

Are you online with your target audience?

Reaching customers in a digital age

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AESP Spring Conference

January 29, 2008

Overview

- What is Focus on Energy?
- It's a TiVo world!
- Why online marketing should be in your portfolio.
- Who is online?
- Program examples and results
- Lessons learned

Focus on Energy

- Wisconsin's statewide energy efficiency and renewable energy program.
- Aimed at increasing Wisconsin's energy independence by helping residents and businesses implement efficiency and renewable energy projects that would not occur otherwise.

Focus on Energy

Technical assistance

- Unbiased advice from experts
- Industry specific experience

Incentives & financial assistance

- Rebates that mitigate first cost of choosing efficiency or renewables
- Up to 30% of project costs in some cases

The impetus to take action

Focus on Energy Serves

Residential customers

- Single and multifamily buildings
- Homeowners as well as renters

Businesses

- From family farms to large industry (paper, metal casting, and food processing, etc.)
- Schools and government to business facilities (health care, hospitality, and grocery stores, etc.)

Communities

- Cities and community groups that want to be more sustainable

Reaching Customers in TiVo® World

- Customers are more difficult to reach
- The “TiVo effect”
- Commercial-free satellite radio broadcasting
- Online newspapers
- The option to “click” the ad away
- The marketer’s message is harder to get across

Why Online?

Computer-savvy consumers present another tool in the marketing arsenal and allow us to:

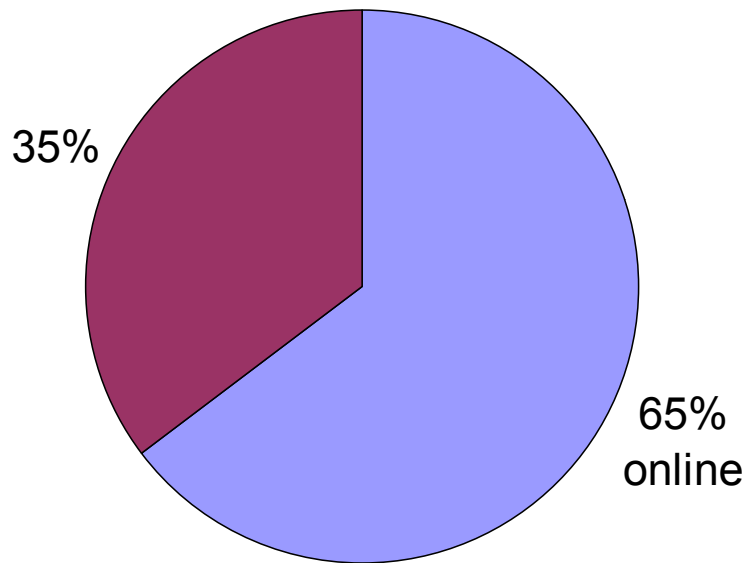
- Be more creative
- Develop more engaging approaches and offers

Online marketing offers several advantages over traditional media:

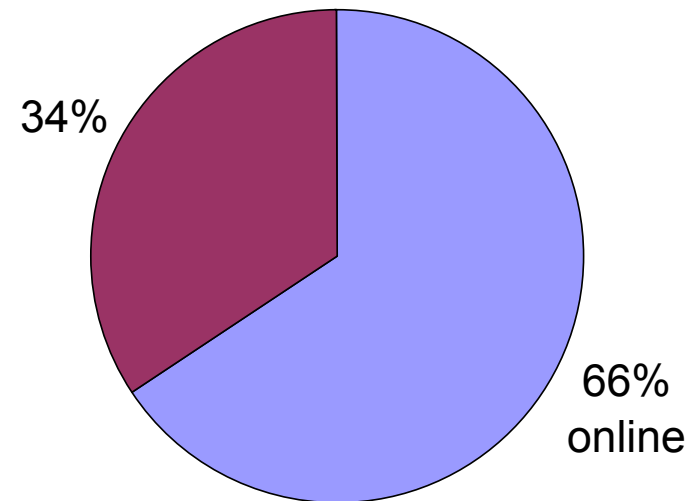
- It enables a more targeted reach
- It can be less expensive than other approaches
- It allows for greater tracking and data collection
- It is a growing opportunity

Who is Online?

Percent of Men Online

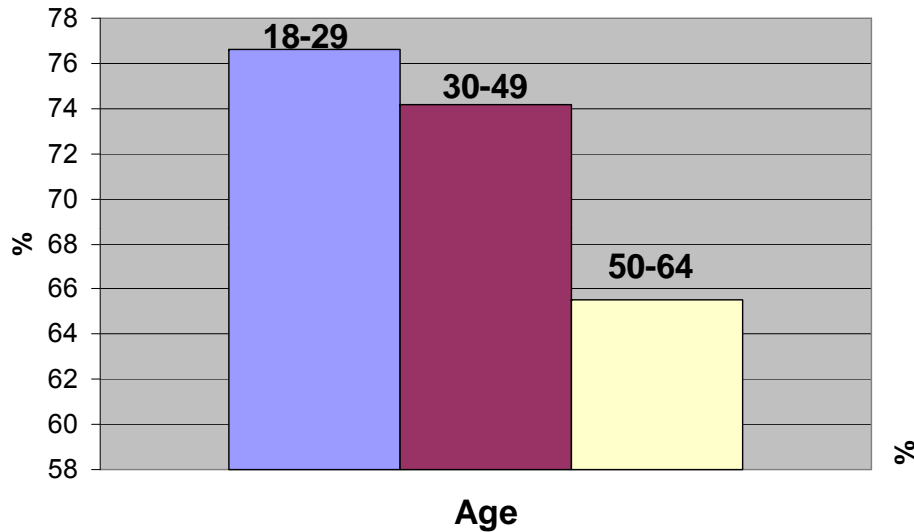


Percent of Women Online

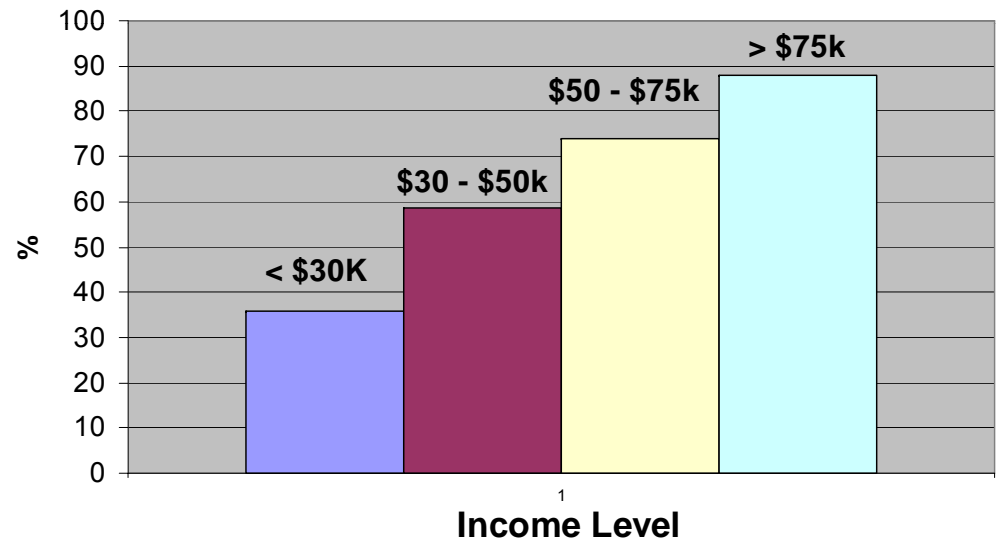


Who is Online?

Internet Use by Age

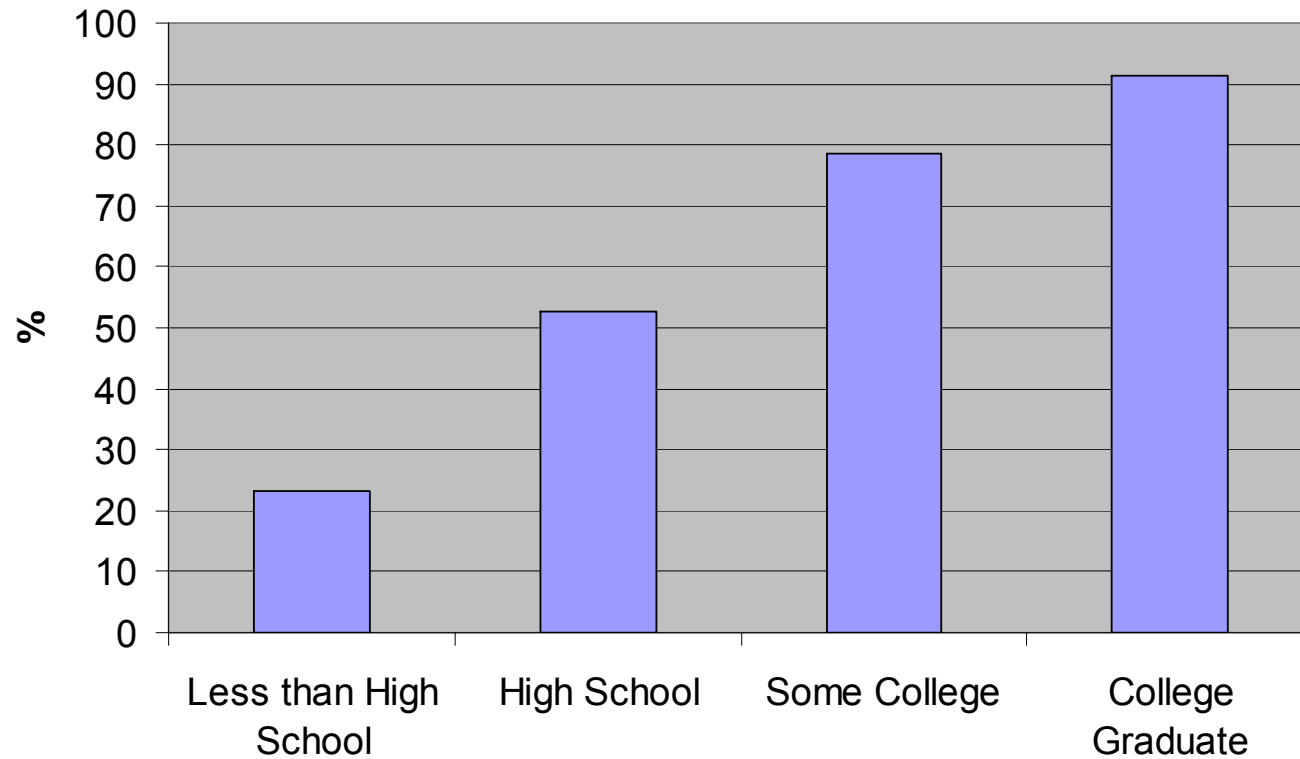


Internet Use by Income Level



Who is Online?

Internet Use By Education Level



Opportunities

- Online banner advertising
- Online interactive advertising – games, calculators, contests, etc.
- Targeted or event-triggered advertising
- Email outreach
- Tracking – impression, interaction, click through, and action
- Other sources – Pod Casts, mobile devices, etc.

Cool Your World Campaign

- Program targeting home cooling equipment run in conjunction with the national campaign lead by DOE
- The 2007 campaign was limited to customer outreach and education – little budget and no rewards
- Tactic = Weather triggered advertising
 - Partnered with weather.com
 - Temperature triggered +75° days only
 - Geo-targeted

The Weather Channel weather.com
Local weather Bringing weather to life
[Maps](#) | [Video](#) | [News](#) | [TV](#) | [Mobile](#) | [Alerts](#)

- Home
- In Season
- Plan Ahead
- My Neighborhood
- Travel Smart
- Stay Healthy
- Around the Home
- Get Out & Play

TODAY'S WEATHER for Madison, WI [RSS](#) [XML](#)

Pollen Alerts for Madison, WI
THE POLLEN FORECAST FOR YOUR AREA IS HIGH..... [\[MORE DETAILS\]](#)


- Yesterday
- Today**
- NEW Radar Map**
- Hour-by-Hour
- Weekend
- 10-Day
- Month

[Pacific tropical depression struggling](#) | [Video: Top story](#)

Right Now for Madison, WI Weather for your life
[Save Location](#) [[English](#) | [Metric](#)]

 **82°F**
Sunny **Feels Like 82°F**
Updated Jun 12 11:25 a.m. CT

UV Index: 8 Very High
Wind: From ESE at 8 mph
Humidity: 42%
Pressure: 30.21 in. →
Dew Point: 57°F
Visibility: 9.0 miles
[NEW! Advanced Radar Maps](#)

VIDEO ON DEMAND [More Video](#)
Your Local Forecast

[Launch Video for Madison, WI](#)
[Submit your own video](#)

Today's Highlights
[Midwestern flatlands look like lakes](#)
[Drought in the South threatening Jack Daniel's Whiskey](#)
[Enforcing new law that protects outdoor workers](#)
TOP STORY
[Rainy Deja Vu](#)
9:15 a.m. ET 6/12/07

-  [Madison](#)
-  [Live Traffic Reports](#)
-  [Mosquito Activity Alert](#) [click here](#)

Madison Classified Ads
[JOBS](#) | [VACATION RENTALS](#) | [PERSONALS](#)

Find your dream job in Madison on Monster:
Enter Keywords: City: State:
[Employers: To hire top employees in Madison, click here.](#)



Sit back and save with ENERGY STAR.

 **focus on energy**
The power is within you.

Results

- 1,489,988 consumer impressions
- 2,864 clicks to Focus on Energy
- Cost per impression = \$0.025
- The cost per click-through = \$12.94
- Boosted visits to focusonenergy.com by nearly 6,000 visits per month during the promotion

2007 Spring Appliance Promotion

- Ran in conjunction with the U.S. DOE's spring appliance efforts
- In 2007 there were two challenges:
 - ✓ needed to stretch advertising dollars as far as possible
 - ✓ needed to find a fresh way to tell a familiar story
- Solution = online banner advertising and interactive game along with traditional media outreach
- Customers could “play-to-win” new appliances



Spring Appliance Promotion



Win an ENERGY STAR® qualified appliance!

focus on energy™
The power is within you.

Which ENERGY STAR® qualified appliance uses 50 percent less combined energy and water than standard models?

- a. An ENERGY STAR qualified clothes washer
- b. An ENERGY STAR qualified dishwasher
- c. An ENERGY STAR qualified refrigerator

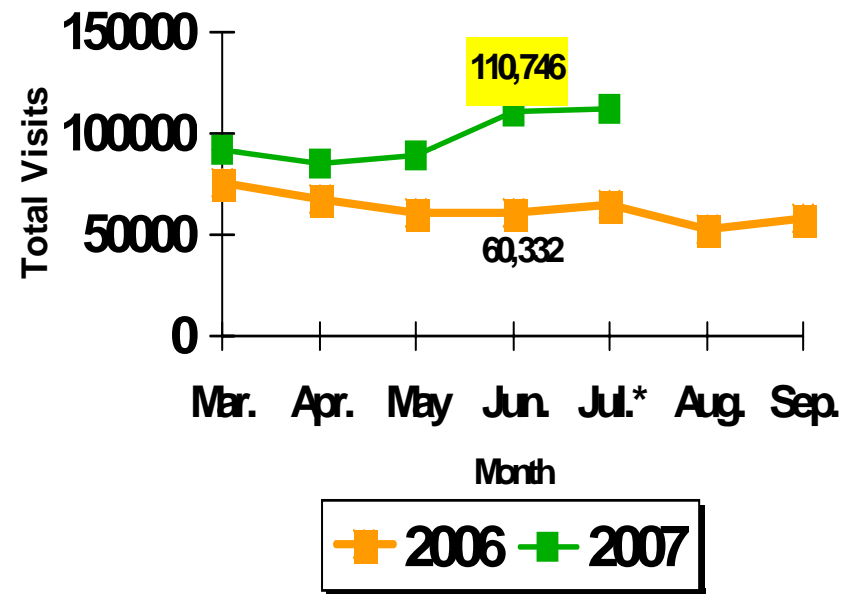
Close *click on your answer*



Results

- 7,733,084 consumer impressions
- 1,467,419 consumer interactions
- 20.58% interaction rate
- 68% increase in visits to focusonenergy.com

Site Visits 2006 vs. 2007



Email Blast

- 74% of consumers have made a purchase as a result of receiving permission-based email
- 37% of those customers have purchased immediately



focus on energy™
The power is within you.



ENERGY STAR® Qualified Appliances

WIN by saving energy and money
ENERGY STAR qualified appliances save tons of money each year by using less energy. For example, an ENERGY STAR qualified clothes washer uses 50% less energy than a standard model, for a savings of more than \$60 each year.

Win with Cash-Back Rewards
Because you're on our exclusive mailing list, be one of the first to know about the Cash-Back Rewards currently available. In fact, there is a \$50 Cash-Back Reward on ENERGY STAR qualified clothes washers from May 1 through June 30, 2007. Contact Focus on Energy at 800.762.7077 or visit focusenergy.com/esrewards.

How do you ENTER to WIN?
Simply visit focusenergy.com/win to play our ENERGY STAR SMARTS Online Trivia Game. Enter for a chance to win a FREE ENERGY STAR qualified clothes washer, dishwasher or refrigerator.

Each time you play, you can enter for a chance to win an ENERGY STAR qualified appliance.

NO PURCHASE NECESSARY; void where prohibited. Open only to entrants 18 or older as of May 1, 2007, who are legal U.S. residents physically residing in the designated utility service areas within the state of Wisconsin. Promotion ends June 20, 2007. See Official Rules for details.

800.762.7077
focusenergy.com/win
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This email from Focus on Energy was sent to Wisconsin residents who have either purchased or expressed interest in ENERGY STAR® qualified products. You are eligible for the program if you are located in the service area of an electric utility that participates in Focus on Energy programs. To find out if you are eligible, [click this link](http://go.fbe.com) and use the eligibility tool in the upper right hand corner of the homepage.

Focus on Energy welcomes your comments and concerns. Please [click this link](http://go.fbe.com) to email us. Or contact us at 800.762.7077.

Email Blast Results

- 94% were delivered
- 23.6% were opened
- 5.5% clicked through, more than double the click-through rate from unsolicited emails
- 0.6% unsubscribed
- Costs \$.005 to send each email vs. \$.24 for a direct-mail postcard

Change a Light Change the World

- Seeks to encourage the use of compact fluorescent light bulbs over inefficient incandescent bulbs
- The promotion faced three marketing challenges in 2007:
 1. Limited advances in technology and savings – resonant message a challenge.
 2. Would a low-involvement product generate the same type of response as a high-involvement item?
 3. Would partners object to this new approach?

Banner Ad



CHANGE A LIGHT
CHANGES THE WORLD
ENERGY STAR

Instant Cash-Back Rewards make bulbs as little as **99¢.**

ENERGY STAR® qualified compact fluorescent light bulbs are up to 75% more efficient than standard bulbs. Let's see how much you can save each year by switching.

0
Number of Bulbs

Calculate

\$0
Estimated Savings



[Click here for a list of participating retailers.](#)

[Click here for even more reasons to switch.](#)

 **focus on energy™**
The power is within you.

Results

- 551,223 impressions during the one day
- 36,000 interactions
- 5,127 click-throughs
- 172% increase to the Focus on Energy site compared to the same date in 2006

Email Blast

- 2,674 emails sent
- 22.6% were opened
- 11.8% clicked-through to learn more
- 0.4% unsubscribed

To view this email on a web page: 02/2013

Web Site | Contact Us

focus on energy™
The power is within you.

This 99¢ light bulb
can save you at least \$30.

ENERGY STAR® qualified compact fluorescent light bulbs (CFLs) use up to 75% less energy than standard bulbs. That can add up to big savings on your energy bill.

Incandescent Bulb	CFL Equivalent	Lifetime Savings
40 watt	9-11 watt	\$15-\$25
60 watt	13-17 watt	\$25-\$30
75 watt	18-20 watt	\$30-\$35
100 watt	23-26 watt	\$40-\$45
150 watt	32-42 watt	\$60-\$70

*To receive full lifetime savings, purchase ENERGY STAR qualified compact fluorescent light bulbs (CFLs) from retailers participating in the program. Savings is approximate and depends on usage.

Right now, save even more. With Instant Cash-Back Rewards, CFLs are as little as 99¢ per bulb—some retailers only carry multi-packs. Valid at participating retailers and only for a limited time.

Visit focusenergy.com/changealight for a list of participating retailers.

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Lessons Learned

- **Know your target.** Match that to the demographics of the site on which you advertise
- **Change it up.** New approaches, looks, information, and interactions help maintain response rates
- **Engage your audience.** Most interaction occurs at the impression level – provide enough to hook the prospect right away

Lessons Learned

- **Collect customer data and use it**
- **Don't overwhelm.** Graphics and interactions are great, but too much color, animation, noise, or information and lose your customer quickly



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