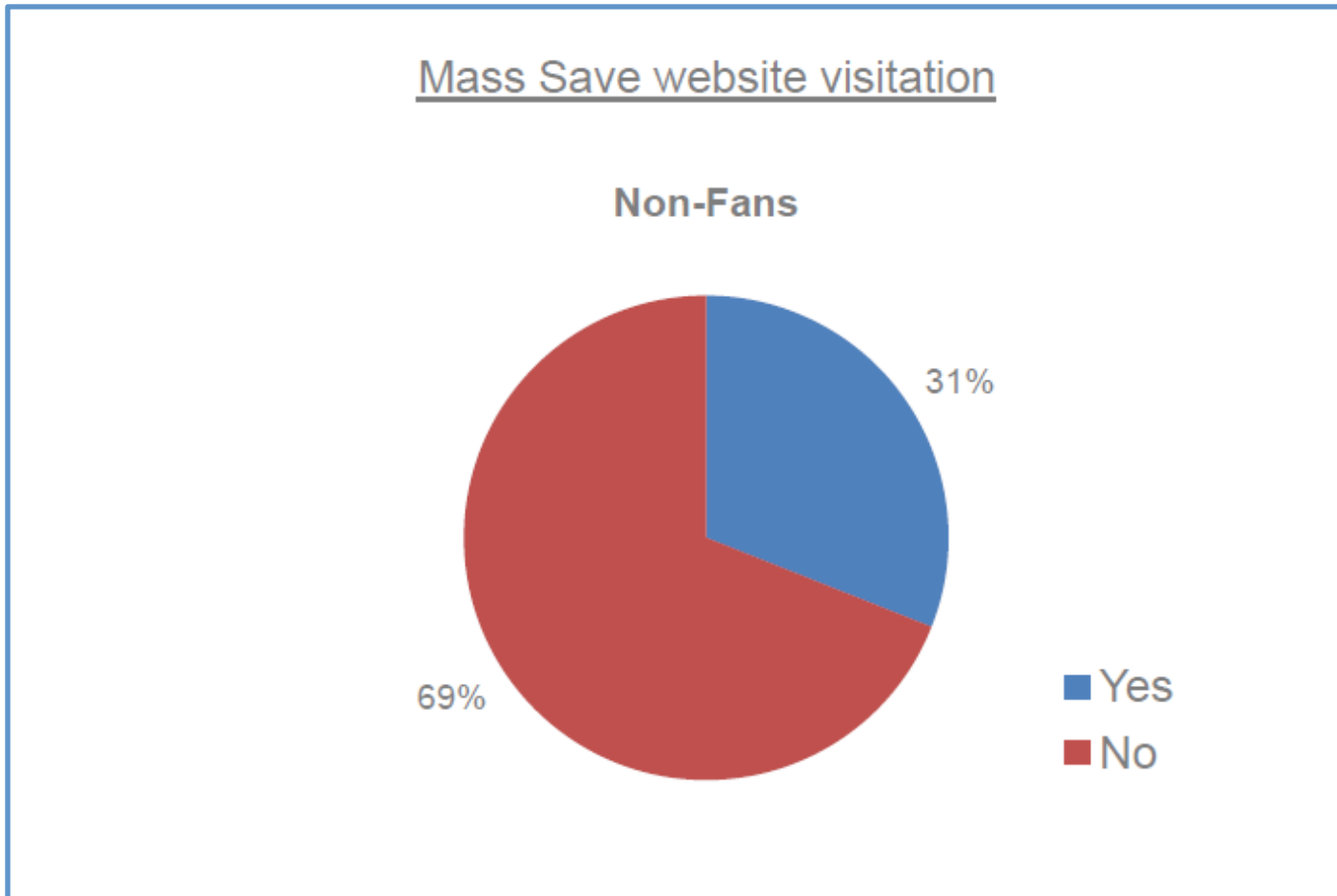
Source: Shoplab

And Although Non-Fans Say Information Would Trigger Them to “Like” the Page



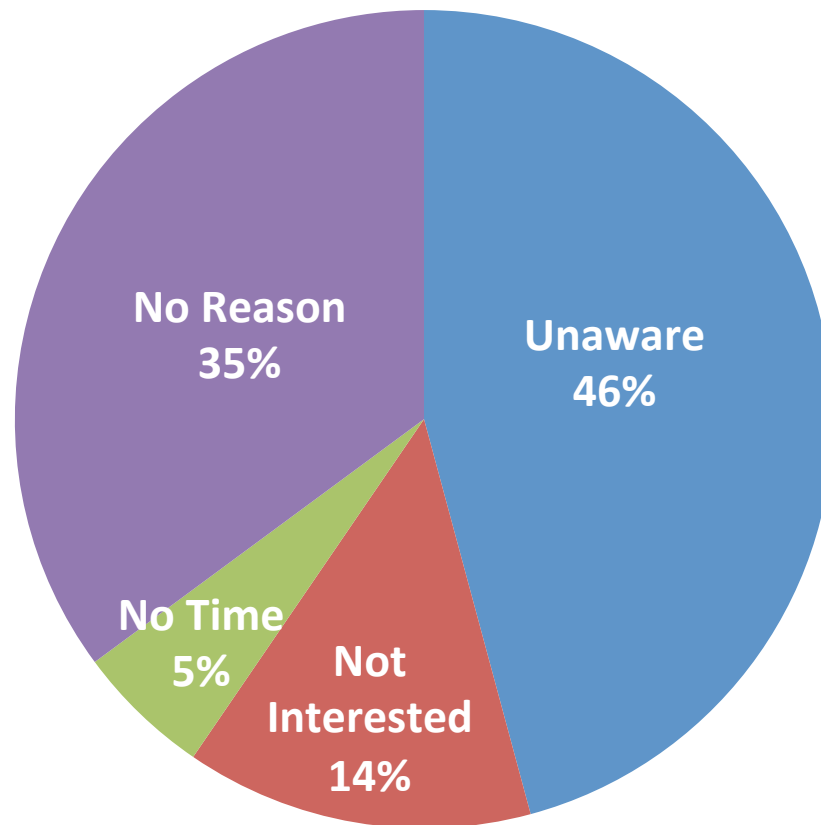
Source: Shoplab

Non-Fans Are Not Visiting MassSave.com to Learn More



Source: Shoplab

Non Fans Cite Lack of Awareness & Inertia as Primary Barriers to Engagement



Source: Shoplab

Summary: Mass Savers vs. NonFans

Mass Savers

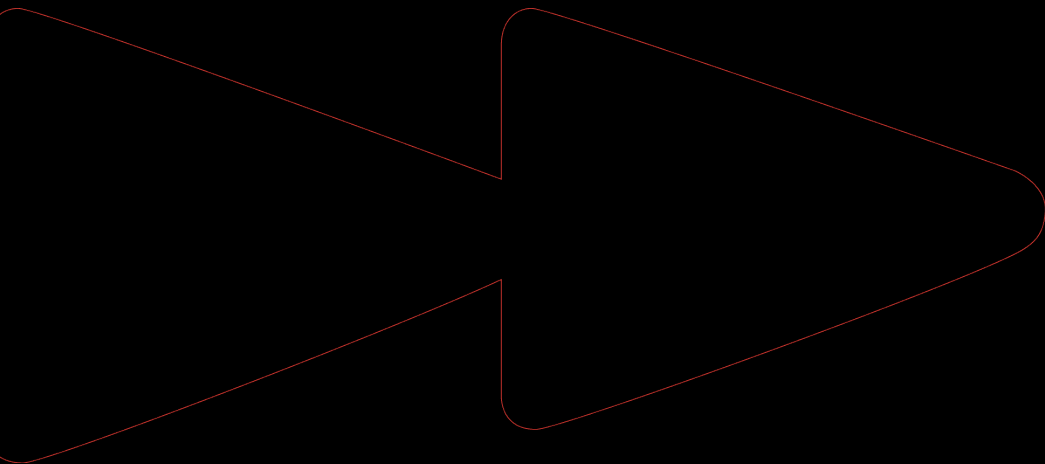
- A bit older
- More focused on efficiency than conservation
- Consider themselves less knowledgeable about EE
- Looking for more information
 - Visit [MassSave.com](https://masssave.com)
 - Engage with page content
 - Acting on information

Non Fans

- A bit younger
- More focused on conservation than efficiency
- Consider themselves more knowledgeable about EE
- Looking for more information
 - Don't visit [MassSave.com](https://masssave.com)

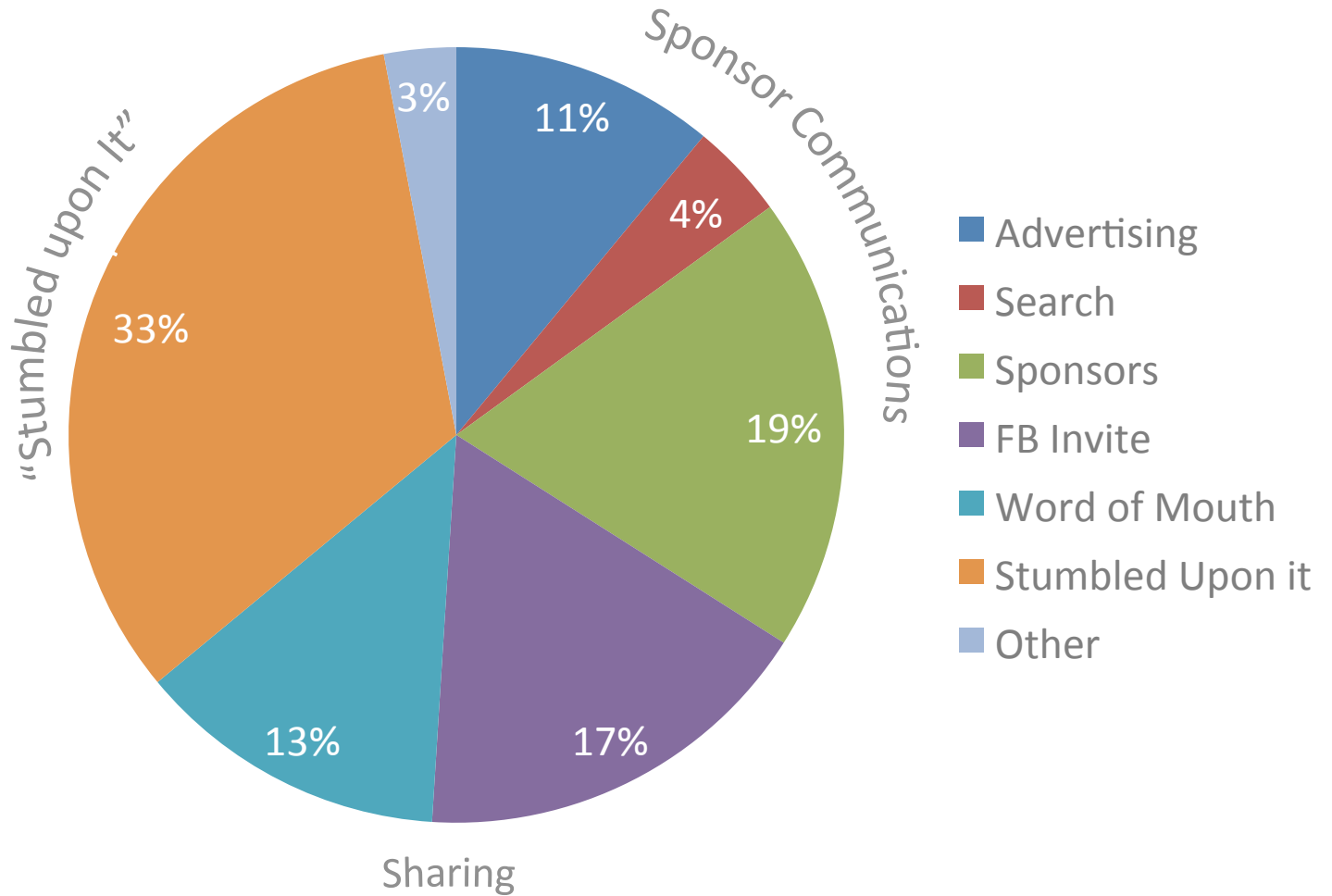
Non Fans: Summary & Recommendations

- Study substantiates common EE assumptions
 - Unengaged consumers don't recognize how little they know about EE
 - Because they believe they are already energy efficient, they are not tuned in to their many opportunities to save
 - Breaking through will require specific messaging and media strategy
- Non-Fans represent an area of opportunity for Sponsors
 - Under index on participating in Sponsor programs
 - Under index on visiting MassSave.com
 - Indicate great deal of interest in Mass Savers page once they learn of it
- Non-Fans
 - Target and build awareness/engagement



Appendix 2: Awareness Sources

Three Main Sources of Awareness



Source: Shoplab