# Communication & Marketing Report

Robin Coventry
Communications & Marketing Manager

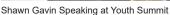
January-February 2023 Report

# **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







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 - InClime - Worked with the InClime 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.



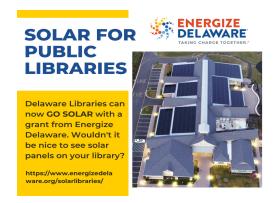
# Energize Delaware featured in the Sustainable issue of "Business Report"

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 Solar Delaware

**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**

### 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 reach196 Followers1.2K Page & profile impressions



243 Post reach261 Post impressions388 Followers - 13 new1.8K Page & profile impressions







































