

# Communication & Marketing Report

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January-February 2023 Report

## Community Outreach

### Youth Environmental Summit

This year's Youth Environmental Summit was held at the University of Delaware's Clayton Hall. Hundreds of students from across Delaware arrived early in the morning to begin a day of education and fun. Lisa Blunt Rochester, Governor Carney and Secretary of DNREC, Shawn Gavin spoke. Board member, Michael Chajes was amongst the crowd. As a speaker of a break-out session, those in attendance learned about Energize Delaware's incredible Programs. Networking opportunities engaged students, teachers, advocates and a couple of our



Shawn Gavin Speaking at Youth Summit



I had engaging conversations with students

program implementers. Over 380 students stopped by the Energize Delaware table to take one of our branded, solar-powered lady bugs, flowers or butterflies; a few teachers did too. This gave me an opportunity to speak with them about the importance of home energy assessments and SolarDelaware website. Many took brochures to give to their parents. I also asked them to encourage their schools to go solar through our Solar for School Districts Grant. Many charter schools showed interest in solar.

## Annual Report

It takes a team to build an annual report, this year was no exception.



From program implementors, happy program participants, to program managers, an accountant, and communication & marketing manager to printers; a lot of hands touch the report before it goes to press. This is the cover design the team chose this year.

## Updates

### Program Participation

**HPwES - Franklin-** Attended marketing meetings with Franklin. Asked Franklin to look into new items for the Online Marketplace. Reviewed website content, edited Franklin newsletter design and content. Looked over trade ally documents. Posted on Social Media, Ordered Energize Delaware flashlights for BPI training participants.

**Marketplace-** Reviewed marketing campaign collateral.

**Solar - InClima** - Worked with the InClima team on the SolarDelaware website.

**Farm - Ensave** - Had business cards made for the EnSave team ordered a tablecloth for events.

**Faith Efficiencies** - Posted events on Social Media.

**Multifamily Housing** - Created a full page ad for the Delaware Business Times - Big List.

## Marketing Brand Awareness

**AB&C** - Finalized a Solar Delaware Campaign which will launch in April. The campaign will assist those ready to go solar and those that are still in the learning phase. Our financing and the educational SolarDelaware website is the focus of the campaign. Keep your eyes open, for billboards, email blast from Delaware Business Times “6,200” list, radio and social media ads as well as social posts. I also, monitored billing and website structural changes.

## Media Coverage

**Business Report** - Energize Delaware is changing the way Delawarean's use energy  
**Delaware State News** - Energize Delaware offering libraries solar funding, City of Seaford to receive three EVs with Energize Delaware funding, Andrew Slater hired as Energize Delaware's new executive director.  
**State of Delaware News** - Secretary of State Announces Departure of Public Advocate  
**Delaware Public Media** - Drew Slater moves on as Delaware's Public Advocate  
**Delaware Business Times** - Public Advocate Slater moves to Energize Delaware  
**Laurel Star** - Traveling exhibit highlights days gone by in rural America (Ag Museum event)  
**Chamber Connections**- New member spotlight in their paper.

## Energize Delaware featured in the Sustainable issue of “Business Report”

In February, Energize Delaware had an opportunity to participate in the *Business Report* which is circulated in Kent, Sussex and Wicomico Counties. A full page ad focused on our Commercial Loan Program and how Delaware businesses can become more energy-efficient. A full page article on Energize Delaware accompanied the ad helping readers understand how we are changing the way Delawarean's use energy. MS Publications prints and distributes 7,000 copies.

## Social Media Examples

# Websites and Social Media

**2023 Sessions** - 611

**Page Views** - 1,026

**Avg. Session** - 45 seconds

**Users** - 450 — 95% were new users

**Top Referral Sites** - EnergizeDelaware.org, Facebook

**Top Pages Visited** (In order) - Home Page; Homeowner; List of Delaware Installers; Grants, Incentives & Financing; Solar Panels for my House; Community Solar; SRECs, Is Solar Available in my Area? and Everything you need to know about community solar.



## Energize Delaware Website

	2023	2022	2021
Users	5,297	71,125	52,894
New Users	4,953	70,485	52,146
Page Views	17,502	183,355	150,772
Sessions	8,100	106,738	84,415
Av. Time	2:47	1:30	1:46
Male	53.65%	53.5%	52%
Female	46.37%	46.5%	47.20%

## Top Ages on site in order:

35-44  
45-54  
55-64

## Trackable Traffic came from:

Direct	Organic	2,156
Chrome		2,016
Bing		191
DNREC		119

## Top 20 Pages Viewed

Residential/hpwes/homeowners	3,404
Home	3,143
Residential/hpwes/get-started	1,393
Residential/hpwes/find-a-participating-contractor	673
Residential	528
DESEU	481
About Us	422
Residential/hpwes/ahpes	366
Residential/hpwes/home-energy efficiency-loan	311
Residential/solar-loans	306
Energize-delaware/contact	284
Residential/solar-renewable-energy credits	236
HEC2	230
Energize Delaware Partners	213
Residential/green-energy-program	210
Residential hpwes/contractors	210
Nonresidential/public-nonprofit	207
Home-Performance with Energy Star	185
Residential/weatherization-assistance	184
School	159

## Feb. 2023 E-Newsletter

Great Happenings in Delaware - sent: 11,944

Total opens: 8,094

Legislative E-News sent: 61 sent

Total opens: 79

## Social Media

1/19/23 to 3/09/23

19K Page & Profile impressions

16K Page and Profile

1,784 Page likes

1,546 followers - 16 new



Most popular video:  
Reach- 10,307  
Views - 2,697  
Reactions - 9  
Shares - 6



Reach - 795  
Reactions- 46  
Shares - 6

358 Post impressions

426 Followers

3 Likes



786 Page & profile reach

196 Followers

1.2K Page & profile impressions



243 Post reach

261 Post impressions

388 Followers - 13 new

1.8K Page & profile impressions





# HAPPY Retirement!

