Focus on Energy/RPP Overview

- Focus partners with 108 utilities throughout Wisconsin.
- Joined RPP in 2016.
- Some municipal and electric coop utilities still opt to provide additional rebates or bill credits for ENERGY STAR appliances.
- Appealed to Focus because:
  - Market transformation vs resource acquisition.
  - National partnerships and engagements.
  - Pilot budget fit within program.
  - Ability to influence market, again.
Marketing Tactics

- Website
- Online Appliance Marketplace
- Cross-program coordination
- In-store signage and handouts
- Digital Ads
- Social Media
**Website**

focusonenergy.com/appliancemarketplace
Online Marketplace
focusonsaving.com
Cross Program Coordination
Store Signage

2016 signage

2017 signage

2017 – custom signage for Best Buy
Other Retail/Lightning Promotions
In-store and event handout
**Key Takeaway:** Despite Facebook’s higher session rate, Google, DoubleClick, and Bing are delivering a more quality lead.

* Google Analytic Date Range: January 01 to August 22, 2017
**Key Takeaway:** Search Ads continues to provide far more impression compared to other media channel.

* CTR N/A for Valassis / Free Standing Inserts
Key Takeaway: More than half of all users that visited the Appliance Marketplace clicked ‘Buy Now’
**Key Takeaway:** There is a significant interest in researching refrigerators, with clothes washers and freezers being secondary to that. Marketing campaigns should targeting these market needs; perhaps, testing cross promotion.

*Google Analytic Date Range: January 01 to August 22, 2017*
Summary

• To promote the online Appliance Marketplace, a digital media campaign was implemented to drive awareness and traffic users to the website. Digital display and paid social ads were used to drive traffic to the website, while paid search was used to capture user generated activity.

Recommendation

• Develop an integrated media campaign to generate awareness of online offerings and act as a traffic driver to the website landing page.
• Analyze which products customers are most interested in researching and implement product specific marketing tactics to support user activity.
• Consider program cross promotion.
Thank you!

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