



# 2019 Cape Light Compact Marketing Plan

## Vision:

Cape Light Compact (Compact) has consistently met metrics laid out in the 2016-2018 Energy Efficiency Plan, however, the Compact brand has yet to become a household name in the Cape Cod and Martha's Vineyard market. Furthermore, while the Illume survey conducted by Mass Save consistently verifies that statewide branding and marketing efforts have made people familiar with the state level programs, many still lack the connection that Cape Light Compact is Cape Cod and the Vineyard's local Mass Save Sponsor. The new Energy Efficiency Plan (EEP) offers opportunity for CLC to increase brand recognition and allow people to further associate Cape Light Compact with the services provided under the Mass Save brand. With new innovative programming included in the 2019-2021 EEP—strategic electrification being the major initiative—the Compact is poised to draw considerable positive attention.

## Goals:

### Qualitative

- Increased brand recognition and familiarity with programs, i.e. Home Energy Assessments, Power Supply, and Small and Medium Business offerings
- Increased connection that CLC is the Cape and Vineyard sponsor of Mass Save offerings
- Breaking into new untapped markets as listed below.
- Increase school and teacher participation in Compact energy education offerings

### Quantifiable:

- Increased social media follows (Facebook, Twitter, Instagram, LinkedIn, and YouTube).
- Increased social media post engagement, (i.e. likes, shares, and comments).
- Increased Website Traffic and Conversions (Online HEA and Power Supply sign ups as tracked through Google Analytics).
- Increased Newsletter Signups
- Enroll six new schools in Energy Education programming and train 12 teachers in Energy Education programming.

## Strengths-Weaknesses-Opportunities-Threats (SWOT) Analysis

### Strengths

- Cape Light Compact offerings speak for themselves. Facilitating people saving energy and money is not a hard sell.
- Well established within niche communities e.g. Cape Cod Climate Change Collaborative and other environmental and conservation focused entities.

### Weaknesses

- Mediocre reviews on Facebook
- No reviews on Google

- Until recently, Google page was not owned
- Antiquated Website
  - difficult to navigate and not customer facing
  - Multiple menus
  - Sign up locations are not visible
- Missed opportunities for reengagement with consumers, i.e. at every event staff should be plugging that people can follow us on SM and sign up for our newsletter.
- Lacking content on Twitter, Instagram, and LinkedIn.
- Lacking presence on YouTube.
- Current media lacks a personal connection and can contain too much jargon.

### Opportunities

- Exciting new and innovative projects allow for easy press and storytelling.
- The lack of presence on certain platforms allows for easy growth and engagement with new customers.
- CLC has a large base of satisfied customers. These stories should be leveraged and shared through online reviews, videos, and social media posts.

### Threats

- Detractors will continue to point out perceived issues with programming.
- Lack of positive reviews online
- Association with our vendors/contractors—they are our brand ambassadors in the field.

## Targeted Stakeholder Organizations:

### Schools/PTO/PTA - Daycares, Preschools, K-12

Primary Target – Families (could also include some small business efforts)

- **Materials**
  - Flyers/brochures
  - Information for newsletters
  - Videos on programs they may share or post on a website
- **Incentives**
  - Competition or spiff for HEA signups
- **Speaker**
  - Utilize the Teacher Advisory Board, Lead Teachers, and Energy Education Contractors to Present at meetings about programs
  - Have table at events they may hold
- **Advertising**
  - Advertise at an event
  - Sponsor an event
- **Meeting**
  - Will need to meet with necessary decision makers (superintendent/PTA leader) to have access to the groups

## Athletic/Rec/Town Centers

*Community Centers, Recreation Departments, Athletic Centers or Gyms*

Primary Target - Families, and Seniors

- Materials
  - Flyers/brochures – handed out at registration or available in a public area.
  - Flyer in every Library on Cape and Vineyard
  - Information for newsletters
  - Social Media
- Incentives
  - Competition or spiff for HEA signups
- Advertising
  - Advertise at an event
  - Sponsorship and have a banner hung in a public location
  - Sponsor an event
- Meeting
  - May need to meet with directors to determine level of collaboration

## Employers

*Municipal, Large Companies*

Primary Target - Families

- Materials
  - Flyers/brochures
  - Information for newsletters
  - Videos on programs they may share or post on a website
  - Work with towns and payroll departments to get notices out
- Speaker
  - Presentation about programs at events or meetings
  - Have table at events they may hold
- Meeting
  - Will need to meet with necessary decision makers (owner or administrators) to determine level of collaboration
  - Work with companies to determine means that would get the word out to their employees

## Churches/Places of Worship

Primary Target – Families, Seniors, Business Owners

- Materials
  - Flyers/brochures
  - Information for newsletters
  - Videos on programs they may share or post on a website
- Incentives
  - Competition or spiff for HEA signups
- Speaker

- Present at meetings or events about programs
- Have table at events they may hold
- Advertising
  - Advertise at an event
  - Sponsor an event
- Meeting
  - Will need to meet with necessary decision makers to determine level of collaboration

### Entertainment Centers

*movies, museums, malls*

Primary Target – Families, Seniors

- Materials
  - Flyers/brochures
  - Information for newsletters
  - Videos on programs they may share or post on a website
- Speaker (museums or specific center events)
  - Present at meetings or events about programs
  - Have table at events they may hold
- Advertising
  - Advertising opportunities at mall and movie theaters
  - Sponsor an event

### Social Services

*Cape Cod Child Development, HAC, Barnstable County Human Services, Catholic Social Services, Consumer Assistance Council*

Primary Target - Families

- Materials
  - Flyers/brochures
  - Information for newsletters
  - Videos on programs they may share or post on a website
- Incentives
  - Competition or spiff for HEA signups
- Speaker
  - Present at meetings about programs
  - Have table at events they may hold
- Advertising
  - Advertise at an event
  - Sponsor an event

### Realtors/Banks/Mortgage/Insurance/Grocery Stores

Primary Target – Families, Seniors, Small Businesses

- Materials
  - Flyers/brochures



## Barnstable County Retirement Association (BCRA)

### Primary Target – Retirees

- Materials
  - Flyers/brochures
  - Provide information for newsletters
- Meeting
  - Meet with decision makers to determine level of collaboration

## Medical Facilities

### Primary Target – Seniors

- Materials
  - Flyers/brochures
  - Provide information for newsletters
  - Provide items for a TLC bag
- Incentives (for VNA or Meals on Wheels)
  - Competition or spiff for HEA signups
- Speaker
  - Present at meetings or events about programs
  - Have table at events they may hold
- Advertising
  - Place an ad if there are opportunities
  - Advertise at an event
  - Sponsor an event
- Meeting
  - May need to meet with necessary decision makers to determine level of collaboration

## VFWs & Veteran's Affairs

### Primary Target – Seniors

- Materials
  - Flyers/brochures
  - Provide information for newsletters
  - Provide items for a TLC bag
- Incentives
  - Competition or spiff for HEA signups
- Speaker
  - Present at meetings or events about programs
  - Have table at events they may hold
- Advertising
  - Place an ad if there are opportunities
  - Advertise at an event
  - Sponsor an event
- Meeting

- May need to meet with necessary decision makers to determine level of collaboration

### Associations/Memberships

*Chambers, CCYP, Rotary, Kiwanis, Lion Clubs, BNI, CCTC, etc.*

Primary Target – Small Businesses

- Materials
  - Flyers/brochures
  - Provide information for newsletters
- Incentives
  - Competition or spiff for HEA signups
- Speaker
  - Present at meetings or events about programs
  - Have table at events they may hold
- Advertising
  - Place an ad if there are opportunities
  - Advertise at an event
  - Sponsor an event
- Meeting
  - May need to meet with necessary decision makers to determine level of collaboration
- Memberships
  - Most likely need to be members of a lot of these groups

### Permitting/Towns

*Building, Clerks, Tax Collector, Shellfish, Beach, Police, Fire Libraries, Administration, Water, etc.*

Primary Target – All classes

- Materials
  - Flyers/brochures – for public areas, or at counters
  - Provide information for newsletters – some town administrators send out newsletters
  - Videos on programs they may share or post on a website
  - Bill inserts (tax, water, census?)
  - Information to maintain presence on local access channels
- Incentives
  - Competition or spiff for HEA signups
- Speaker
  - Present at meetings or events about programs
  - Interviews with town local access channels

### Tribal Council

Primary Target – Families, Seniors

- Materials
  - Flyers/brochures
  - Provide information for newsletters
- Meeting
  - Meet with decision makers to determine level of collaboration

## Tasks and Responsibilities:

### Inhouse:

- Management of social media to include YouTube, Facebook, Instagram, Twitter, LinkedIn.
  - Includes all scheduling of posts and replying to comments and messages.
  - Content will be curated monthly from staff members and scheduled for posting via HootSuite
- Management of CLC website.
  - Ensures regular updating of pertinent information and aesthetic stays contemporary.
- Google Marketing
  - Strategic Google Search Advertising
- Scheduling presentations with local stakeholder organizations
- Distribution of materials at locations (see above list) and creating targeted materials for special events (dehumidifier turn-in events)
- Email List Management
- Town coordination through shared social media posts, eblasts, town websites, paycheck notifications (paper or web based)
- Creation of 12 Case Studies that highlight Income Eligible, Residential Small and Medium Businesses, Power Supply, and Energy Education.

### Vendor

- Creation of stories:
  - Six videos that focus on personal/business impacts that the Compact has made.
  - Video scripts should be developed out of the case studies listed above.
- Distribution Material Creatives
  - Update all owned marketing materials for 2019
- Curation and production of relevant photos for use in creatives, social media, and other materials.
  - This should include photoshoots of HEAs and Business Assessments.
- Annual Report Design
- Bought Social Media Advertising
  - YouTube, Instagram, and FB.
- Biweekly Blog Posts
- Monthly Newsletter
- Management of ad buys with local media vendors, i.e. print, TV, Radio, and Online advertising.

## Timeline:

### Q4 2018

- Create RFP for Marketing Vendor.

- Compile list of possible sponsorships, advertising vendors, and marketing content management systems (e.g. MailChimp, Hootsuite, WordPress).
- Complete Website redesign for launch by Jan. 1, 2019.
- Research and compile a list of what organizations and locations will be targeted and find POC. Coordinate meetings for designated Quarter.

## Q1 2019

- Marketing vendor selected.
- Review of current materials and creation of standard materials for use in 2019.
- Creation of 6 case studies/stories of local home/business owners who have received CLC assistance. Case study participants should represent demographic we want to reach (LI, Small business, moderate income, Vets, municipal).
  - All case studies will be posted on website but at least three should be developed into videos for use in advertising.
  - Each video should have a full story (3-5 minutes) and then have 30- and 15-minute ad slot pieces created.
- BCRA
  - Have a brochure placed in yearly statement mailing.
- Churches
  - Coordinate with Liturgical Publications to target church newsletters.
  - Coordinate with local churches to set up information sessions/presentations.
- Realtors, Mortgages, Insurance
  - CCIAOR
    - Seaport, ERA Cape Real Estate, Strawberry Hill, Davenport, Today, Kinlin Grover, Century 21, Keller Williams, Sothebys, and William Raveis.
    - List of Home Owners Insurance  
<https://www.capeandislandshomeservices.com/listingcategory/insurance/>
    - Full list of Mortgage lenders:  
<https://www.capeandislandshomeservices.com/listingcategory/bank-and-mortgage-lenders/>
    - CLC is already listed on the CCIAOR site under home services.
  - Reach out to broker at each office and provide a program overview and information for agents.
  - Present directly to agents if possible.

## Q2

- Seasonal owners
  - Over the bridge advertising
    - Contact: Andrew Rush of Cox Media Group.
    - Targeted Social media and TV advertising.
    - Peninsula Council Newsletter advertising.
  - Contact seasonal organizations for presentations and distribution of marketing materials.
    - Ex: EPRTA and PPRTA.

- Entertainment Centers
  - Run ads at all local theaters (Sandwich, Hyannis, Dennis, Mashpee, Wellfleet).
- Athletic and Rec Center outreach and distribution of materials.
  - Research additional opportunities: hanging a banner and find possible event sponsorship.
  - Ice Arenas, YMCA, etc.
- Senior Centers/Council on Aging
  - LPI Advertising in Senior Center Newsletters.
  - Presentations.
- Target town recreation departments
  - Deploy marketing materials to respective town locations where beach and transfer station stickers are located.
- Veteran's
  - Table at Cape Cod Veteran's Expo.
  - Coordinate Distribution of Materials to local organizations.
    - Cape Cod Military, Veteran and Family Collaborative.
    - Cape Cod Veterans, Inc.
    - Vet Center
    - Cape Cod Veteran's Inc.
    - Veterans for Peace

### Q3

- Renters
  - Coordinate with rental focused real estate companies: Davenport, Margo rents, etc.
  - Use FB targeted ads on rental pages/groups
- Tribal Council
  - Table at annual Pow Wow
  - Present at council meeting

### Q4

- Target social services
  - Colder weather and holidays results in increased traffic.
  - Provide materials and offer presentations.
- Review website analytics and traffic to determine ROI for all digital advertising to inform 2020 plan.

### On-going

- Paid digital advertising timeline will be program dependent.
- Management of Website content.
  - Blog posts, page revisions, and media updating
- Management of social media accounts
  - Facebook, Twitter, Instagram, LinkedIn, and YouTube.
  - Management of paid advertising.
- Management of ad campaigns for print, television, and radio.

- Coordinate Sponsorships.

#### Misc.

- Encourage staff to add social media links and newsletter links to email signatures to increase followers.
- Work with HEA vendor to encourage FB and Google reviews. Possibly add to information provided at end assessment or follow up email. Include social media handles and link to newsletter and website sign up.
- Include info to HEA participants about our power supply and if possible, vice versa.
- Create yard signs for HEA participants. (Sign would read: "I had my Free Home Energy Assessment from Cape Light Compact and RISE Engineering.)

### Monitoring Results

Results of marketing campaigns should be monitored through Google Analytics. Specifically, the number of site visitors should be tracked each month and conversions will be measured through HEA and Power Supply sign ups. Each social media platform's engagement will be tracked using in-app analytics and tracked for reach, engagement and link click rate. Newsletters will be tracked using MailChimp analytics to see the open rate, bounce rate, and click through rate. Reports should be compiled monthly to review traffic directly to the CLC website, click through rates and All media should be targeted toward the website as the place for conversions. The marketing vendor will be responsible for compiling monthly reports for all their respective responsibilities. It may be worth pursuing market research on current brand recognition to see where our weak points, similar to Mass Save.