

## DESEU Marketing Activity Report – 3/17/2017

### Program Support

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**Community Energy Centers** – The Community Energy Centers program has been added to the Energize Delaware Website (<https://www.energizedelaware.org/community-energy-centers>). There is a program overview page as well as a page for each location. Copies of the Delaware Energy Directory were delivered to all the State Senators and Representatives. It can also be found online at <https://www.energizedelaware.org/energy-directory>.

**ZeMod** – The ZeMod launch is coming together. Printed materials are ready for final approval by DESEU, and the stand alone website is currently under development. The ribbon cutting will be on Friday, April 7<sup>th</sup> at 11am at Beracah's facility in Greenwood. Beracah has posted to Facebook some behind the scenes photos and video of the manufacturing (photo: <https://goo.gl/HyEevM>, video: <https://goo.gl/o9UKjU>)

### Community Outreach

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**RGGI Walking Tour** – The DESEU was asked by Environment America and Sierra Club to participate in a RGGI Walking Tour to bring to life the improvements RGGI money has made in our community. On March 1<sup>st</sup>, the group which included community leaders and local press toured the improvements to 1201 N Market Street that were funded by the DESEU Revolving Loan Fund and DNREC's Clean Transportation program, continued to St. Patrick's church to discuss the Faith Efficiencies program, and ended at a home in Midtown Brandywine that had gone through the Home Performance Program. In addition to Tony DePrima speaking at the event, the DESEU helped identify and secure tour locations and presenters. Delaware Public Media (WDDE) and 6ABC (WPVI-TV) covered the event: <http://delawarepublic.org/post/clean-energy-projects-wilmington-boosted-through-rggi-funds>, <http://6abc.com/society/energy-efficiency-on-display/1779681/>

**PACE Stakeholder Outreach** – Tony has been meeting with key stakeholders for the proposed PACE legislation, including New Castle County Executive Matt Meyer and the CIRC Legislative Affairs committee.

**Municipal Clerk Training (April 21<sup>st</sup>)** – the SEU has been asked to present a session for the Municipal Clerks Certificate Training Program that is run out of the University of Delaware. Tony will be presenting to the group on April 21<sup>st</sup> and will discuss how municipalities can overcome barriers to implementing energy efficiency and renewable energy projects.

**DNREC's Junior Solar Spring (April 27<sup>th</sup>)** – DESEU will again be sponsoring this annual event which will be held on April 27<sup>th</sup> at the Delaware State Fairgrounds in Harrington.

### Marketing and Brand Awareness RFQ

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The RFQ was posted to the website on February 28<sup>th</sup> and advertised in the Delaware State News on February 28<sup>th</sup> and March 8<sup>th</sup>. Notice was also emailed to a list of Delaware based marketing firms. Questions are due on March 15<sup>th</sup>, and final responses due on April 11<sup>th</sup>.

### 2016 Annual Report

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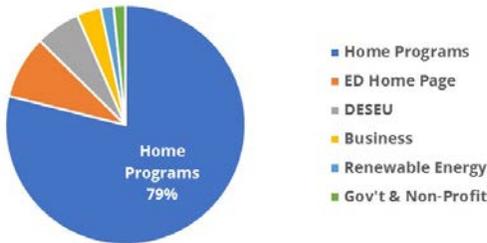
After weeks of rounding up testimonials and assembling updates about our programs, the Annual Report is completed. We will be announcing it online and in email next week.

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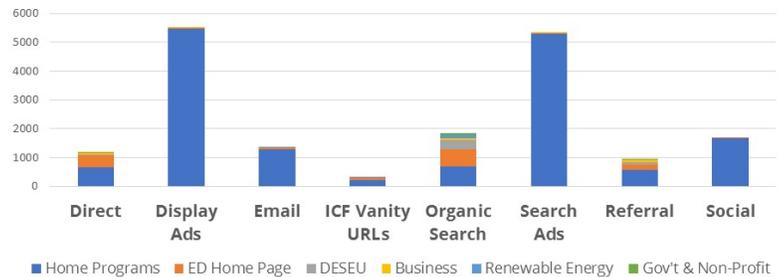
## Website

### Site Analytics Overview:

What program content is being viewed



How visitors get to website (by program type)



Most of the traffic to our website comes via online advertising done for our Home Performance program. Display Ads (the ads you see on other websites) and Search Ads (the ads you see when you search Google or Bing) were the most effective sources of traffic.

### Email Marketing

Two emails were sent in January and February, the Press Release about our Audit results and an email sharing a new position with New Ecology to support our upcoming Multifamily program.

	Opens	Clicks	Drops
Nov/Dec 2016	17.9%	.56%	.17%
Jan/Feb 2017	21.5%	.55%	.78%

Our Drop rate is higher for January and February. It is being driven by Hard Bounces, which are email addresses that are no longer active, such as when someone leaves their job.

### Media Coverage

“Green company shares energy auditing techniques”, Dover Post, January 11, 2017

(<http://www.doverpost.com/news/20170111/green-company-shares-energy-auditing-techniques/>)

“GOP senators block nominee for DNREC chief”, Delaware State News, January 25, 2017,

(<http://delawarestatenews.net/government/gop-senators-block-nominee-dnrec-chief/>); The News Journal, January 25, 2017,

(<http://www.delawareonline.com/story/news/politics/2017/01/25/carney-cabinet-confirmed/97044038/>)

“EnergyOrbit Partners with the Delaware Sustainable Energy Utility to Track and Monitor Statewide Energy Efficiency Improvements”, various news outlets nationwide, February 14, 2016, (<http://finance.yahoo.com/news/energyorbit-partners-delaware-sustainable-energy-110000288.html>)

Sen. Greg Lavelle Op-Ed: “COMMENTARY: Concerns over Garvin’s DNREC nomination won’t go away”, Delaware State News, February 18, 2017 (<http://delawarestatenews.net/opinion/commentary-concerns-garvins-dnrec-nomination-wont-go-away/>),

The News Journal, February 10, 2017, (<http://www.delawareonline.com/story/opinion/contributors/2017/02/10/gop-has-concerns-dnrec-nomination/97751570/>)

“New Program to Help Delaware Farmers Reduce Energy Costs”, Lancaster Farming, February 25, 2017,

([http://www.lancasterfarming.com/news/southern\\_edition/new-program-to-help-delaware-farmers-reduce-energy-costs/article\\_7e74cfb0-eb66-51e4-87d6-eebcf2105288.html](http://www.lancasterfarming.com/news/southern_edition/new-program-to-help-delaware-farmers-reduce-energy-costs/article_7e74cfb0-eb66-51e4-87d6-eebcf2105288.html))