Energy Upgrade California® – Helping Californians Manage Their Energy Usage

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Integrated Approach

- Radio
- TV
- Search
- Digital
- ReMarketing
- Mobile Education
- CRM
- Paid
- Campaign Landing Page
- Secondary Action
- Social
- Twitter
- Instagram
- Media Outreach
- Fact Sheet
- CBO Social
- CBO Emails
- CBO Events
- CRM
- Retail
- Collateral
- Signage
- Ambassadors
- CBO Social
- CBO Emails
- CBO Events
How This Works

Planning + Coordination
How This Works – Campaign Flow

• Paid, Earned and Social
  – Develop messages, ads and creative assets
  – Provide materials and messaging to team

• CBOs, Mobile and Retail
  – Weekly/monthly training with boots on the ground channels to coordinate campaign timing, messages and creative assets

• All channels drive to [www.energyupgradeca.org](http://www.energyupgradeca.org) website/ landing page
Marketing Channels

WEBSITE  PAID MEDIA  SOCIAL  EARNED

RETAIL  MOBILE EDUCATION  CBO
Paid Media – Air Cover

• Raise general awareness and education
• Bring concept to life
Earned/Social Media – Credibility

- Promote real life stories
- Disseminate information on programs, rebates, etc.
Community Outreach – Boots on the Ground

• 75 Community-based Organization (CBO) partners across the state
• Monthly training on messaging & presented campaign assets
Retail Outreach – Boots on the Ground

- Secure in-store locations
- Establish manufacturer partnerships
- Interface with high value captive audience at point of purchase
- Help customers with energy-efficient purchases
Mobile Education – Boots on the Ground

• Fun, interactive display
• Hands-on activities and quizzes
  – 3-step journey for mobile visitors to engage with Energy Upgrade California and get “a-ha” educational facts about energy usage and management
Website – Hub Resource

• Main resource for Californians to learn more
• Find rebates, contractors, financing, programs
• New online energy management tool
Upcoming Channels

• Youth Education
  – Collaborate with trusted youth organizations to educate, activate, and motivate Energy Upgrade California Youth Ambassadors

• Partnerships/Sponsorships
  – Partner with corporations, colleges/universities, and energy industry stakeholders to deliver Energy Upgrade Californian’s educational messages to Californians via integrated marketing strategies and tactics
• Building Industry
  – Provide building industry stakeholders with information on campaign strategies and tools to help them leverage the statewide program in their own sales and customer service strategies
Results
Results to Date

- **Paid Media**
  - Impressions: 1,310,132,983
  - CTR: .15%

- **Earned**
  - Impressions: 837,196,621
  - placements: 1,985

- **Social**
  - Likes/Followers: 46,500/8,952

- **Retail**
  - Events: 1,074
  - Impressions: 1,298,932
  - Engagements: 22,695
Results to Date

• **Mobile**
  - Events: 245
  - Engagements: 27,340
  - Impressions: 148,870

• **CBOs**
  - Events: 604
  - Impressions: 709,789
  - Engagements: 76,051

• **Website**
  - Unique Visitors: 653,413
  - Engagement Rate: 46%
How does it work in practice?
We work nationally in the clean energy industry and are always open to exploring partnership opportunities.

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