

# **Best Practices for Using Online Search Marketing to Drive Energy Efficiency Program Results**

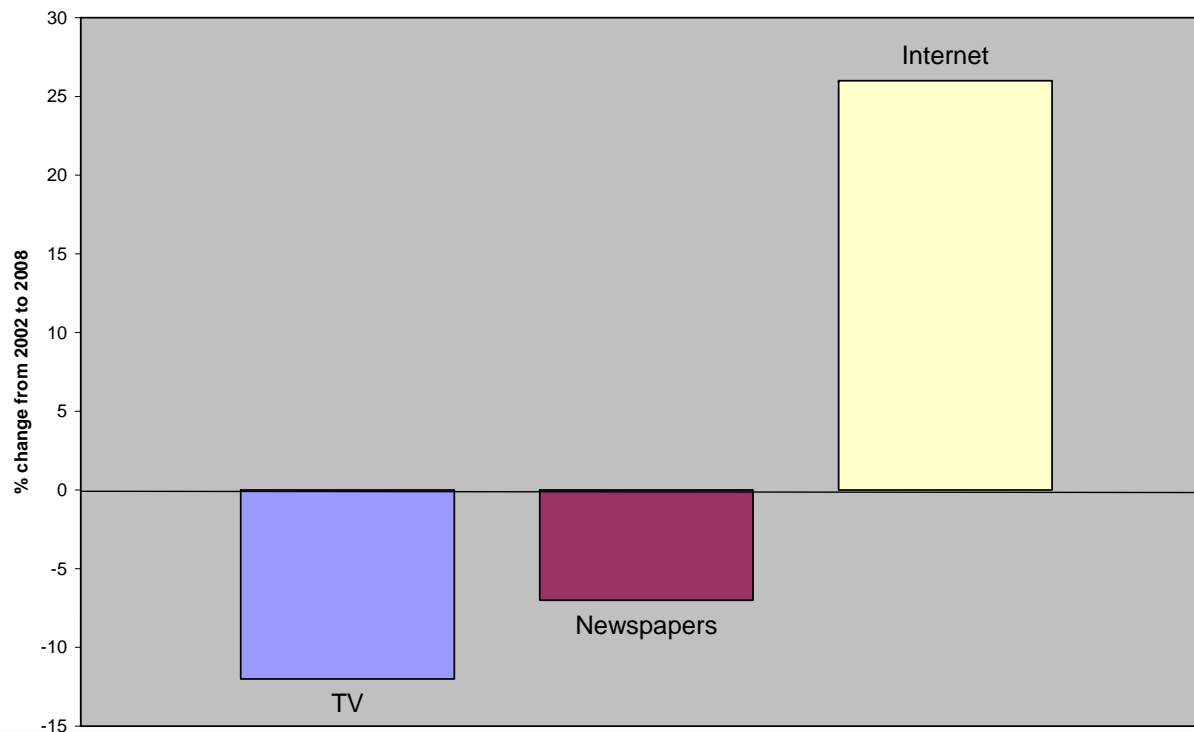
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# Consumer's Medium of Choice

- Online media is increasingly becoming Americans' medium of choice for information
  - TV and newspaper are on the decline

Where Consumers Look for Information



# Relevance to Energy Efficiency Program Sponsors (EEPS)

- This trend towards online holds true with issues of energy and environment
  - 68% of consumers cite online as a source of information on living more sustainably
- EEPS can capitalize upon this trend to support program goals by executing online marketing campaigns
  - Engage rate payers
  - Influence efficiency behaviors
  - Drive program results

# Benefits of Online Marketing

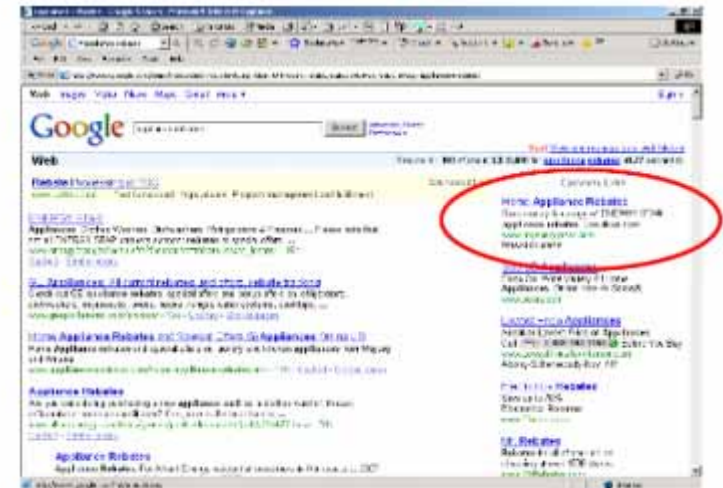
- Delivers your message where consumers are searching for related information
  - Considered a “Fish where the fish are biting” strategy
- Targets specific audiences with particular, relevant messages
  - Psychographically, demographically, geographically
- Reaches a more engaged audience
  - Reaches consumers when looking for information
- Highly cost-effective due to “targetability”
  - Ability to offer 35% return on investment, compared to 13% for print advertising
- Provides real time results
  - Capability to modify approach during campaign for maximized results
- Offers immediate measurability compared to traditional media
  - Tracks exposure, response and overall efficiency of online media easily

# Integrated Search Marketing

- Successful online marketing strategies employ an integrated approach
  - Leverage a number of distinct tactics which work synergistically to deliver optimal results
    - Sponsored (Paid) Search
    - Contextual Search
    - Search Engine Optimization

# Sponsored (Paid) Search Advertising

- Sponsored (paid) search places Sponsor advertising on search engines
  - Marketers bid on and pay for specific keywords or phrases
  - Sponsored search results often displayed as “Sponsor Results” or “Sponsored Links”
  - Marketers only pay for ads when they are clicked on



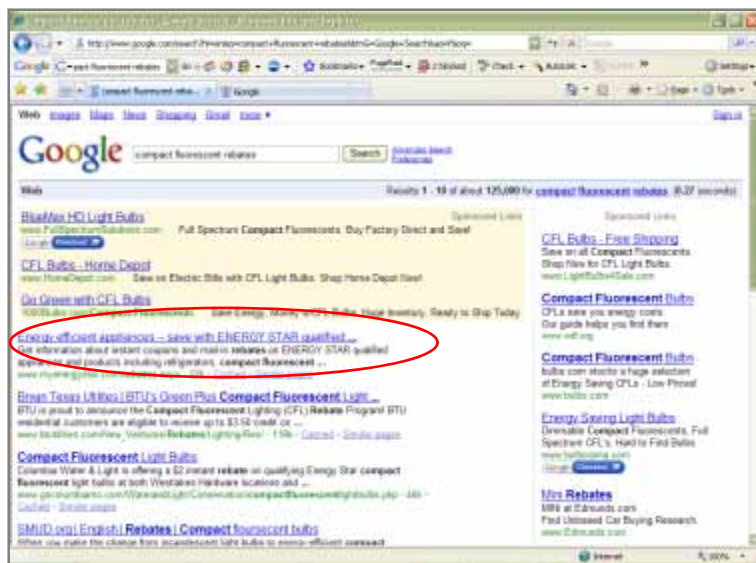
# Contextual Search Advertising

- Contextual Search places advertising next to relevant keywords within sites working with Google to provide additional revenue
  - Provides lower click through at a lower cost but higher “free” impressions
  - Used as a supplement to Paid Search by increasing traffic and conversions



# Search Engine Optimization

- Search Engine Optimization (SEO) is a critical step to building a Paid Search Campaign which delivers maximum results
- Optimizing a website involves:
  - Strategically evaluating keywords
  - Editing website content
  - Addressing design and architecture
- Effective SEO will deliver online advertisers the ability to achieve top position in search engine results
  - And deliver a steady stream of organic search traffic from highly-qualified visitors

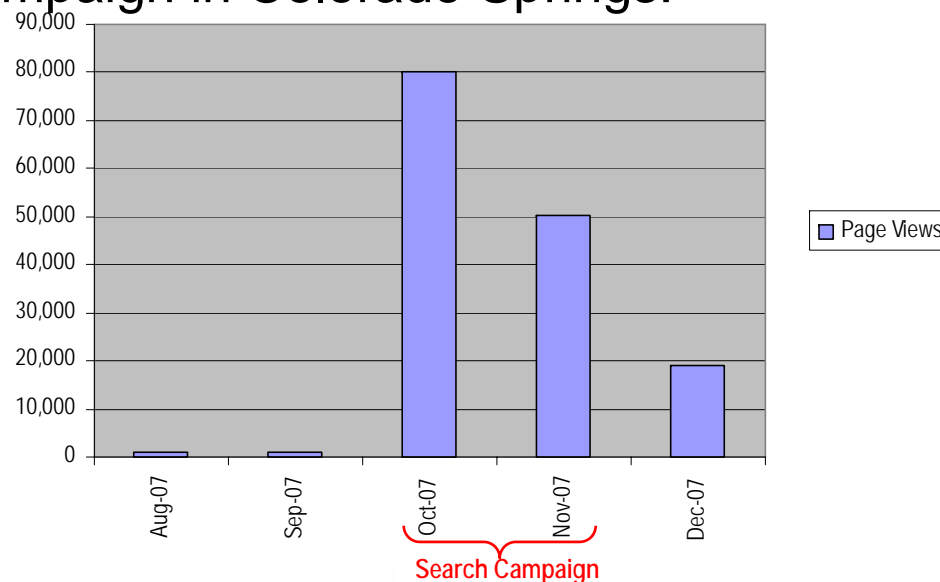




# Best Practices for Conducting Search

# 1. Determine your Audience

- It's important to know and understand your unique market dynamics
  - Messaging and creative should speak directly to target audience
- One size does NOT fit all - understand your audience's:
  - Key motivators (i.e. comfort, cost savings, etc.)
  - Demographics (i.e. age, income, etc.)
  - Other unique indicators (i.e. allergy, mold, etc.)
- Example of successful “Home Performance with ENERGY STAR” (HPwES) campaign in Colorado Springs:



## 2. Select Appropriate Keywords

- Key words are the terms or phrases that users will type into a search browser when looking for information
  - Marketers must bid on the terms they wish to “buy” for their campaign
- Example of how Myenergystar.com search program tracked top conversions to determine top performing keywords

	Conversions →	Online Catalog	Find A Retailer	E-Newsletter	Calculator	Rebate
<b>Keywords</b>	Refrigerators	•	•	•	•	•
	Dehumidifiers		•	•	•	
	Air Conditioner		•			•
	Air Conditioner BTU				•	
	Portable Air Conditioner		•			•
	Dishwashers		•			
	Energy Usage				•	
	Energy Efficient	•				
	Energy Calculator				•	•

# 3. Develop Relevant Ad Copy

- It's important to write corresponding ad copy that will appear to the user in a search browser
- Ad copy hints and tips:
  - Copy needs to reflect what's on the site's landing page
  - Use the search keyword in both the title and description
  - Include geographical location reference (where applicable)
- Ad Copy exercise:
  - Which of the following 3 Ad Copy variations produced the highest number of clicks?

A	B	C
Energy Efficient HVAC Improve home energy efficiency w/ ENERGY STAR Home Performance.	Energy Efficient HVAC Improve HVAC energy efficiency w/ ENERGY STAR Home Performance.	Energy Efficient HVAC Lower HVAC energy use in Vermont w/ ENERGY STAR Home Performance.

CTR 0.62%

CTR 0.97%

**CTR: 1.47%**

## 4. Optimize your Website

- For maximum usability and conversions, program web sites should be optimized
- Optimization might include:
  - Text edits
  - Content placement
  - Metadata
  - ALT text recommendations
- Hints and tips for optimization:
  - Place important information/images on the top left
  - Help users get what they want in 3 clicks or less
  - Remove pop-ups and pop-unders
  - Create simple process for users to complete transactions

### HPwES – PA Home Energy Example



## 5. Conduct Ongoing Campaign Management

- Online search campaigns offer immediate measurability and ability to make real time changes
  - Regular analysis of site traffic logs provides an opportunity for proactive trend spotting and to maximize campaign
- Ongoing campaign optimization of myenergistar.com campaign resulted in high cost efficiency

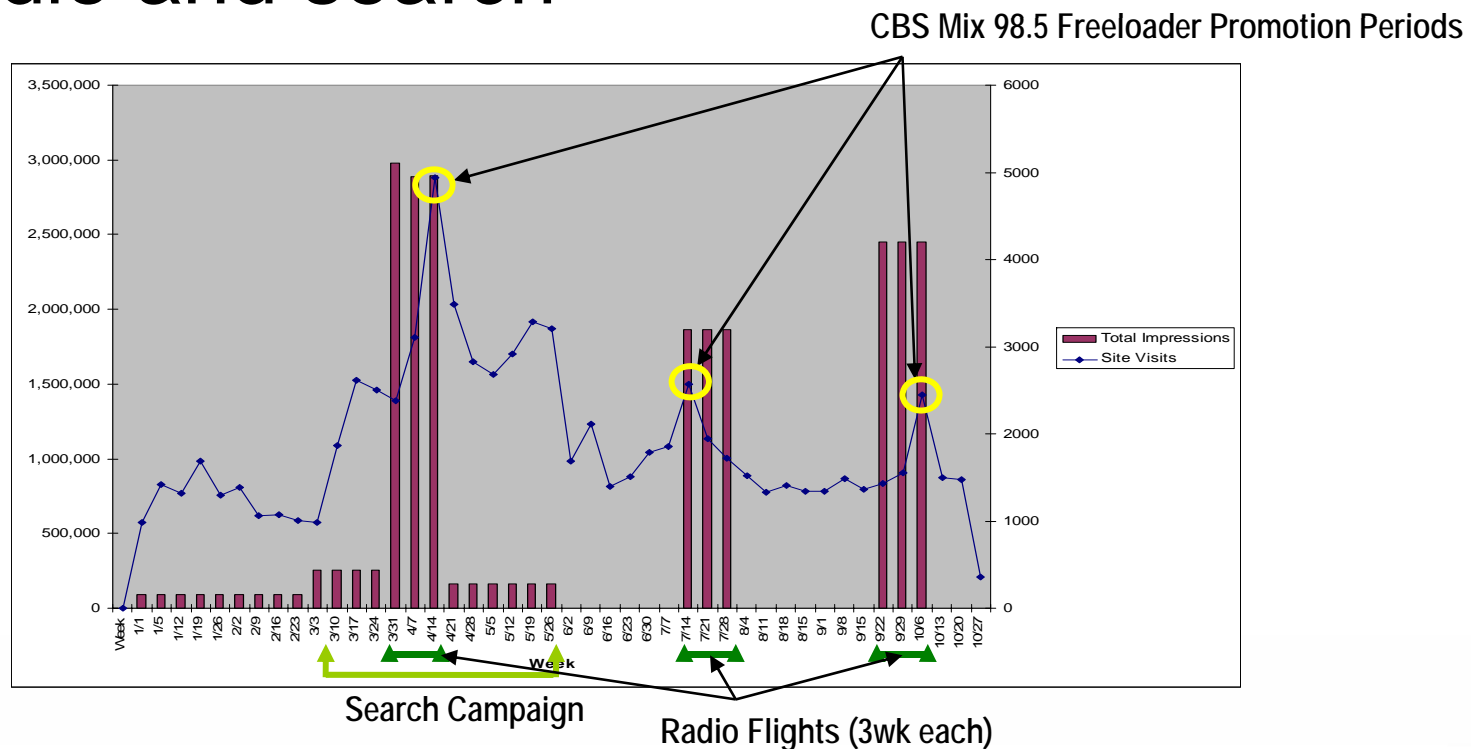
Paid Search Summary							
Campaign Metrics	MAR	APRIL	MAY	Change Mar - May	Totals / Averages	2007	
Cost per Click	\$1.52	\$1.29	\$1.29	-15.13%	\$1.35	\$1.72	
Average Position	2.6	2.6	2.9	11.54%	2.7	2.7	
<b>Conversions</b>					<b>Totals</b>	<b>CVR 2007</b>	<b>CVR 2008</b>
Rebate Downloads	83	128	334	302.41%	545	1.4%	4.3%

## 6. Build an Integrated Campaign

- A successful search campaign should use both sponsored search and search engine optimization and be integrated as part of a larger media mix
- A recent study reported that consumers were most motivated to begin an online study after learning about a website after an advertisement in another form of media
  - Magazines (47.2%)
  - Newspapers (42.3%)
  - Television ads (42.8%)
  - Written articles in (43.7%)

## 6. Build an Integrated Campaign (con't)

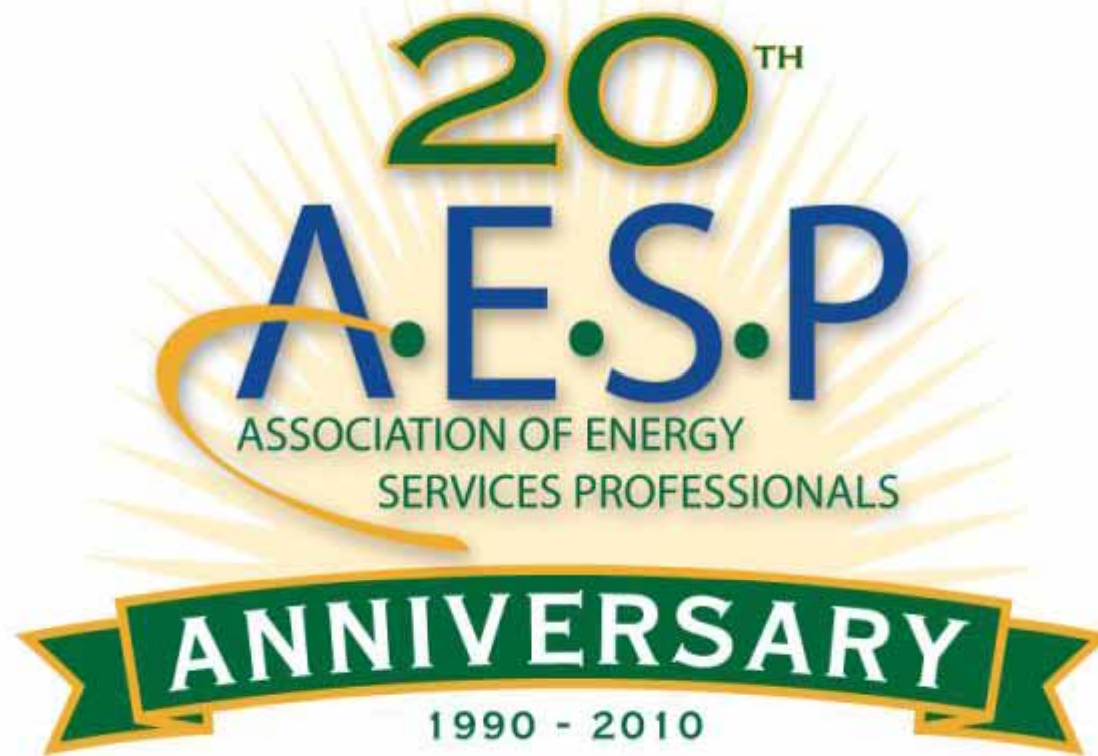
- Myenerystar.com search campaign maximized results through a combination of radio and search





# Conclusion

- Search is a viable marketing vehicle for increasing web traffic and generating leads for energy efficiency programs
  - Reach targeted audiences
  - Build awareness of their program offerings
  - Influence energy efficient behaviors
  - Drive program results
- Search campaigns are most successful when composed of both sponsored search and search engine optimization
  - Even more effective when integrated as part of a larger marketing campaign
- With the appropriate support and resources and proactive campaign management, Energy Efficiency Program Administrators can:
  - Engage rate payers
  - Influence efficiency behaviors
  - Drive program results



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