



# Communication & Marketing Report

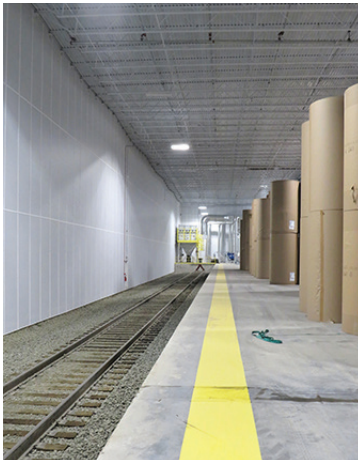


Robin Coventry  
Communications & Marketing Manager

January 2022 Board Meeting

## Community Outreach

**Delmarva Corrugated Packaging** - Toured and photographed the energy efficiency measure they installed in the new facility. This is part of a pending D-PACE and loan program.



Railway access in building



Insulated Bay Doors



LED lighting installed throughout



Insulated crushproof walls  
in warehouse



Recycled waste chopped &  
baled and shipped back to  
paper manufacturer



Energy- efficient HVAC unit. Numerous  
on the roof

**Skotta Poultry Farm** in Georgetown - The Skotta family have 10 poultry houses, 7 in Georgetown and 3 in Greenwood. Their 160 solar panels provide energy for two farms and their households.



Poultry house with solar panels



Two rows of 80 solar panels  
running the length of his field



## Sussex Academy (Formerly Jefferson School)



Solar field at the School. Plans are being made to get the students involved in an Agri-Solar project. They are planning on planting wildflowers between the rows of panels. I gave them information on a company that sells native and wildflower seeds. Project will start in the spring.

## Few of our Solar Farms in Sussex County



Kauffman Traditions, Organic Poultry - Houston



Kauffman Farms  
Harrington



Gryffens Roost Poultry - Houston

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## Program Support

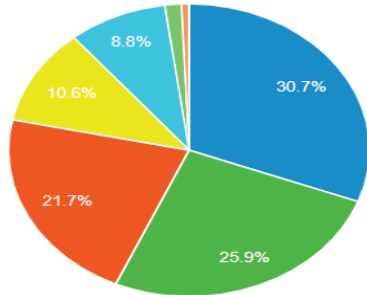
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|-------------------------------------|--|
| <b>Multifamily Housing -</b>        | Input on design and text for new construction and gut rehab.<br>Designed graphic for Carrington Way Project for social media |
| <b>Faith Efficiency -</b>           | Designed a flyer for Climate Conversation  |
| <b>Franklin -</b>                   | A part of regular informational marketing meetings with Franklin   |
| <b>HPwES -</b>                      | Input on upcoming weatherization newsletters and social media ads<br>graphic design  |
| <b>HC2 -</b>                        | Discussion/input on additional Facebook page targeting lower income  |
| <b>Marketplace -</b>                | Input on ads, social media campaign, legislative letter  |
| <b>Lights On, Help Initiative -</b> | Conversation with Charlie about graphics, their brochures and design.  |
| <b>Farm Program -</b>               | Meeting with Karl about solar farms.   |

# Website and Social Media

## Energize Delaware Website 2021

How do people find us

Organic Search Direct  
Display (Other) Referral Social  
Other



52,146 **New Visitors**  
52,894 **Return Users**  
150,772 **Page Visits**  
125,859 **Unique Page Visits**  
84,415 **Sessions**  
1:46 **Average Time**  
52% **Males**  
47.20% **Females**

## 2021 Top 15 Web Pages Visited

Home- Performance	36,242
Home Page	19,738
Residential (Res)	11,818
Res HPwES homeowners	11,738
Res HPwES get started	6,578
Res HPwES find contractors	4,625
Home DESEU	2,893
Res Limited time	1,838
Res HPwES for contractors	1,708
About Us	1,691
HEC2	1,671
Homepage partners	1,513
Homepage contract	1,487
Res HPwES Ahpes	1,267
Nonresidential	1,253

## Bi- Monthly E-News

### November E-News Most Popular Links:

35% to Energize Delaware; 26.9% Marketplace, 13.4% energy equity fund, 13.4% home performance

1,957  
Delivery

1,301  
Opened

67  
Clicked

### January E-News Most Popular Links:

28.5% Residential Solar, 29.6% Marketplace, 7.4% 10,000 Home Performance, 10.3% Energy Equity Fund, 8% Energize Delaware

11,070  
Delivery

7,097  
Opened

637  
Clicked

*I increased our newsletter reach by gathering all past HPwES customers email addresses. This allowed us to reach out and touch them again. The response is good, generating new interest, and the ability to further assist past program participants.*

## Press Releases

Children's Beach House Loan  
DOE Jennifer Granholm 1 Million ES Audits  
\$5 Million Residential Solar Loans  
10,000 Home Performance ES Audits in DE  
Traci Evans Office Manager

## Social Media - 2021 Review



304,595 Reach  
1.1K Likes 61% Women, 38.4% Men  
16.6K Paid Reach



292 Views  
18.8 hours watched



118,277 Impressions  
4,506 Profile Visits



181 Page visits  
119 Followers



20,610  
333 Followers

## **Marketing Brand Awareness**

**AB+C** - Worked with ABC on their creative brief for upcoming campaigns. Reviewed Multifamily Housing flyers suggested changes. Communications with ABC. Monitored invoices.

**Social Media** - Designed numerous social media posts. Expanding social posts to include new technology and energy efficiency around earth.

**Designed** - Flyer for Senator Carper, social posts, Ad for Delaware State News upcoming Choose Central Delaware business booklet.

**Website** - Updates to website.

**Annual Report** - Updating and building from previous template,cover design.

**Signs** - Creating 4x8 foot signs that will be placed on location on job sites. Designed sign for our EV charger.