

Insights & Recommendations for the 2025 Strategic Energy Efficiency Awareness Campaign

Rhode Island Energy Efficiency Council



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THROUGH STORYTELLING

2024 Insights

As we look ahead to 2025, PivotPath is excited to build on the successes of our initial campaigns and further the mission of the Rhode Island Energy Efficiency Council.

We aim to foster awareness, engagement, and action among diverse communities across the state. By leveraging insights from 2024 and implementing innovative strategies, we aim to deliver meaningful outcomes that align with the Council's vision.

Top Successes of the 2024 Campaign (Oct 16, 2024 - Dec 31, 2024)

1. There have been over 22k visits to the landing page.
2. Display CTRs have all been well above industry benchmarks for both the English and Spanish audience.
3. We see higher engagement on social media among the Spanish speaking audience.



Shifting from 2024 to 2025 Campaign Focus

The 2024 campaign focused on a singular call-to-action (CTA): encouraging Rhode Island's Hispanic communities to sign up for a no-cost home energy assessment. While effectively driving a specific outcome, the singular focus limited opportunities to understand broader community needs and preferences.

For 2025, we aim to broaden the scope of our campaign's CTAs to better align with Rhode Island residents' diverse interests and priorities. Instead of narrowing the focus to one specific program, we want to engage the audience in ways that allow us to uncover what they genuinely need regarding energy efficiency.



At the core of this strategy is a focus on elevating the visibility and trustworthiness of the Rhode Island Energy Efficiency Council (EEC). By positioning the council as the go-to resource for energy efficiency in the state, we'll foster deeper trust and engagement with the community. This heightened visibility will ensure the council becomes synonymous with energy efficiency knowledge, resources, and action in Rhode Island.



2025 Strategic Recommendations

The **introduction of Landing Page B** represents a pivotal shift in our strategy. We'll gather valuable insights into audience preferences and pain points by incorporating a form-fill feature. Residents will have the ability to select from multiple areas of interest, such as:

- Learning more about energy efficiency
- Understanding what energy efficiency means and why it matters
- Participating in energy efficiency-related events
- Exploring funding opportunities for energy efficiency initiatives
- Scheduling a no-cost home energy assessment

This new, broadened approach addresses the following:

- **Community Engagement:** Understanding the diverse needs of Rhode Island's residents ensures that we meet them where they are with solutions that resonate.
- **Campaign Efficacy:** By refining the CTA based on data gathered through the form fill, we can ensure the campaign achieves measurable and meaningful outcomes.
- **Long-Term Strategy:** Establishing the council's presence as a trusted leader in energy efficiency sets the foundation for continued engagement and success in future initiatives.



Additional Recommendations for 2025

- **Localized One-Pager Development:**

- Create bilingual (English and Spanish) one-pagers to highlight program benefits, financial options, and steps for participation.
- Distribute through community centers, schools, churches, and local markets.

- **Targeted Digital Out-of-Home (DOOH) Advertising:**

- Place culturally relevant ads in high-traffic areas like local markets, gyms, C-stores, bus stops, and transit hubs.
- Use Spanish messaging with QR codes for easy access to program details.

- **Expand Media Outreach:**

- Partner with Hispanic radio stations and TV networks for ad placements and interviews.

- **Community Partnerships:**

- Collaborate with local Hispanic organizations and leaders to build trust and awareness.
- Sponsor cultural events to promote energy-saving programs directly to attendees.

- **Digital Retargeting and Google Analytics Updates:**

- Utilize retargeting ads to re-engage users who haven't converted.
- Optimize Google Analytics to track user journeys and refine strategies.



Potential 2025 Media Tactics

Digital Media Strategies

1. Social Media Advertising

- Focus on high-impact platforms like Facebook and Instagram, which have strong Hispanic engagement.
- Create bilingual (50% English/50% Spanish) ad campaigns that use geotargeting and interest-based targeting to reach Hispanic communities.

2. Programmatic Display Ads

- Use programmatic platforms to serve display ads on websites frequently visited by Hispanic audiences.

3. Streaming Audio Ads

- Continue running bilingual ads on streaming platforms targeting Hispanic listeners with messaging about energy efficiency and home programs.

Traditional Media Strategies

1. OOH in Hispanic Communities

- Place ads on buses, trains, or transit shelters in predominantly Hispanic neighborhoods.

2. Community Outreach

- Partner with local Hispanic organizations, community centers, or churches to distribute flyers or materials about your programs; Use in-person touchpoints for trust-building and relationship-building opportunities.

Added Value Opportunities

1. Influencer Collaborations

- Partner with micro-influencers (local bilingual or Spanish-speaking creators) to create authentic, targeted content for social media platforms like Instagram.



Media Terms

- **Display Ads:** Banner or visual ads that appear on websites, apps, or social media platforms to promote a product, service, or brand.
- **Geofencing:** A location-based service that uses GPS or RFID to define a virtual boundary around a specific area. Ads are delivered to people within this boundary, such as a neighborhood or store.
- **Impressions:** Total number of times your ad content is displayed, no matter if it was clicked or not.
- **Link Clicks:** the number of clicks on ad links to specified destinations or experiences, on or off Facebook/Instagram. Ex: If someone clicks on a call-to-action button that takes them to a website or app store, this click is reported as a link click.
- **Post Engagement:** The number of times people interact with a social media post, such as by liking, commenting, or sharing.
- **Post Reaction:** The total number of reactions to a social media post or ad including likes, loves, haha, wow, sad, or angry.
- **Programmatic Ads:** An automated digital advertising process that leverages AI and machine learning to analyze audience data, optimize ad placements, and deliver targeted messages to the most relevant audiences across the web. This approach reduces ad spend waste by ensuring ads are served to the right people at the right time.
- **Reach:** The total number of people who see your content (specifically on social media).
- **Retargeting:** A strategy that shows ads to people who have already interacted with your website or content to encourage them to complete an action, like signing up or purchasing.





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