FLORIDA PUBLIC UTILITIES

2015

Energy Experts Campaign

SGA Marketing Excellence Awards
2016 Submission
Please Note: This Document Contains Live Links.

The “Execution Section” of this document includes live links to commercials, pre-roll advertisements, digital landing pages, blog articles and various other campaign elements. Simply click on anything that features a red arrow, which signifies a live link.

Before advancing to the next page, we invite you to click on the following image to watch a video overview of this year’s submission.

You may also download our submission video and all campaign elements from the campaign execution folder.

We thank you for your time and consideration,

Florida Public Utilities Marketing Team
SECTION 1: INITIATIVE SUMMARY

TARGET GROUPS

Created “Energy Experts” brand strategy to position FPU as the “go-to” resource for energy-related tips, topics, and technology associated with current energy conservation programs

Shifted from an “Outbound” media strategy to an “Inbound” digital strategy

Developed online personas to segment our potential audience for the purpose of developing relevant content to suit specific needs and interests

Widened traditional target groups (home and energy decision-makers, typically females, age 35-54) to connect to a broader market of potential residential, commercial and industrial prospects

Produced relevant and helpful content to satisfy existing search queries such as “Can natural gas help me lower my energy costs?”

In previous years, Florida Public Utilities (FPU) deployed energy conservation messaging targeted toward homeowners via traditional media cycles of television, radio, and direct mail. A study conducted by a third party research firm determined that FPU’s outbound marketing strategy had been successful in educating consumers about the availability of natural gas, but failed to reach customers at the moment they needed to reach a buying decision. This knowledge laid the foundation for our first Inbound digital campaign which, unlike previous campaigns, primarily revolved around online search queries to serve the right information to the right audience at the right time.

This new strategy focused on what our audience was searching for and provided relevant information to assist them throughout the buyer’s journey. Helpful content optimized from a technical SEO standpoint was created to maximize its visibility online and to achieve the highest possible search engine rankings, essentially attracting audiences to us organically based on need.
THE ENERGY EXPERTS CAMPAIGN

Used a straightforward, information rich approach

Kept visitors engaged with a range of energy-related tips, tools, resources and topics

Attracted both new and repeat visitors

Helped give a face to the people at FPU, which was particularly advantageous given the likelihood of an imminent corporate rebrand

Allowed us to promote our team of Energy Experts in a way that aligned nicely with the tone and brand values of our parent company, Chesapeake Utilities Corporation

All elements worked separately and collectively to help us attract, educate, and convert online visitors to potential customers while creating leads and driving sales through our wider, yet more specifically-targeted, marketing funnel.
THE ENERGY EXPERTS CAMPAIGN COMPONENTS

**ENERGY EXPERTS MICROSITE**
(FPUC.com/EnergyExperts)
- “How To” Videos
- Energy Advice
- Blog
- Article Archive
- “Submit Your Question” feature
- Top 15 Energy Tips (and other downloadable content)
- Energy-Saving Tools, like a home energy calculator
- Links to Free Online Energy Evaluation and Rebate Info

**WEB PAGES**
- Various Landing Pages
- Video Integrated “Thank You” Response Message

**TV COMMERCIALS**
- Energy Expert Brand Spot (30 second)
- Energy Expert Education Series (:30 seconds and :15 seconds)

**ADDITIONAL WEB COMPONENTS**
- Banner Ads
- Energy Expert Microsite
- Energy Experts Branding Throughout Main Website
- Online Newsletters

**INTERNET PRE-ROLLS**
- Based On Energy Expert Brand Spot
- Based On Energy Expert Education Series

**BLOGS**
- Energy Expert Blog
- CHP Blog

**SOCIAL MEDIA**
- Facebook, Twitter, YouTube, Instagram, LinkedIn

**DIRECT MAIL CAMPAIGNS**
- Print Ads
- Customer Bill Inserts

**MARKETING AUTOMATION**
- Email and Lead Nurturing

**SEARCH ENGINE OPTIMIZATION**
SECTION 2: SITUATION OVERVIEW

In Florida, cold weather does not play a significant role in the decision to use or install gas, therefore, natural gas is often seen as a luxury rather than a necessary resource. The principal intent of the Energy Experts campaign was to find new and creative ways to promote natural gas as the best energy saving choice for home and business and also support its use for the benefit of Florida’s natural environment and potential for creating economic development opportunities.

Although we continued to utilize a modest amount of outbound marketing such as TV, radio, and print, discovering new, affordable channels in the digital realm became our major focus. Online mediums gave us the ability to join the conversation about Florida’s energy needs and offer home and business owners helpful tools and advice that addressed their energy questions. Our digital strategy also positioned us to be available to consumers at the point of:

- Making buying decisions such as when to replace a water heater, range or other major appliance or how to remodel
- Buy or build a new home or commercial property with natural gas

By extending our messaging beyond appliance rebates and the benefits of natural gas to broader, more widely-applicable energy-related topics, we increased our ability to connect with virtually anyone, at any time.

Not only was this strategy forward-thinking in the sense that it encouraged users to remember FPU when they were ready for our service, but it also promoted a large variety of tools, forums and fresh content that motivated users to continually connect with us, and view FPU as a trusted and valuable resource at any point in the sales funnel.
SECTION 3: UNDERSTANDING OF CUSTOMER/MARKET NEED

Given the importance the internet has on influencing the ways consumers shop, learn, connect and gather information, we understood the need to modernize our media approach based on the increasing prevalence of online activity and the changing digital landscape. However, it was also important that we understand the needs of our potential online audience as well as our existing customer base, and the many ways these groups might choose to interact with us in the digital space.

With this in mind, we developed persona types based on existing behavioral market research developed by inbound marketing specialists. We used their research data to define the following potential audience types: Competitive, Spontaneous, Humanistic, and Methodical.

**Competitive personas** are concerned with great service and price. They will make fast buying decisions only if they receive a good deal and fair treatment. They might engage with online energy calculators and tools that can help them calculate energy savings based on usage and appliance mix.

**Spontaneous personas** make fast buying decisions, but only if they receive fast, immediate and personal service. This group is not likely to spend time using online calculators or reading technical articles; they typically will not take the time to fill out an online form. Instead, they prefer to pick up the phone and speak to someone immediately, or they will move on quickly.

**Humanistic personas** are concerned with making personal connections. They desire a good relationship with their sales person, i.e. the FPU employees who visit their home and professionals who install their appliances. Our online reputation, community involvement, and social postings are important to this group when deciding whether or not to do business with us.

**Methodical personas** are concerned with details and costs. Downloadable content, such as technical white papers, is perfect for this type of prospect. These are slow decision makers. The more technical information we provide, the better chance we have of successfully moving them through the buyer’s journey.
Since they also interact with us online, we have also grouped our current customers into categories so we can understand them better. We have segmented our current customer personas into three categories: Fans, Influencers and Customers:

**Fans** are people who actively participate in our customer referral programs. They sometimes reach out via social channels or through the feedback section of our website and provide valuable feedback. They take our customer surveys and offer suggestions on how we can improve. They are emotionally connected to our brand and use words like “Love” to describe their relationship with our service.

They might use the words “I love cooking with natural gas”. They act in what they believe to be in our best interest even if it means bringing something negative to our attention so we can rectify the problem or issue. This usually entails public posts via social media, mainly Facebook and then Twitter. This group appreciates when we respond to their social media posts and will usually repost a positive comment if we satisfy their needs quickly. We might rely on this group to boost our reputation in the form of online reviews.

**Influencers** can be any organization or association that can help promote our brand, services and programs to the public. Influencers will provide many different types of marketing opportunities such as content sharing, website linking, banner advertising, social media sharing, co-branding opportunities as well as event participation and public speaking presentations.

**Customers**: Our final segment consists of current customers who reach out to us when they need to make a bill payment, have billing or service issues, or when they need to report a serious problem such as the smell of gas. Customers want service on demand without problems and responsive customer service.

Aside from direct phone calls, customers are prone to use social media to communicate with us, particularly to report a problem. And typically use a mobile device to contact us online.
SECTION 4: INNOVATION

The Energy Expert campaign delivered relevant and insightful content with meaningful value to our potential audiences. These exchanges included downloadable content such as how-to videos and technical white papers, energy saving calculators, and online platforms to submit energy-related questions in order to receive expert advice.

All digital marketing efforts produced trackable data, journey mapping, and reporting to ensure the equitable use of our marketing dollars. Our performance reports allowed us the opportunity to adjust our media plan as needed based on visitor behavior and conversion metrics, something traditional media buys could never offer.

Finally, the most innovative characteristic of digital marketing, as compared to traditional, outbound marketing, is the ability to take a deep dive into subject matter created specifically for the persona type who is performing an online search.

By understanding our audience and their specific preferences, we were able to zone in on those needs to help solve problems and fulfill needs. This ability is unique in the advertising world only to Inbound marketing.
SECTION 5: EXECUTION

While the heart of our campaign revolved around non-traditional digital mediums like info-rich, search-optimized content, our campaign was modestly reinforced with traditional campaign elements such as TV commercials and direct mail.

To view FPU’s commercials, pre-roll advertisements, digital landing pages, blog articles and various other campaign elements, simply click on any image that features a red arrow.
VIDEO MARKETING

6,227 PRE-ROLL VIEWS
• 6 VIDEOS TOTAL

1,174 "HOW TO" VIDEOS
WATCH TIME (MINUTES)
• 5 VIDEOS TOTAL

2,080 TV SPOTS
• ACROSS 24 CHANNELS TOTAL
SOCIAL MEDIA OUTLETS

LET’S GET SOCIAL!

648 INTERACTIONS
839 VIEWS
1,143 FOLLOWERS
21,716 IMPRESSIONS
BLOG

ENERGY EXPERTS AND CHP BLOG

ASK THE ENERGY EXPERT: GUEST BLOG

18,441 BLOG VIEWS
• 40 ARTICLES TOTAL
FLORIDA PUBLIC UTILITIES

LANDING PAGE

PAY-PER-CLICK

BANNER DISPLAY ADS
AND PRE-ROLLS
INTEGRATION OF ENERGY EXPERTS MESSAGING INTO MAIN FPU SITE

FPU MAIN WEBSITE

PRINT ADS
• 18 MAGAZINE PUBLICATIONS

DIRECT MAIL CAMPAIGNS
6
• 161,408 TOTAL CUSTOMERS

CUSTOMER BILL INSERT
9
• 57,000 CUSTOMERS

PRINT

PRINT ADS
• 38

DIRECT MAIL PIECES
• 161,408 TOTAL CUSTOMERS

BILL INSERTS
• 57,000 CUSTOMERS

HELPING FLORIDIANS SAVE ENERGY IS WHAT FPU’S ENERGY EXPERTS LOVE TO DO.

WE’RE YOUR ENERGY EXPERTS.

CONSERVE ENERGY AND EARN REBATES WITH NATURAL GAS!

LEARN MORE ABOUT WHO WE ARE AND WHAT WE DO.

Looking for fast, easy ways to save energy?

Learn how you can reduce energy waste, save money and increase the value of your home or business when you complete a Free Online Energy Evaluation.

And receive two LED lightbulbs! Plus, energy-saving tips, answers to your top energy-related questions…and various other great tools and resources!

All by visiting FPUC.com/EnergyExpert!

ENERGY-SAVING RESOURCES & TIPS

KEEP YOUR THERMOSTAT SET AT 78° IN THE SUMMER AND 68° IN THE WINTER.

1. USE CEILING FANS TO ENJOY ADDITIONAL 3° OF COOLING POWER WHILE TAKING AN ENERGY LOAD OFF THE AC.

2. RUN YOUR POOL PUMP FOR A SPAN OF 8 HOURS WHEN THE WATER TEMPERATURE IS > 70° AND FOR 6 HOURS WHEN IT’S < 70°.

3. UPGRADE TO LEDS, WHICH USE LESS ENERGY AND LAST LONGER THAN TRADITIONAL, INCANDESCENT LIGHT BULBS.

4. SET YOUR WATER HEATER TEMPERATURE TO AN IDEAL 120°.

Our Family Caring for Yours.

FPU ENERGY EXPERTS KNOW YOU’LL SAVE MONEY EVERY MONTH ON YOUR ENERGY BILLS.

PROFESSIONAL CHEFS PREFER PRECISE TEMPERATURE CONTROL AND EVEN HEAT. FPU ENERGY EXPERTS KNOW YOU’LL SAVE MONEY EVERY MONTH ON YOUR ENERGY BILLS.

GET A $200 REBATE WITH YOUR NEW RANGE.

PLUS THIS SPECIAL OFFER:
ADD A WATER HEATER AND GET UP TO $1,500 TOWARDS YOUR NEW SERVICE LINE INSTALLATION.

MAKE THE SWITCH TO NATURAL GAS TODAY!

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SECTION 6: BUSINESS RESULTS

All digital marketing efforts included trackable data, journey mapping, and reporting to ensure the equitable use of marketing dollars.

A campaign dashboard allowed us to view the overall health of our marketing efforts, including our contacts database, landing pages, blog posts and emails. The dashboard also allowed us to monitor our social media efforts to easily create and manage all digital content, track social media, follow leads and measure our results.

Additionally, we could integrate with our Sales Force CRM systems to capture and sync leads and contacts. We were also able to refine our digital strategy to attract visitors, convert leads and close customers.

DIGITAL METRICS 2015

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<tr>
<th>ONLINE PAGE VIEWS</th>
<th>SOCIAL MEDIA REACH</th>
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<td>Website Views (FPUC.com)</td>
<td>Facebook</td>
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<td>Landing Pages (connect.fpuc.com and offer.fpuc.com)</td>
<td>483 Likes</td>
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<td>Good AdWords</td>
<td>648 Interactions</td>
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<td>Pre-Rolls (PPC)</td>
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<td>Direct Mail</td>
<td>LinkedIn</td>
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<td>YouTube</td>
</tr>
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<td></td>
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1,174 Minutes of total video watch time
SECTION 7: CLOSING STATEMENT

Selecting FPU’s Energy Experts digital campaign as the winner of the 2015-2016 SGA Marketing Excellence Award would recognize our efforts in identifying the need to move away from traditional media and initiate the shift toward Inbound marketing.

We have gone to great lengths to identify who our potential audiences are, how they think, and what type of content will most likely cause them to convert to a customer or sale.

In addition to helping us get the most bang for our bucks, our digital campaign allowed us to optimize the buying process based on the digitally-evolved needs and habits of the modern consumer. We were also able to use internal tools and monitoring tactics to assist us in measuring the success of our campaigns. Did we successfully attract, educate and convert online visitors into our wider, yet more targeted marketing strategy net? The answer was yes, in fact we did.

Florida Public Utilities has taken a substantial step toward utilizing the value of search engines to gain a significant foot-hole in the digital environment. We can now confidently move forward with plans to dedicate more and more of our marketing strategy to the growth of our online presence and relevancy in the digital realm.

Thank you, SGA, for your thoughtful consideration!