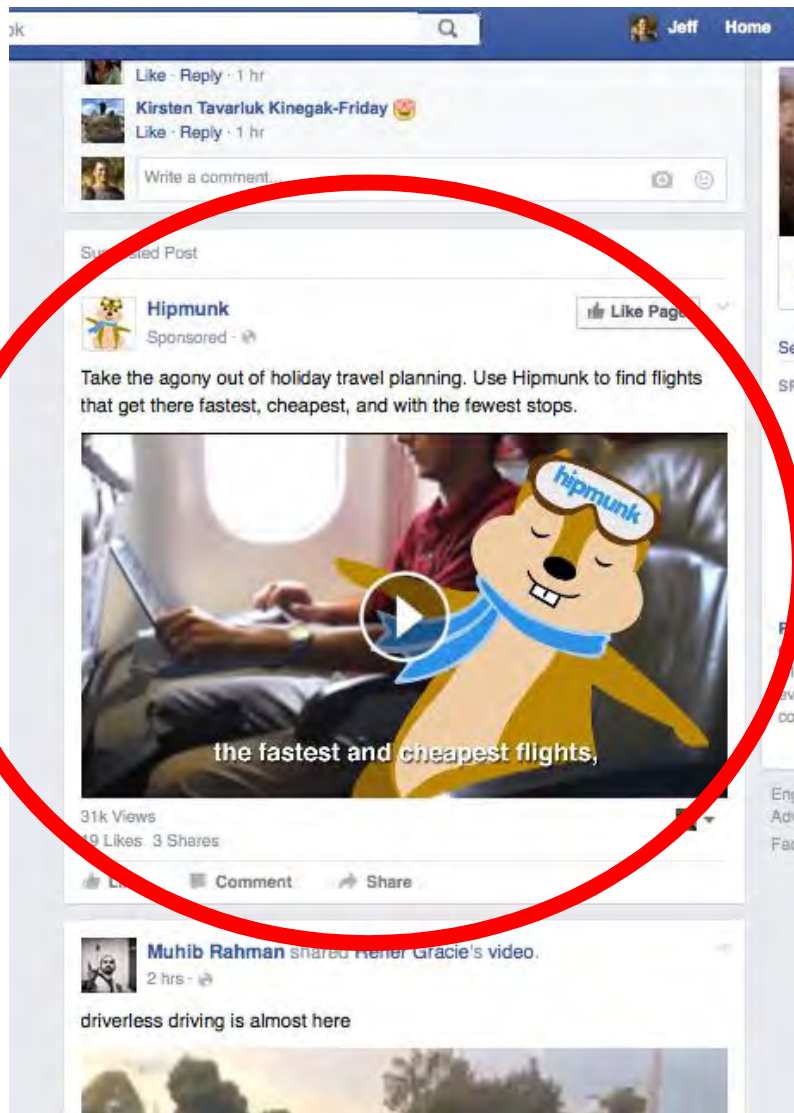


They See
What ~~You Say~~ Matters



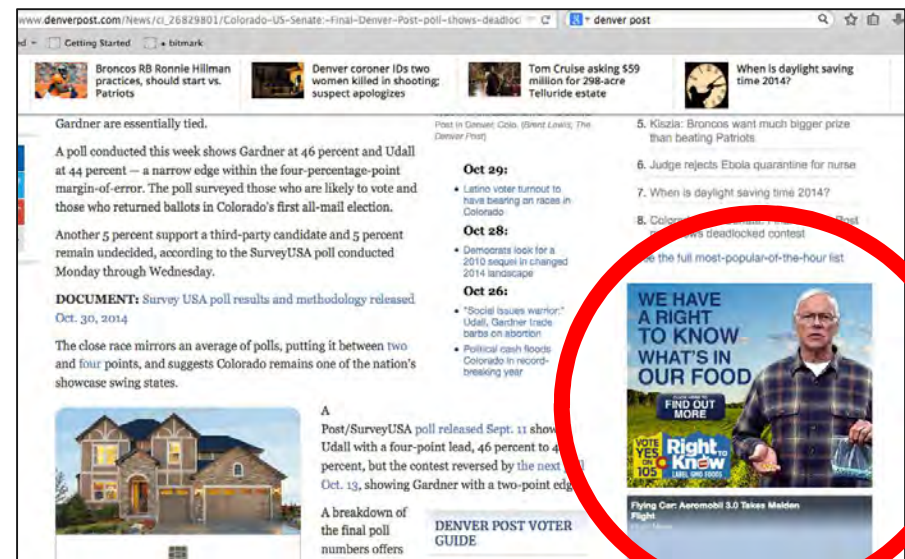




Facebook ads



focus groups



website display ads



ALABAMA
SOLAR
KNOWLEDGE
PROJECT

STATEWIDE CLEAN ENERGY SURVEY

The Alabama Solar Knowledge (ASK) project is a partnership of the Alabama Solar Association, the Gulf States Renewable Energy Industry Association, the Alabama Environmental Council and the University of Alabama at Birmingham Department of Government.

Your opinions are important to the future of solar in Alabama and will help shape the state's energy policies. Please fill out this very brief survey, and share it with your friends and colleagues. We will post results on the [ASK website](#) once the survey is complete.

1. How much of your electricity do you think is generated from renewable energy sources such as solar and wind? *

- ☐ Less than 1%
- ☐ 1%-4%
- ☐ 5%-9%
- ☐ 10%-25%
- ☐ More than 25%
- ☒ Don't know / No opinion

Next



#1. Photos that are local to viewers keep performing well



Ask yourself, could it be
anyplace, anywhere?



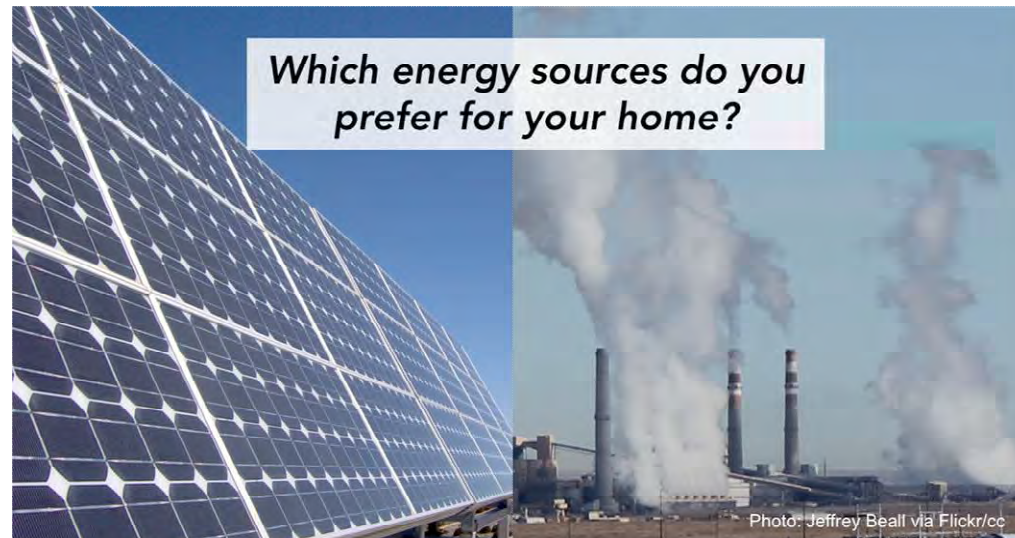
Or is it a specific place your audience
will recognize and relate to?



#2. Include elements that help viewers relate personally, like homes, activities, people



#3. Juxtaposition/contrast really works



#4. Text makes a difference...



1% survey clicks/reach

55% completions/survey clicks

.7 share rate

32,224 views

177 completed surveys



1.2% survey clicks/reach

74% completions/survey clicks

1.7 share rate

49,696 views

435 completed surveys

...but the right image is a must

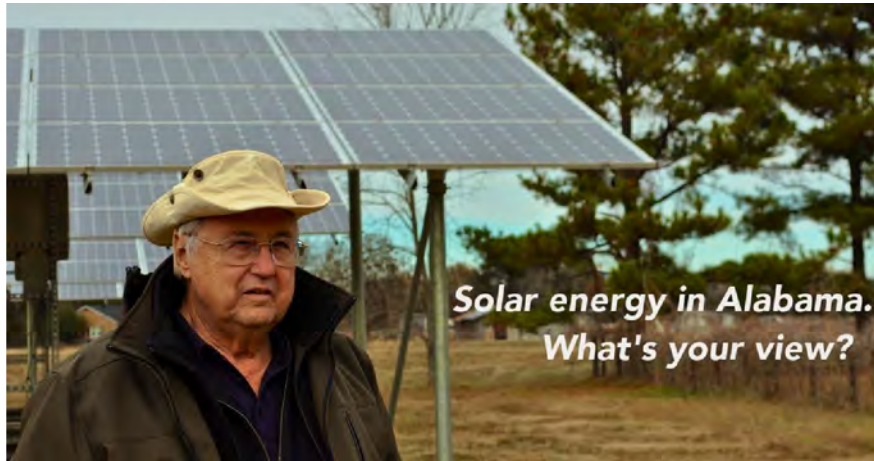


NOT EFFECTIVE
(Milwaukee)



EFFECTIVE
(Milwaukee)

#5. Be careful of sparking interests unrelated to your action ask



5.3%

All clicks/reach

5.1%

1.9%

Survey clicks/reach

1.15%

1.7%

Survey completions/reach

1.1%

50 cents

Cost per survey completion

76 cents

Image-testing options



**Alabama Solar Knowledge Project**
Sponsored · 🌞

Like Page

Click below to fill out a quick survey on solar energy, & let the sun shine on Alabama!



Solar energy in Alabama.
What's your view?

Alabama Clean Energy
Your opinion will help let state leaders know how important solar energy is to Alabama. The survey will take only a few minutes to complete. Thanks for participating. Like us & please share!
WWW.SURVEYGIZMO.COM

👍 122 💬 17 📩 35

Like Comment ➦ Share

Image-testing options

- Public opinion research firm
- Online panels with market research co.
- Informal focus group or interviews
- Online campaign with ad agency
- Online experiments via Facebook

A few testing tips

Focus groups:

- Use a quick-glance test
- Conduct a natural experiment for ‘stickiness’

Facebook or website display ads

- Measure action-taking too (tracking pixel)
- Watch out for hidden factors in Facebook, like mobile vs. desktop

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