



## 2015 WASHINGTON LOW INCOME ENERGY ASSISTANCE

### Social Media Outreach Proposal

October 6, 2015

#### Goals

Introduce outreach through two key social media channels to increase awareness of energy efficiency assistance available to homes that qualify.

#### Strategy

Place advertising on Facebook and Twitter for a six-month continuous run

- Begin with three different ads gradually narrowing down to the ad that performs the best

Outreach will be geo-targeted to the greater Clark County area and segmented for audience groups that meet the low-income profile and live in homes heated with natural gas.

#### Schedule

| Date        | Activity             |
|-------------|----------------------|
| January     | Creative development |
| Feb – April | Outreach efforts     |

#### Results Projections

| Campaign | Ad Impressions | Web Clicks | CTR | CPC    | Cost    |
|----------|----------------|------------|-----|--------|---------|
| Facebook | 600,000        | 6,000      | 1%  | \$0.7  | \$4,200 |
| Twitter  | 90,000         | 450        | .5% | \$1.60 | \$720   |

#### Budget Estimate

|                              |                 |
|------------------------------|-----------------|
| Design/Production            | \$5,000         |
| Media                        | \$6,000         |
| <b>Total Estimated Spend</b> | <b>\$11,000</b> |