

# Communication & Marketing Report

Robin Coventry  
Communications & Marketing Manager

May 2023 Board Meeting

## Community Outreach

### Spring Home Expo - Lewes

We were a sponsor of the two-day Lewes Beach Spring Home Expo, which had thousands of people passing through the rotunda of Cape Henlopen High School. This is the third time I have exhibited at the Home Expo. Inquiries about solar energy loans and installs have increased as well as home energy assessments. Most conversations revolved around solar energy and home energy audits. A number of past program participants stopped by to say how much they like our Home Performance with ENERGY STAR® Program and the incentives offered. A few people walked up to the booth to say "I LOVE Energize Delaware." I was fortunate to have some Franklin Energy employees working with me the two days; Benjamin Burnett, Energy Advisor II, on Saturday and Thomas Young, Energy Advisor II and Bryan Kelley, Energy Advisor I, worked on Sunday. Allan Luzak a home energy auditor from Home Performance Consulting, LLC. was an exhibitor, it was very convenient directing future program participants to him to answer questions about energy audits.



Robin and Benjamin talking to homeowners



Before doors opened - Thomas and Bryan

### DANA Conference- Newark

The Delaware Alliance for Nonprofit Advancement (DANA) held their first conference since COVID at Clayton Hall on the University of Delaware campus. A couple hundred people listened to author, designer, activist and CEO of Epic Decade, Seth Goldenberg speak about Creativity and asking the right questions. There were a variety of informative breakout sessions. Energize Delaware had three people in attendance, Jim as an attendee and Kassanda and I worked the booth and attended a marketing session.



## Updates

### Program Participation

**HPwES - Franklin-** Attended marketing meetings with Franklin. Asked Franklin to look into new items for the Online Marketplace- reviewed items. Reviewed website content, edited Franklin newsletter design and content. Looked over trade ally documents. Photographed the All Hands & Heat Pump water heater event. Wrote two press releases for the training offered.

**Marketplace-** Reviewed marketing campaign collateral and new items for the marketplace.

**Pathways to Green Schools -** Ordered a branded tablecloth for the program.

**Affordable Multifamily Housing -** Created a new webpage for the Passive Housing Workshop, Banner for our website, Ad for the Book of Lists. Press Release for Passive Housing Workforce Development Training and social media post.

**Empowerment Grant -** Attended the Energy workforce development stakeholder meeting, event table

**Farm Program -** Designed Ad & wrote article for Business Report Magazine

**EVs for Municipalities -** Worked with City of Newark on a press release.

## Marketing Brand Awareness

**AB&C** - Worked with the creative team of AB&C on the solar campaign, which launched in April. Radio, Billboards, Delaware Business Times and social ads will run till end of June. Visits to Solar Delaware and Energize Delaware website has increased.

## Media Coverage

**Cape Gazette** - Andrew Slater new Executive Director  
**Delaware State News** - Climate Conversations

**Delaware Business Times - Book of Lists** - Full page Ad - Multi-Family Housing Program  
**Radio**- WDOV-AM, WDSD-FM, WILM-AM, WJBR-FM, WSTW-FM, WDDE-FM, WQHQ-FM, and WWFG-FM

**Delaware Business Now** - Energize Delaware briefs contractors on programs that save on utility costs - City of Newark gets electrified with grants for electric mowers, vehicles and charging stations.

**Delaware State News**- Energize Delaware assisting green workforce development- Newark earns grant to electrify vehicle fleet

## Social Media Examples



**ENERGIZE DELAWARE**  
TAKING CHARGE TOGETHER™

**WORKFORCE DEVELOPMENT**



Spring 2023 Home Performance Trade Ally Workshop

**ENERGIZE DELAWARE'S SPRING HOME PERFORMANCE TRADE ALLY WORKSHOP APRIL 26, 2023**

Learn more about our Home Performance with ENERGY STAR® Program at [www.EnergizeDelaware.org](http://www.EnergizeDelaware.org)



**ENERGIZE DELAWARE**  
Home Performance with ENERGY STAR  
Energy Checkups and Funding



**CONTRACTOR HEAT PUMP WATER HEATER TRAINING**

Energize Delaware offered energy efficiency workforce development training in Dover May 3, 2023

Learn more about our programs at [www.EnergizeDelaware.org](http://www.EnergizeDelaware.org)



**phius** **ENERGIZE DELAWARE** **NEW ECOLOGY**  
TAKING CHARGE TOGETHER™ Community Based Sustainable Development

**Workforce Development** **PASSIVE BUILDINGS**

**July 19 - 21, 2023**

**PHIUS CERTIFIED BUILDER TRAINING**

Phius certified builders understand the science behind passive buildings and the importance of making tomorrow's living spaces energy-efficient.

Register early training limited to 30 participants!

**Incentive to Builders**

In State: Delaware residents get 75% tuition reimbursement  
Out of State: 50% tuition reimbursement to employees of businesses licensed in Delaware

For Details: <https://www.energizedelaware.org/passive-buildings>  
Or call 302-724-7033 if you have questions



**ENERGIZE DELAWARE**  
TAKING CHARGE TOGETHER™

**Earth Day 2023**  
April 22nd

**CONSERVE ENERGY**

Shut Off The Electronics  
Get Your Children Outside to Connect With the Earth



**ENERGIZE DELAWARE**  
*On Earth Day*

**Save BIG on Smart Thermostats**



**\$0** Google Nest discount ends April 26

Emerson Sensi discount ends April 25

Visit the Energize Delaware Marketplace for more energy-saving products

[www.EnergizeDelawareMarketplace.com](http://www.EnergizeDelawareMarketplace.com)



**Google Nest Smart Thermostat**

**\$0**

*happy Earth Day*



**ENERGIZE DELAWARE**  
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[www.EnergizeDelawareMarketplace.com](http://www.EnergizeDelawareMarketplace.com)



**ENERGIZE DELAWARE**  
Online Marketplace  
Energy Efficiency Products



**Energy Tip:**

**ENERGY STAR®** rated LED Bulbs use at least 75% less energy. That means less \$\$ in your utility bill.

<https://www.energy.gov/energy saver/led-lighting>

**When you buy your LEDs from [www.EnergizeDelawareMarketplace.com](http://www.EnergizeDelawareMarketplace.com) you save money and energy!**



*Congrats!*

**7th Consecutive Year**

**2023**

**PARTNER OF THE YEAR**

Sustained Excellence



**ENERGIZE DELAWARE**  
TAKING CHARGE TOGETHER™

Making A Difference in Delaware

[www.EnergizeDelaware.org](http://www.EnergizeDelaware.org)



**ENERGIZE DELAWARE**  
Home Performance with ENERGY STAR  
Energy Checkups and Funding

**Energy Tip:**

Our Home Performance with ENERGY STAR® Program, Home Energy Assessment, helps you determine how much energy your house is wasting which equates to \$\$\$ in your utility bill.

Learn more about your home than you have ever known!

**Schedule your assessment — call 877-524-1339**  
**Visit [www.EnergizeDelaware.org](http://www.EnergizeDelaware.org) for details**



# Websites and Social Media

**2023 Sessions** (May1) - 8,018

**Page Views** - 9,761

**Avg. Session** - 14 seconds

**Users** - 7,316 — 95% were new users

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

**Top Pages Visited** (In order) - Home Page; Solar Panels

for my house; Homeowner; Grants, Incentives & Financing; List of Delaware Installers; Community Solar; Is Solar

Available in my Area?; Solar Calculator; and SRECs.



## Energize Delaware Website

	2023	2022	2021
Users	13,269	71,125	52,894
New Users	12,544	70,485	52,146
Page Views	64,249	183,355	150,772
Sessions	19,907	106,738	84,415
Av. Time	2:24	1:30	1:46
Male	51.2%	53.5%	52%
Female	48.8%	46.5%	47.20%
New Visitors	82%		

## Top Ages on site in order:

35-44 - 21.88%

55-64 & 25-34 - 18.43%

45-54 - 16.54%

## Trackable traffic came from:

Organic Search	2,865
Direct Organic	2,865
Chrome	3,330
Safari	3,247
Facebook	1,257

## Top 20 Pages Viewed

Home	8,155
Residential/hpwes/homeowners	8,128
Residential/hpwes/get-started	3,656
Residential/hpwes/find-a-participating-contractor	1,851
Residential	1,519
Residential/solar-loans	1,205
About Us	1,043
DESEU	974
Residential/HPWES/ahpes	943
Residential/soarl-renewable-energy credits	797
Contact	793
Residential/hpwes/home-energy efficiency-loan	761
Contractor Resources	525
Energize Delaware Partners	489
Residential/green-energy-program	484
Hec2/schedule-an-appointment	482
HEC2	479
Nonresidential/business	479
Residential/hpwes/contractors	469
Residential/weatherization-assistance	405

## April. 2023 E-Newsletter

Energizing News - 11,722,

Total opens: 7,723

Clicks: 382

Top Link Clicked: Marketplace

Legislative E-News sent: Total opens- 79

## Social Media

**3/10/23 to 5/10/23**

1.3M Page & Profile impressions

1M Page and Profile

1,784 Page likes

2.4K followers - 34 new

Reactions 556



**WORKFORCE  
DEVELOPMENT**



Reach - 11,056

Clicks - 159



Reach- 1,364

Comments-6

Shares - 9



862 Post impressions

427 Followers

18 Likes

Retweets 5



307 Page & profile reach

216 Followers

698 Page & profile impressions



232K Post impressions

402 Followers - 14 new

235K Page & profile impressions