

Update Your Energy Status: Digital Innovation as a Marketing Catalyst

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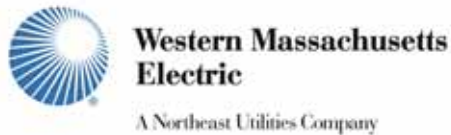
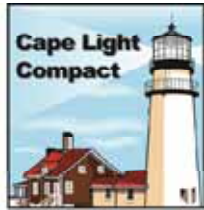
February 8, 2012



Agenda

- Current Media Landscape
- Online Marketing Strategies:
 - Leveraging Search Engine Marketing/Paid Search
 - Advertising with Display & Retargeting
- Social Media/Facebook Marketing Strategies:
 - Developing Content
 - Building a Fan Base
 - Maintaining Engagement

Mass Save Consumer Products Initiative

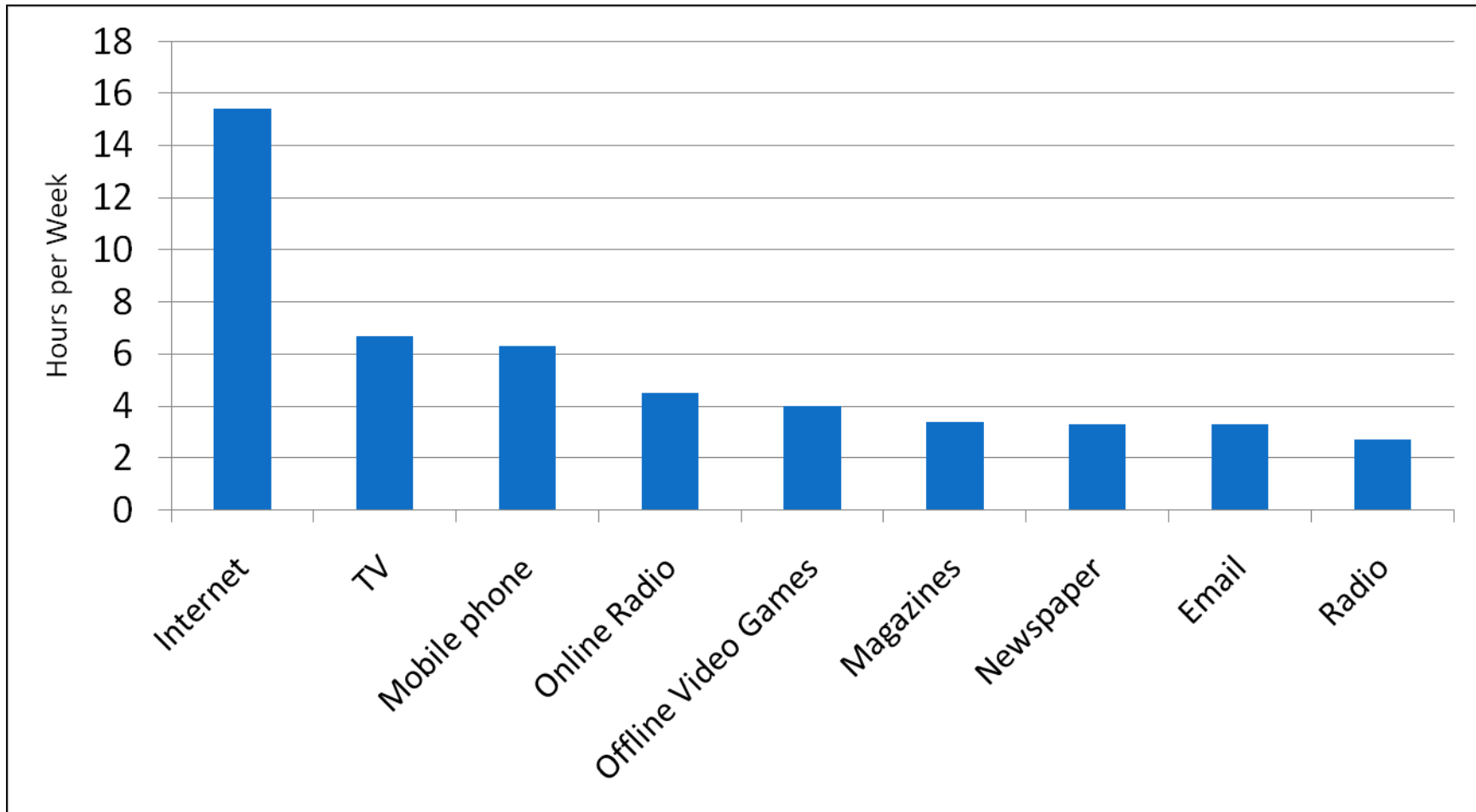


Media Habits Are Shifting



- Consumers are spending less time with traditional media
- 3/4 of US adults are online
- 1/3 of US consumers spend over 3 hours online daily

US Time with Media



Fish Where the Fish Are



- Key elements of online marketing:
 - Search Engine Marketing (SEM)/Paid Search
 - Online Display (Banner) Advertising

Paid Search

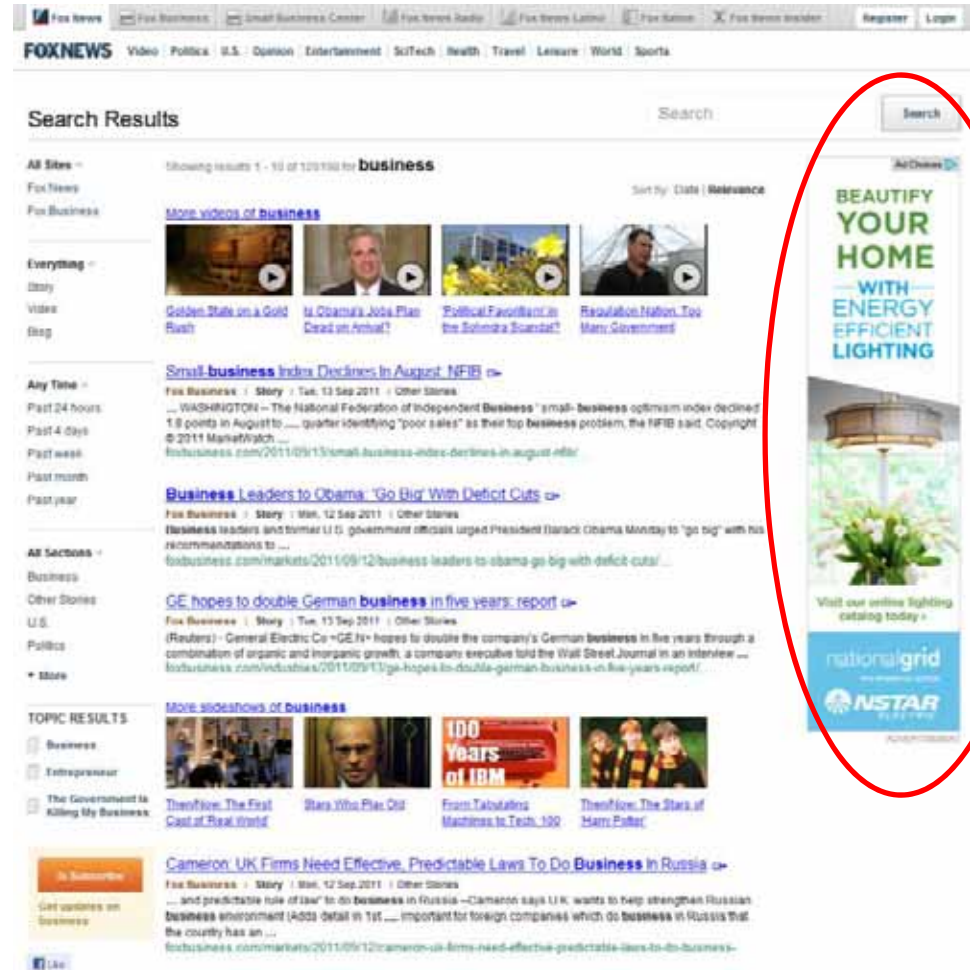


- Drove relevant visitors to MassSave.com while increasing click-through-rate to 2.49% and decreasing cost-per-click by 17.6% from 2010

Display Ads

The screenshot shows the HomeDSGN website interface. At the top left is the HomeDSGN logo with the tagline "Interior Design and Inspirational Homes". To the right is a "oodle" banner for "Dodge Listings: Within 15 Miles - Rental Properties" featuring various apartment listings. Below the logo is a navigation menu with links for Home, Interior Design, Houses, Apartments, Resort Residences, Dream Homes, and About. A search bar and social media icons are also present. The main content area features an article titled "Beautiful Sub penthouse On Sale in Melbourne" with 14 comments. A large photograph of a modern living room is displayed. On the right side, a red circle highlights a display advertisement for "BEAUTIFY YOUR HOME WITH ENERGY EFFICIENT LIGHTING". The ad includes the text "Visit our online lighting catalog today" and logos for "NSTAR" and "nationalgrid". Below the ad is a "Join HomeDSGN Daily Newsletter" section with a "Subscribe" button. At the bottom right, there is a social media widget showing "3,331 people like HomeDSGN" with a grid of user profile pictures.

Retargeting



Mass Save Display Campaign Results

- 12,482 conversions
- Average conversion rate of .14% across all banners
 - Display industry average is .07%
- Retargeting specific conversion rate is .87%
 - Pre-engaged customers more likely to take action



Customer Relationship Marketing (CRM)



- Customers opt-in to receive more information from a brand
 - More readily converted
 - Provides cross-marketing opportunities

Mass Save CRM Program Results



- Sent seasonally-relevant emails alternating months
 - Average open rate is 33.4%
 - Industry average is 10%
 - Average click through rate is 7.2%
 - Industry average is 4%

“Word of Mouth” Has Gone Digital



- 93% of all US Adult Internet users are on Facebook
 - A great platform for energy-efficiency marketers to engage in dialog with consumers

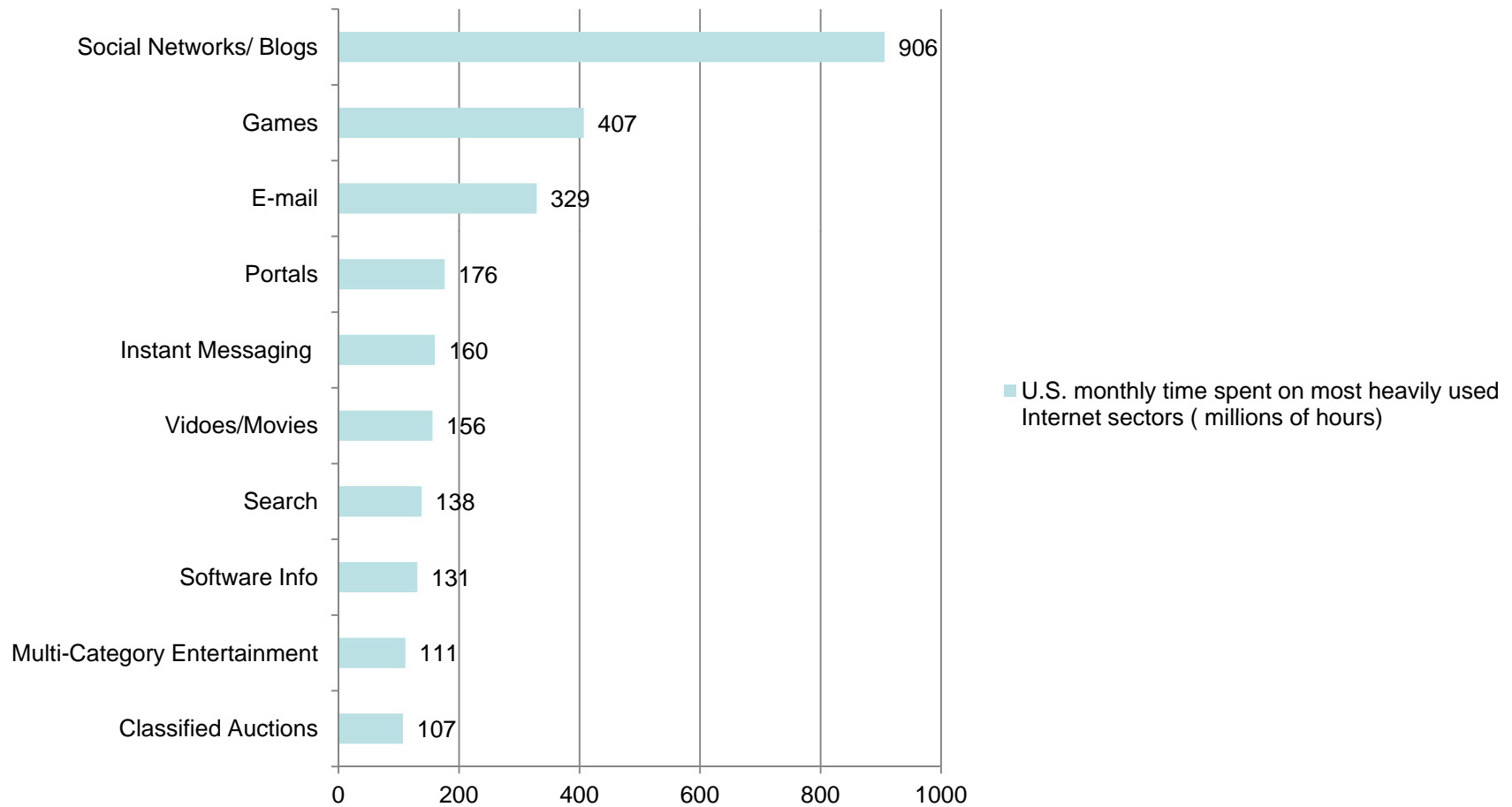
twitter



facebook



US Internet Usage



Build a Facebook Presence

- 3/4 of Facebook users have “Liked” a brand
 - Majority do so to access special deals, offers and information
- Most active users are women 18-54
 - Synergistic audience for energy efficiency program marketers

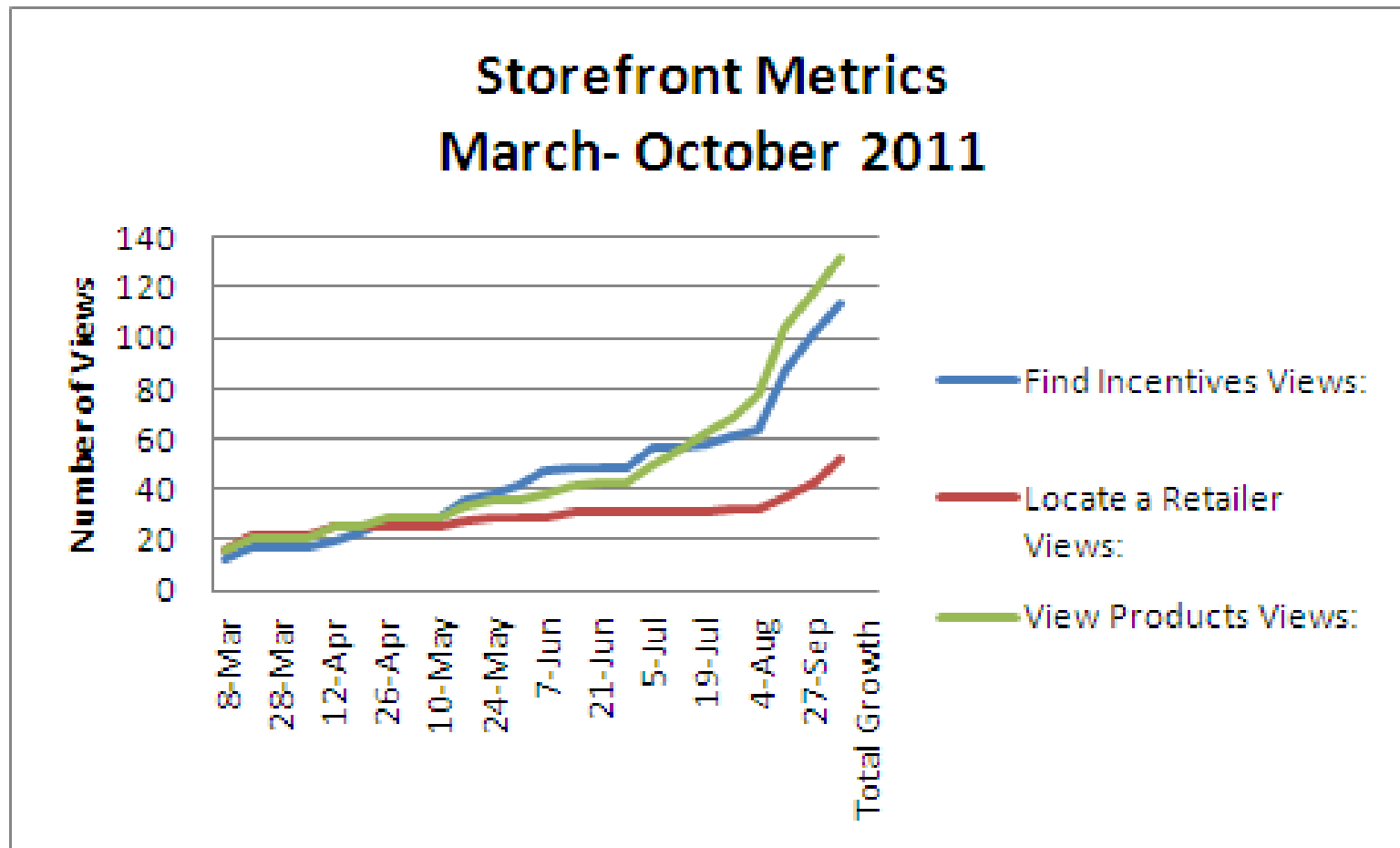


Consider a Facebook Storefront

- Common practice among leading brands
- 81% of American consumers conduct online product research prior to purchase
 - More than half (55%) use online reviews and $\frac{3}{4}$ choose retailers based on them



Mass Savers Facebook Page Results



Build a Facebook Fan Base

Mass Saver Deals



Doing some home improvements? Upgrade your house with ENERGY STAR® qualified products. Learn how you can save money and energy.

Find the Latest Deals!



Join the Mass Savers and learn how you can save \$15 on ENERGY STAR® Qualified Light Fixtures. [Click Here!](#)

2,348 people like Mass Savers.

- Advertise your page
 - Consider Facebook ads as well as traditional media to drive traffic

Find the Greatest Deals!



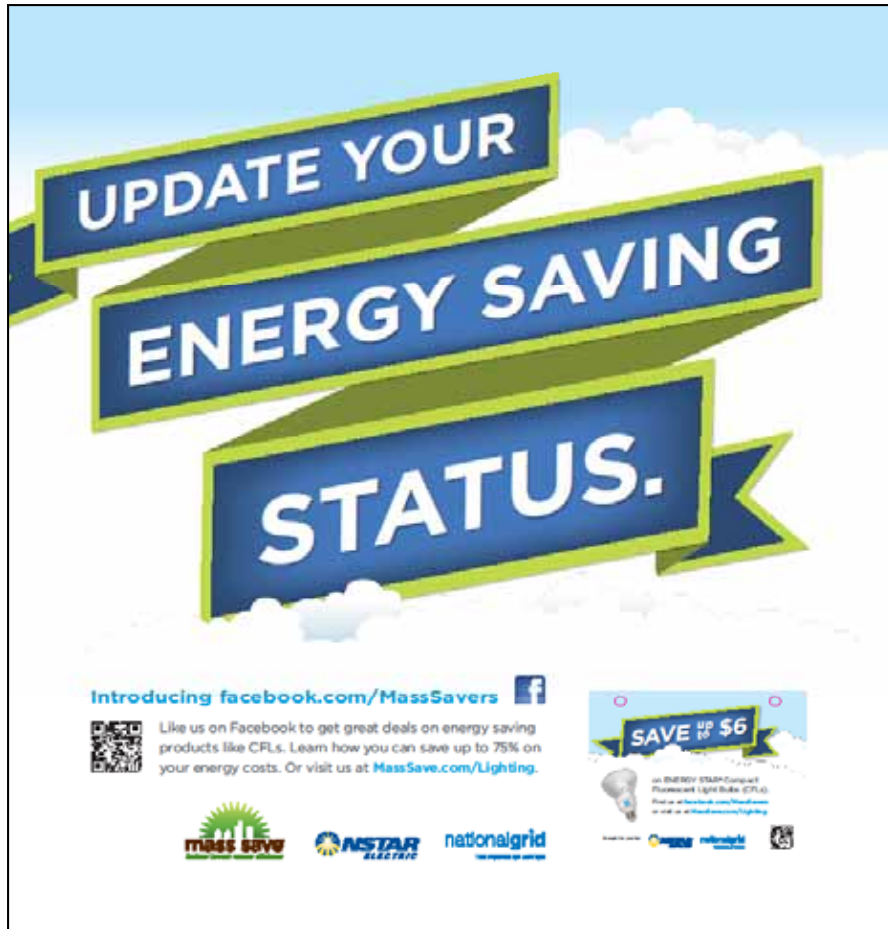
Become a Mass Saver and learn how you can lower your energy costs with advanced power strips that save you time and energy.

What's a QR Code?

- Quick Response Code delivers content and/or directs to a specific web site
 - 72% of smartphone users indicated they would be more likely to recall an ad with a QR Code
 - Among poll of consumers who have used QR Codes:
 - 53% did for a coupon or discount
 - 52% did to gain additional information



Consider QR Codes to Drive Traffic



- Both transit advertising and in-store POP leveraged a QR Code to drive to the Facebook page
 - Moving forward, looking to use to provide education



Mass Save QR Code Usage

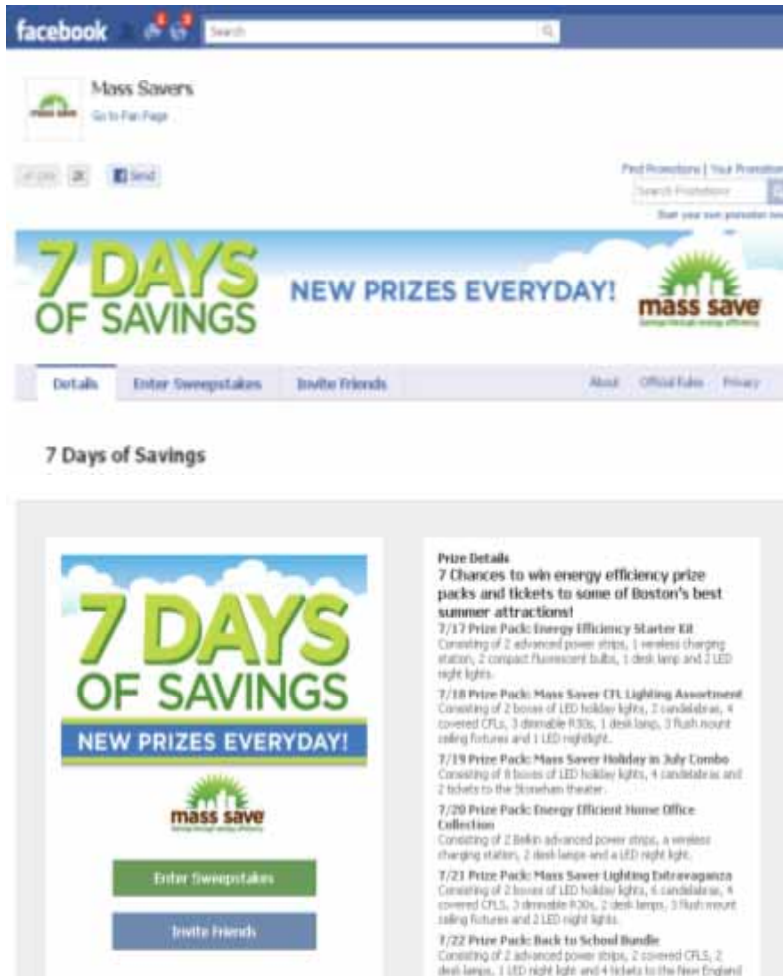


Maintain Engagement with Your Facebook Page

- Create interactive polls
- Generate dialog through wall posts
- Make announcements
- Offer special promotions
 - Leverage manufacturer and retailer partner content through re-posts



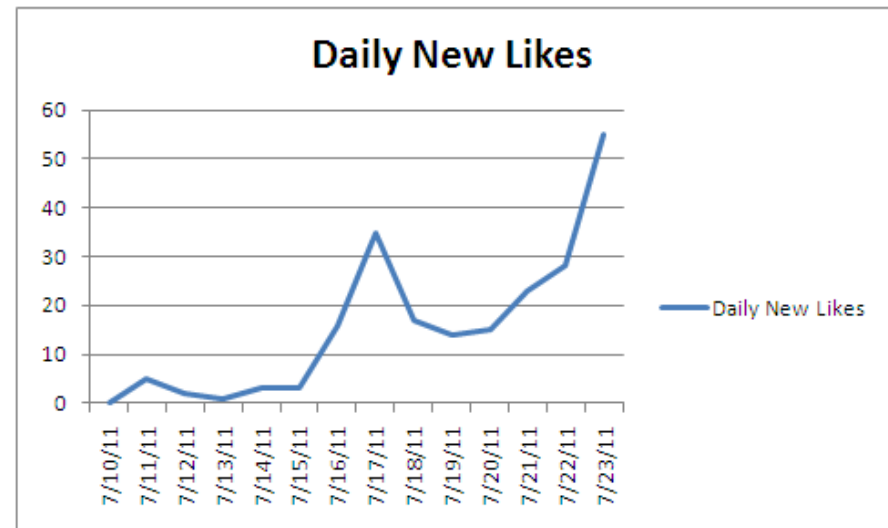
“7 Days of Savings” Promotion



- Ran: 7/17-7/23
- Goals:
 - Build Mass Save awareness
 - Increase fan base
 - Drive traffic to Facebook and Mass Save website
- Promotional Vehicles:
 - Radio
 - Facebook Ads
 - Mass Savers Fan Page wall posts

“7 Days of Savings” Promotion Results

- 1,446 visits
 - Average of 207 per day
- 108 total entries
 - 7.5% entry rate
- Weekly active users increased to 2,272 during the promotion run dates
 - 42% increase over the prior week
- Generated 187 new likes for the Mass Savers fan page
 - 517% increase from the prior week



Growth of Social Shopping

- 40% of Americans are now social shopping
 - 30% report doing more so than last year
- In 2010, Groupon's second full year of business it earned \$713.4 million in revenue
 - A growth rate of 2,241% over prior year



Deal Tipping Promotion

- Ran: 10/24-10/29
 - Soft launch: 10/22
- Goals:
 - Provide an enticing offer to Mass Savers fans
 - Increase fan base
 - Drive to purchase
- Promotional Vehicles:
 - Radio
 - Facebook Ads
 - Mass Savers Fan Page wall posts



Deal Tipping Promotion

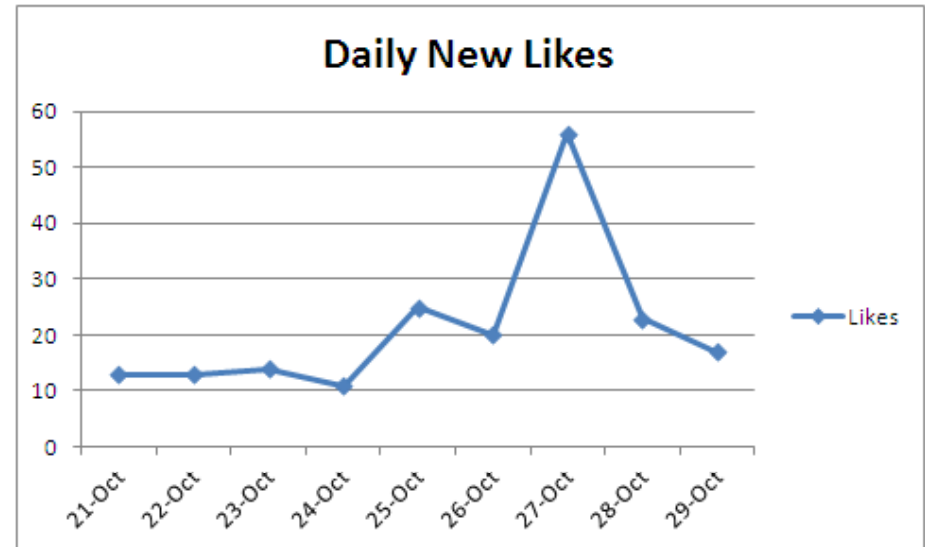
The screenshot shows a Facebook browser window with the URL www.facebook.com/MassSavers. The page header includes the Facebook logo, a search bar, and the user's name 'Stephanie Caruso'. The main content area features the 'Mass Savers' logo and a 'Like' button. The central promotional banner reads 'SHARE THIS & SAVE \$120' and 'PAY JUST \$40 for the Change a Light Deal'. Below this, a list of items is provided under the heading 'WHAT YOU GET:':

- 6 MaxLite 13-Watt A19 CFLs
- 2 MaxLite 25-Watt Three-Way CFLs
- 1 Globe Electric 15-Watt Clip Lamp
- 1 Globe Electric 15-Watt Desk Lamp
- 1 Philips 12-Watt A19 LED
- 2 Globe LED Night Lights
- 1 Belkin Conserve Smart Power Strip

The banner also displays pricing information: 'REGULAR PRICE: \$160', 'DISCOUNT: 75%', and 'YOU SAVE = \$120'. A button at the bottom of the banner says 'Click Share this Deal to unlock the entry form'. On the left sidebar, the 'Tag into Savings' option is highlighted. The right sidebar shows social interaction elements: 'You and Mass Savers' with 19 friends who like the deal, a friend request from Ricardo Ramo Ndrade, a poke from Mary Rose Caruso Cherrone, and a sponsored post for 'Mass Savers Flash Mob!' with a video thumbnail and text: 'Check out this video of a flash mob at the Square One Mall in Saugus, MA & enter to win great prizes. Brought to you by National Grid. Kate Furey used Tap Into Savings.' Below that is another sponsored post for 'Play FREE Casino Games!' with a 'FREE Chips Each and Every Day!' offer and a 'CASINO' logo.

Deal Tipping Promotion Results

- Total Participants: 74
 - Deal Threshold: 30
- Total application views: 2,468
 - 3% entry rate
- Likes increased by 192
 - Up 129% from previous week
- Post views during run week: 43,079
 - Up 100% from previous week
 - Post feedback increased by 26% from previous week
- Facebook Ads generated 797,306 impressions
 - Clicks: 120
 - CTR: .02%



Summary of Best Practices

- Maintain an ongoing presence online
 - When a consumer is in “research mode” ensure your energy efficiency program is present
 - Leverage paid search, display ads, or a combination of both
 - Consider retargeting
- Create a CRM program
 - Provide new, interesting content as well as offer other relevant products and programs to your interested consumers
- Embrace social media
 - A Facebook page is a great way to engage and educate your audience, but keep content fresh and relevant
- Drive new traffic to your Facebook page
 - Leverage advertising and promotions such as contests or special deals



Save the Date

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Baltimore, MD**

Oct. 15-17, 2012

**AESP's Fall Conference
Long Beach, CA**

Jan. 28-31, 2013

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