



Business Partner Rollout

February 9th, 2021

WE ARE MASS SAVE®:



Today's Agenda



1. Marketing

- Value proposition
- Identify your objectives
- Website
- Planning for success

2. Paid Search

- What is Paid Search?
- Paid Search by the numbers
- Paid Search intent
- Paid Search Chucks Heating
- Paid Search guidelines

3. Social Media

- Best Practices
- Optimal times for posting
- Optimize your page
- Email marketing: best times
- Online reputation management

4. Case Study

- What is a case study?
- Case study example

Marketing

Building the Foundation

Unique Value Proposition (UVP)



“ A truly great **value proposition** introduces you to prospective buyers and helps you make a strong first impression. Your value proposition should describe how your service solves/improves problems, what benefits customers can expect, and why customers should buy from you over your competitors.



We help (X)
achieve (Y)
by doing (Z).

UVPS: THREE KEY POINTS

- You cannot be all things to all people.
- You must live up to your promised value proposition.
- Express your UVP in sales and marketing materials.

Identify Your Objective

Set your targets to achieve your marketing goals.



Identify the market you serve and the market you would like to serve better. What problems can you solve for your customer?



Identify the specific goals that you want to achieve through marketing. It could be brand awareness, audience engagement, lead generation or increase in web traffic.



Choose the right marketing platforms.



Create a measurement plan.



Planning For Success



1

- Getting Ads in Market
- Grow Web Traffic

2

- Time on Website, Number of Pages Viewed, Bounce Rate
- Grow Social Followers, Post Reactions and Engagement

3

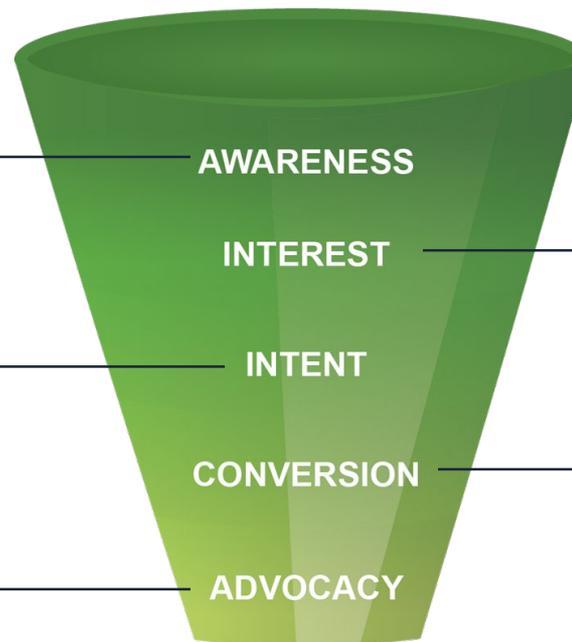
- Visits to Key Pages
- Video Views

4

- Phone Calls
- Form Submissions
- Emails

5

- Referrals
- Positive reviews
- Social shares



97% of people learn more about a local company online than anywhere else.
Source: SEO Tribunal

5 KEY FACTORS YOUR WEBSITE NEEDS:

1. **Who you are:** Your unique value proposition
2. **What you do:** Specialty or general contractor, promote areas of expertise
3. **Who you serve:** Clear definition of service areas
4. **Examples of work:** Client testimonials, case studies, photos and video
5. **Contact Info:** Visible on every page, make it easy for prospects to inquire about services and request quotes via phone, email and web form

Affordable Website Tools: Wordpress, Wix, and most hosting platforms offer free or low cost “theme templates” for mobile friendly websites.

Search Engine Marketing

What is Paid Search?



- Paid search is a form of digital marketing where search engines such as Google allow us to show ads on their results pages.
- Paid search captures relevant users while they are **actively looking** or researching products or services.
- Paid search works on a **pay-per-click** model, meaning we only pay when someone clicks on our ad. Paid search is a relatively low-cost channel that drives quality traffic to the website.

Paid Search by the Numbers



- **89%** of B2B buyers and **81%** of online shoppers use search engines **to research new products and services.**
- Search ads **increase brand awareness** by as much as **80%.**
- **75%** of people say **paid ads make it easier** to find the information they are searching for.



Paid Search: An Example



The Situation:

- A user is looking for a new furnace, as theirs is reaching the end of its useful life and this past winter was likely its last.

The Solution:

- Chuck's Heating offers consultations on heating and cooling equipment, and contractors are experienced in the latest HVAC technologies, including heat pumps.

Paid Search Integration:

- Chuck's Heating uses their paid search campaign to capture this user when they are searching for a new furnace.



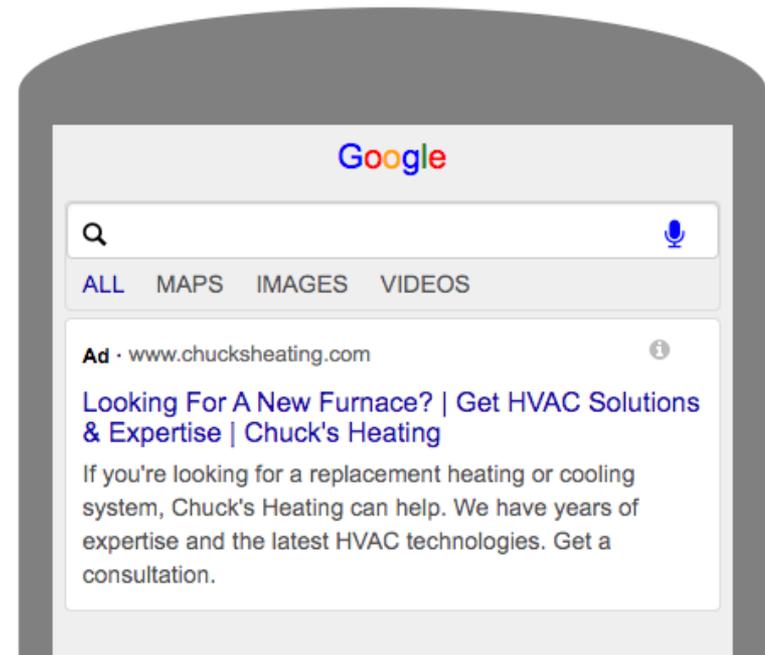
-
- A screenshot of a Google search interface showing a search bar with the text 'when to replace a furnace' and a dropdown menu of suggestions. The suggestions are:
- when to replace a furnace
 - when to replace a furnace
 - when to replace a furnace **filter**
 - when to replace a furnace **thermostat**
 - when to replace a **gas** furnace
 - when to replace a **home** furnace
 - when to replace a **hvac system**
 - when to replace furnace **and ac**

Paid Search: An Example Con't



Example Keywords/Queries that would trigger this ad:

- New furnace
- HVAC replacement
- HVAC contractor
- Replacing a furnace
- “When to replace a furnace”
- “Replacing my old furnace”
- “How long do furnaces last?”
- “When do I need a new furnace?”
- “How much does a furnace replacement cost?”
- “HVAC contractor for new furnace”



Example Paid Search Ad

Paid Search Guidelines



- Identify keywords for your paid search campaign that are **related to your business/offerings**, and include your company name
- Do **NOT** buy keywords with “Mass Save” included (e.g. Mass Save contractor, etc.) or the energy efficiency service provider names. We will only be competing against each other and driving up costs for everyone.
- Learn fast, adjust fast. Making **frequent optimizations** to your keywords/budget to focus on best performing ads makes your money go further.

Social Media

Controlling the conversation

Social Media Best Practices



Social Content:

- Be engaging, have a unique voice Consumers survey out more than others. 40% said memorable content, 32% said compelling storytelling.
- Currently, Facebook prioritizes videos over images in

Posting Frequency:

- 3 times a week on Facebook is optimal as to not canniba

Scheduling Tools:

- A bit more advanced, a social media scheduling tool, can management.
 - Hootsuite: <https://www.hootsuite.com/>
 - Gain: <https://gainapp.com/>
 - Buffer: <https://buffer.com/>



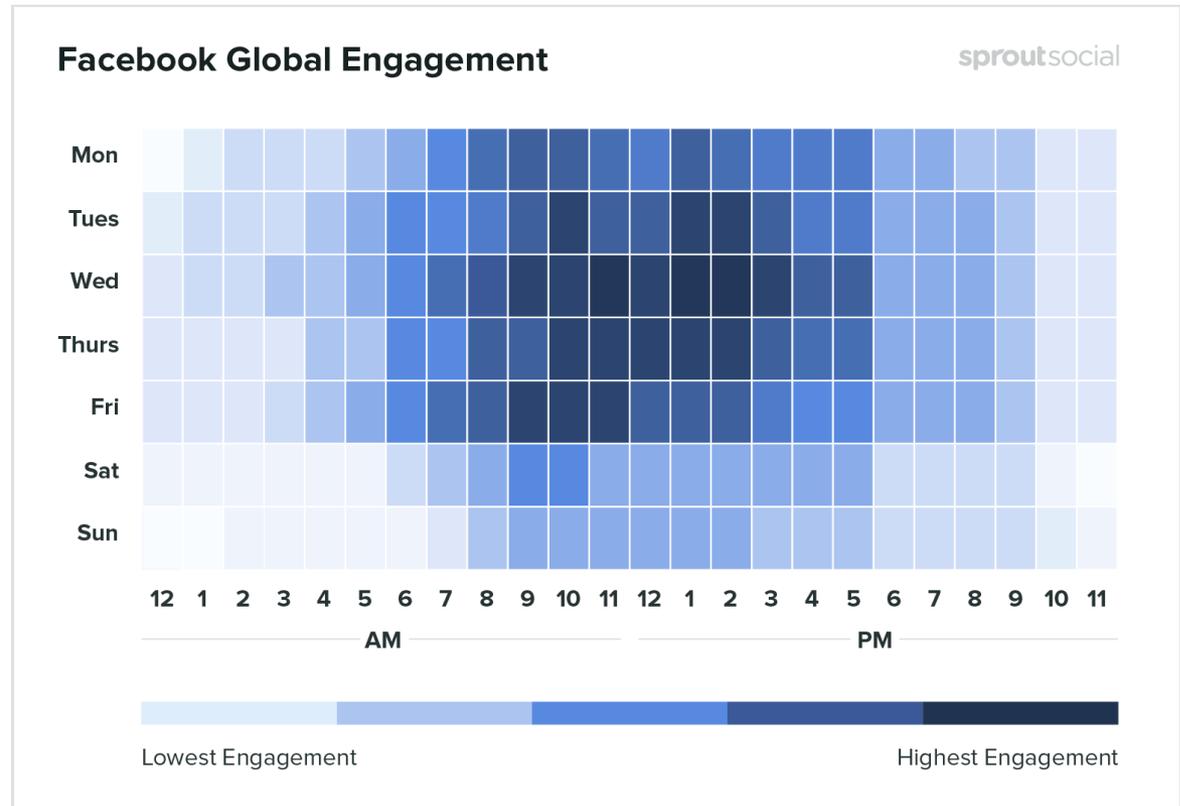
Social Media: Optimal Times For Posting



When to Post:

With the Facebook algorithm, it's important to know when to reach your audience to increase engagement with your content.

Use research such as this chart, but also pay attention to when you see the best engagement with your unique audience.



Social Media: Optimize Your Page



Update cover image with video or brand messaging imagery.

WE ARE MASS SAVE*:



EVERSOURCE



nationalgrid



Test business calls to action, offers and incentives.

Add logo and business name.



Mass Save

@MassSavers · Energy Company

Learn More

masssave.com

Home About Photos Videos More

Like Message

Update important company information, website address and contact information.

About

See All

Mass Save offers hundreds of ways to manage energy costs, enhance the value of your home or business, and protect our planet.

Mass Save provides programs and services to help residents and businesses save money and make the right decisions about energy efficiency.



Create Post

Photo/Video

Check in

Tag Friends



Mass Save

January 25 at 1:35 PM

Because it's already hot, it will take less energy to get to the heat-cleaning stage.

Head to our website for more #energysaving tips: www.masssave.com

Activate Facebook Business Messenger to receive instant messages from potential customers.

Email Marketing: Optimal Times For Posting



- **Daytime vs. Nighttime.**
You will have a higher success rate if you send your marketing emails in the **daytime** vs the nighttime.
- **Avoid Mondays.**
You should avoid sending out email blasts on Mondays. Why? This is because people are often more likely to arrive at work, open their inboxes, and delete whatever seems like spam or unimportant **emails**.
- **Weekends.**
Weekends tend to have **low open rates**, due to people being away from their computers.

The best day to send an email, with the highest email open rates and click-through-rates is **Friday**

Source: campaignmonitor.com

In general, the highest click-to-open rate times are **10 AM, 1 PM and 6 PM**

Source: blog.hubspot.com

Online Reputation Management



Build and foster your credibility on major online review websites and directories. This will increase your online presence and drive more traffic to your website. Customers will sort reviews by the highest average rating.

86%

of people would pay more for services from a company with higher ratings and reviews.

Source: [Vendasta](#)

58%

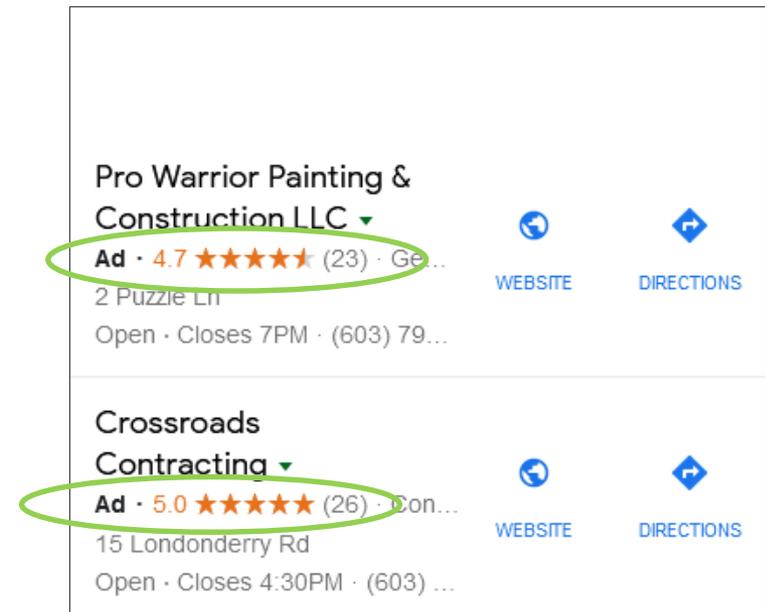
of consumers will share their positive brand experiences on social media platforms.

Source: [A survey from SDL](#)

72%

of consumers trust a brand after reading a positive customer review whether on social or a review site.

Source: [BrightLocal](#)



Paid search ads can promote your review ratings as part of Google Map ad listings.

Steps to take to grow your influence with business listings:

- Claim your business listings on popular review sites
- Updated listings with current information, gallery images, etc.
- Ask for reviews from past and current customers
 - Call out the request on sales materials/invoices
 - Send an email blast to past customers
- Respond to positive and negative reviews that you receive

Popular Review Sites



KEEP IN MIND:

Managing your online reputation can be time consuming. However, it is not only time well spent, but necessary. Having an active presence and providing accurate information on review sites, online directories and social media demonstrates to consumers that you are active and engaged.

Case Studies

Building Trust and Credibility

What Is A Case Study?



A case study is the detailed story of one specific project (i.e. "case") that demonstrated tangible results through your companies work. In marketing, case studies provide buyers with the context to determine whether they're making a good choice.

There are three major parts to a case study

1. The problem
2. The solution
3. The results

Case Study Example



Good case studies are about the customer's journey, NOT your company.

Customers should be able to relate to the problems of your featured customer.

We can help your business with case studies. Talk to your PA about valuable co-branding opportunities available.

The Problem

The Results



Energy Efficiency Case Study

Hannaford Supermarket and Pharmacy

About Hannaford Supermarket and Pharmacy

Founded in 1883, Hannaford operates 167 supermarkets in the northeastern United States. Hannaford is a part of the Brussels-based Delhaize Group (NYSE:DEG), a global food retailing leader with \$27.8 billion in annual sales. Hannaford creates value through everyday low prices, a passion for food, and best practices such as its industry-leading supply chain. Hannaford is the region's largest certified organic supermarket, a U.S. Environmental Protection Agency Merit Award winner for its sustainability practices, and ranked among the best employers nationally for supporting healthy lifestyles.

Project Summary

Hannaford Supermarkets was looking for a way to improve the overall lighting in the sales areas of their stores while reducing operating costs by saving energy. Through the Mass Save program, Hannaford was able to add:

High Efficient Lighting Systems

- Replaced 400-watt metal halide lamps in the main sales isles with T-5 high bay fluorescent technology.
- Replaced 100-watt ceramic metal halide par 38 track lights with 70-watt CMH track lights with electronic ballasts and improved optics.

Result

- Saving on annual energy costs.
- Reducing impact on the environment.
- Improving the efficiency of their facility.

Mass Save as a Strategic Partner

Whether you are building a new manufacturing facility, upgrading old, inefficient equipment or manage a property in need of energy improvements, the Sponsors of Mass Save will help you identify cost-effective energy efficiency improvements, provide technical assistance, and offer financial incentives in addition to interest-free loans to help kick-start your company's next big project. To learn about these and other commercial and industrial energy efficiency programs available, visit MassSave.com/Business.

Solution

Energy-efficient light fixtures were installed while maintaining the character and feel of the supermarket.

Total Project Cost

\$175,343

Mass Save Sponsor Incentives

\$62,116

Annual Electric Savings

675,521 kWh

Annual Cost Savings

\$25,530

Carbon Reduction

5,613 tons

About Mass Save:

Together, we make good happen for Massachusetts: Berkshire Gas, Cape Light Compact, Eversource, Liberty Utilities, National Grid and Unitil. As one, we form Mass Save®, with the common goal of helping residents and businesses across Massachusetts save money and energy, leading our state to a clean and energy efficient future.

WE ARE MASS SAVE:



The Solution



Thank you

WE ARE MASS SAVE®:

