They See
What You Say Matters

resource media
Unlock the Power of Communication
Facebook ads

website display ads

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

What’s your view on solar energy?
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

Clean air matters

Which energy sources do you prefer for your home?
#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

**Clean air matters**

**NOT EFFECTIVE**
(Milwaukee)

**Clean air matters**

**EFFECTIVE**
(Milwaukee)
#5. Be careful of sparking interests unrelated to your action ask

<table>
<thead>
<tr>
<th>All clicks/reach</th>
<th>Survey clicks/reach</th>
<th>Survey completions/reach</th>
<th>Cost per survey completion</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.3%</td>
<td>1.9%</td>
<td>1.7%</td>
<td>50 cents</td>
</tr>
<tr>
<td>5.1%</td>
<td>1.15%</td>
<td>1.1%</td>
<td>76 cents</td>
</tr>
</tbody>
</table>
Image-testing options
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
visualstorylab.org

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