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
Three Ingredients for Success:

2. Strategic Media Plan
Three Ingredients for Success:

3. Ongoing Engagement
Integrated Strategy Drives Fan Growth
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

Conservation Behaviors

- Unplugged CE
- Turned on EE Mode
- Turned Off Lights

Source: Shoplab
Participation Induces Trial of New Technologies

EE Product Purchase/Usage

- APS
- Fixtures
- Rebates
- Appliances
- CFLs & LEDs

Source: Shoplab
Opportunity to Learn Motivates Participation

Triggers for joining the Mass Save Facebook page

- Learn more about energy efficiency: 67%
- Obtain coupon or discount: 43%
- Receive regular updates: 42%
- Participate in contests: 30%
- Purchase an energy efficient product: 29%
- Research products and services: 25%
- Support a brand I like: 17%

Source: Shoplab
Educational Content is Valued

The Mass Savers Page offers Valuable Information

- 3% Completely disagree
- 3% Somewhat disagree
- 22% Somewhat agree
- 36% Agree
- 37% Completely agree
- 73% Total agreement

The Mass Savers Page Makes me a Smarter Consumer

- 7% Completely disagree
- 22% Somewhat disagree
- 34% Somewhat agree
- 32% Agree
- 65% Total agreement

Source: Shoplab
Content Strategy Spurs Information Sharing

What would you tell your Friends About MassSavers Page?

- Great Information: 55%
- Saves me Money & Helps Environment: 30%
- Get a Home Energy Audit: 12%
- Could Be Better: 3%

Source: Shoplab
Knowledge Spurs Action

**Actions Taken Since Joining Mass Savers Page**

- Referred a friend
- Entered a contest
- Purchased an energy efficient product
- Researched a home energy product online

Source: Shoplab
Action Drives Deeper Learning

- Fans: 80% Visit MassSave.com, 20% Do Not Visit MassSave.com
- Non-Fans: 69% Visit MassSave.com, 31% Do Not Visit MassSave.com

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<th>Source</th>
<th>Visits</th>
<th>New Visits</th>
<th>Bounce Rate</th>
<th>Pages/Visit</th>
<th>Time/Visit</th>
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<td>4,126</td>
<td>2,797</td>
<td>31.85%</td>
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<td>Average for Top 25 Traffic Sources</td>
<td>620,574</td>
<td>407,860</td>
<td>41.09%</td>
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<td>-4.10%</td>
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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

Mass Savers
- 2% 18-24
- 7% 25-34
- 17% 35-44
- 27% 45-54
- 25% 55-64
- 22% 65+

75% between 35-64

Non-Fans
- 5% 18-24
- 9% 25-34
- 23% 35-44
- 25% 45-54
- 17% 55-64
- 21% 65+

65% between 35-64

Source: Shoplab
Non-Fans Consider Themselves Energy Efficient

I am an energy efficient person.

Non-Mass Save Facebook Fans

- 25% Completely disagree
- 47% Somewhat disagree
- 28% Neutral

Mass Save Facebook Fans

- 8% Somewhat agree
- 21% Completely agree
- 30% Completely agree

Source: Shoplab
... And Smart EE Consumers

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

4% 33% 41% 23%

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

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

Conservation Behaviors

- **Unplugged CE**
  - NonFans: 60
  - After Liking: 40
  - Before Liking: 50

- **Turned on EE Mode**
  - NonFans: 60
  - After Liking: 40
  - Before Liking: 50

- **Turned Off Lights**
  - NonFans: 60
  - After Liking: 40
  - Before Liking: 50

EE Product Purchase

- **APS**
  - NonFans: 30
  - After Liking: 50
  - Before Liking: 70

- **Fixtures**
  - NonFans: 30
  - After Liking: 50
  - Before Liking: 70

- **Appliances**
  - NonFans: 30
  - After Liking: 50
  - Before Liking: 70

- **CFLs & LEDs**
  - NonFans: 30
  - After Liking: 50
  - Before Liking: 70

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

- Support a brand I like
- Research products and services
- Purchase an energy efficient product
- Participate in contests
- Receive regular updates
- Obtain coupon or discount
- Learn more about energy efficiency

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

Mass Save website visitation

Non-Fans

- Yes: 69%
- No: 31%

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

- Unaware 46%
- No Reason 35%
- No Time 5%
- Not Interested 14%

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
  • 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
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

- "Stumbled upon it": 33%
- Sponsor Communications: 19%
- Sharing: 17%
- FB Invite: 11%
- Word of Mouth: 13%
- Sponsors: 4%
- Search: 3%
- Other: 3%