
NH Energy Efficiency Resource Standard

Three-Year Program Plan





Best Practices in EE Program Marketing

Abby White

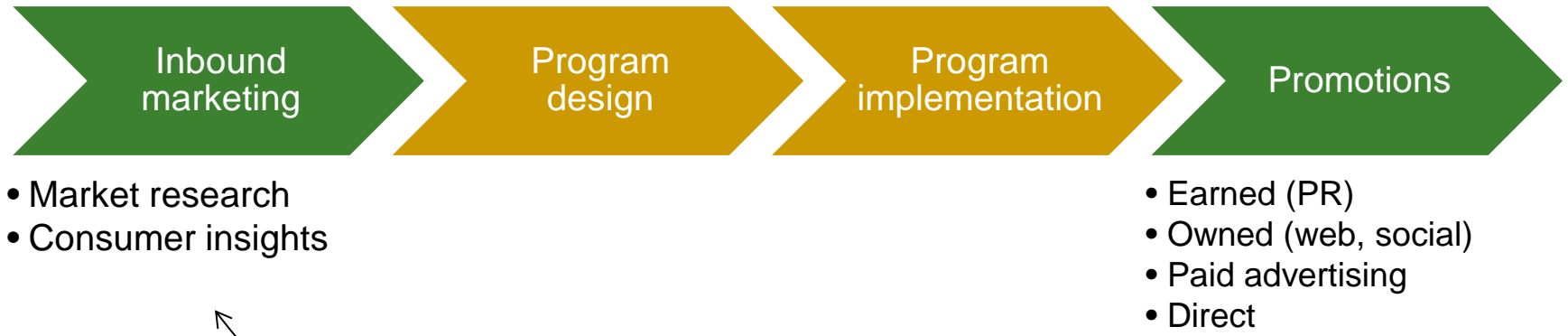
February 24, 2017



Desired Outcomes

- Increase program yields
 - Serve more customers
 - Increase customer savings
 - Further develop and expand NH's product and service provider infrastructure
 - Result in sustained, orderly market development
 - Stimulate private investment and the use of new financing approaches
 - Increase awareness of the job creation and economic development impacts of EE
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Where Marketing Fits





Tried and true approaches

1. Identify the business need
 2. Know audience (size, demographics, psychographics)
 3. Define measures of success
 4. Identify messages that resonate
 5. Pick which channels – lowest cost, highest impact
 6. Measure, evaluate, improve
-

Examples of Messages that Resonate



**Stop wasting money on energy.
Button up for winter.**

- Create a custom checklist to get on track
- Submit a photo to win \$50
- Show up on November 12th

[Get your checklist now >](#)



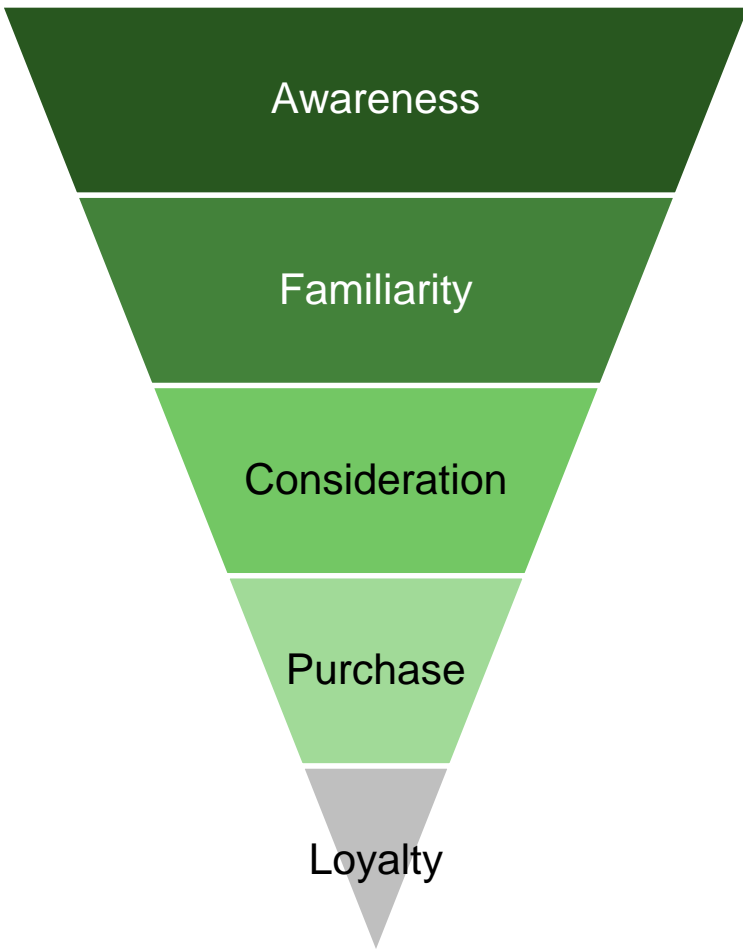
**Make your home more comfortable
and get a chance to win \$50.**

[Outsmart winter today >](#)

An advertisement for Efficiency Vermont. It features a photograph of a man, Jim Roche, wearing glasses and a light blue button-down shirt, holding a small white dog. The background is a chain-link fence. A green vertical bar on the left contains text. The text in the green bar reads: "Energy efficiency can give your **SMALL BUSINESS** the power to do even **BIGGER THINGS.**" Below this, in smaller text, it says: "Vermonters rely on the power of small businesses like yours to help fuel our economy. At Efficiency Vermont, we're dedicated to helping small business owners use their power more effectively. And that can make a big difference, especially for business owners like Jim Roche of Sandy Pines Kennel. We'll provide the strategies and financing to help make your business even more powerful, successful, and sustainable." At the bottom of the green bar, it says: "Call 855-317-2254 or visit www.encyvermont.com/mybusiness and start doing bigger things."

Channels that work

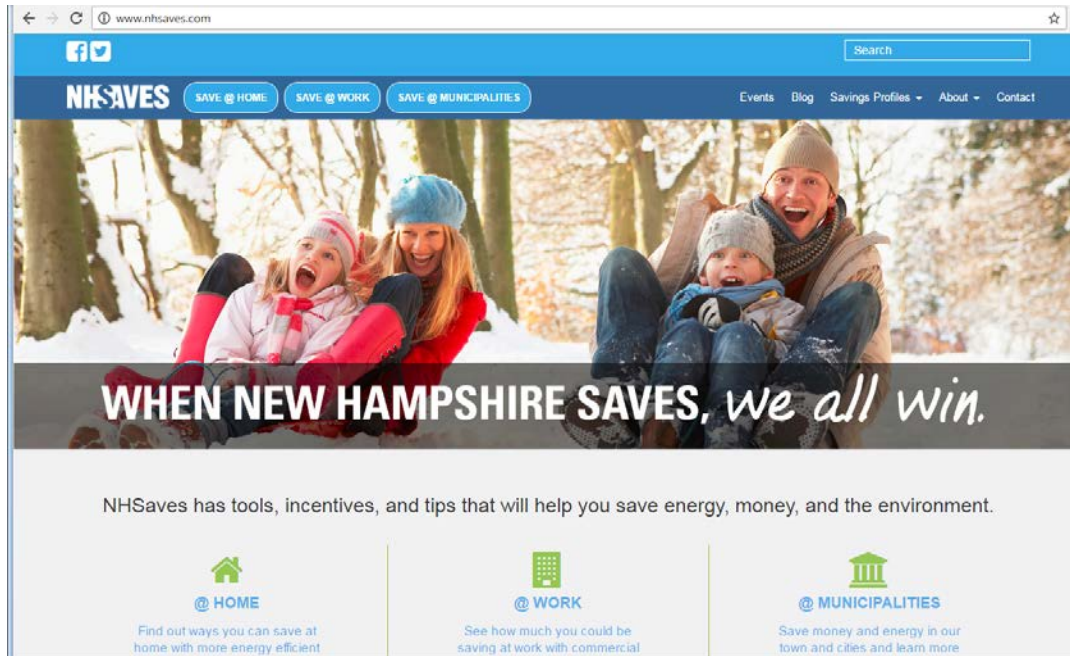
Brand Funnel



Channels → Measurements

| | |
|--|--|
| <ul style="list-style-type: none">• Traditional advertising• Social media• Public relations | <ul style="list-style-type: none">• Impressions• Likes• Media hits |
| <ul style="list-style-type: none">• Direct mail• Digital advertising and web content• Email• Social media | <ul style="list-style-type: none">• Response rate• Web conversions• Click throughs• Shares, likes |
| <ul style="list-style-type: none">• Email• Social• Direct mail | <ul style="list-style-type: none">• List growth• User generated content• Response rates |

Web and digital: Powerful tools



- Understand your users
- Establish goals for the site
- Organize the site to fulfill those goals
- Ensure content meets those goals (nothing more, nothing less)
- Measure, test, optimize *always*
- Establish governance

Suggestions for NH

- Capitalize on NHSaves.com
 - ❑ Optimize the digital customer experience
 - ❑ Connect social, email, and Adwords
 - ❑ Evaluate personalization
 - Right offer, right customer, right time
 - ❑ Segmentation
 - ❑ Timing
 - ❑ Calls to action
 - ❑ Integrate with cadence of HERS
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Questions and Discussion

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