

**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**

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

**Results Projections**

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| --- | --- | --- | --- | --- | --- |
| **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 |
| **Total Estimated Spend** | **$11,000** |