



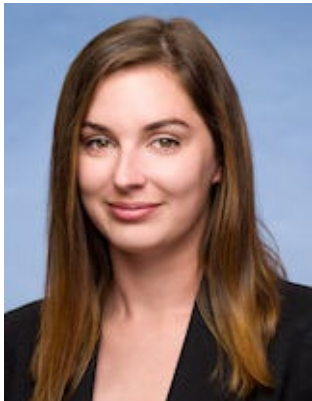
Effective Consumer Engagement

Speakers



Carol L. Morgan MIRM, CAPS, CSP
President
Denim Marketing

Carol Morgan has built a career on listening to clients and personalizing plans to fit each client's needs. She creates big picture marketing strategies that utilize public relations, advertising, social media, content, reputation management, and creativity to send traffic to the client's website and garner measurable results. Carol has previously chaired NAHB's Professional Women in Building Council and Membership committee and served as one of NAHB Chairman Greg Ugalde's 2019 advisors.



Elizabeth Burroughs
Engagement Manager

Elizabeth graduated from Georgia State University in 2013 with a BBA in Marketing. Her role includes creating and executing outbound communication plans for Apogee's Envoy customers. Her proven campaign tactics include sophisticated digital applications that incorporate the utility customer's bill analysis with or without AMI data. Once the customer's data is analyzed the information is then selectively distributed to in the form of video, text, email, and where appropriate, utility social media.

denim

MARKETING

a comfortable fit





- Software as a Service (SaaS) provider focused on three major utility initiatives:



Customer
Engagement



Customer
Satisfaction



Program
Participation

- Best in class Data Analytics
- Providing Consistency, Building Customer Trust



Who We Are
Leading the market in
customer engagement

In our **27th** year

Serving
HUNDREDS
of utilities, reaching
MILLIONS
of customers





Why Personalization is Important

- [90% of U.S. consumers](#) find marketing personalization very or somewhat appealing. - Statista
- [72% of consumers](#) say they only engage with personalized messaging. - SmarterHQ
- [70% of millennials](#) are frustrated with brands sending irrelevant emails. - SmarterHQ
- [74% of customers](#) feel frustrated when website content is not personalized. – Instapage
- [56% of online shoppers](#) are more likely to return to a website that recommends products. - Invesp
- [63% of consumers](#) will stop buying from brands that use poor personalization tactics. - Smart Insights
- [66% of consumers](#) say encountering content that isn't personalized would stop them from making a purchase. - CMO by Adobe
- [42% of consumers](#) are annoyed when content isn't personalized. - CMO by Adobe



How do we communicate?

Text, IM, Email, phone
Always connected 24/7





Communication

- Mobile everything
- Wearable technology
- Forget writing it down – video and voice
- User-generated content



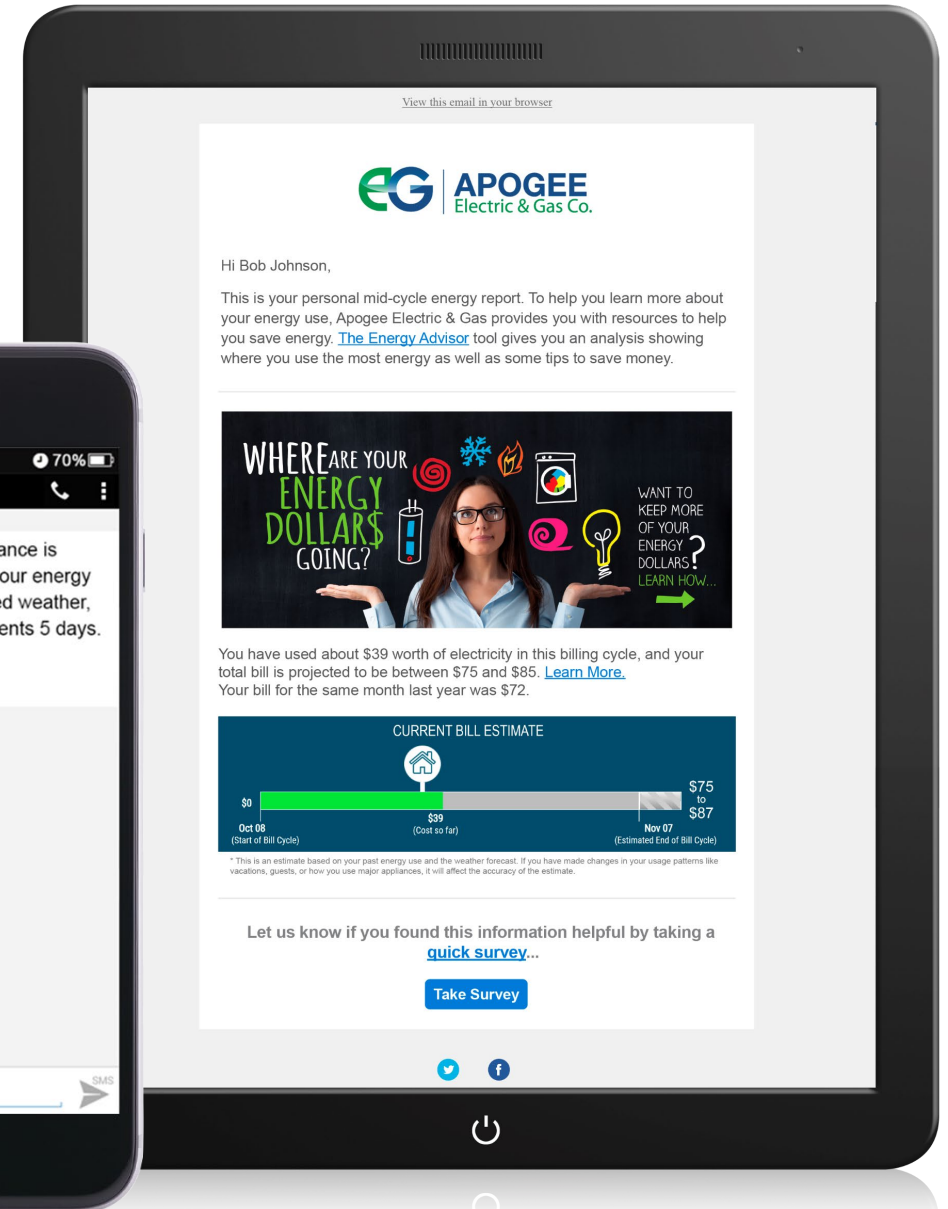
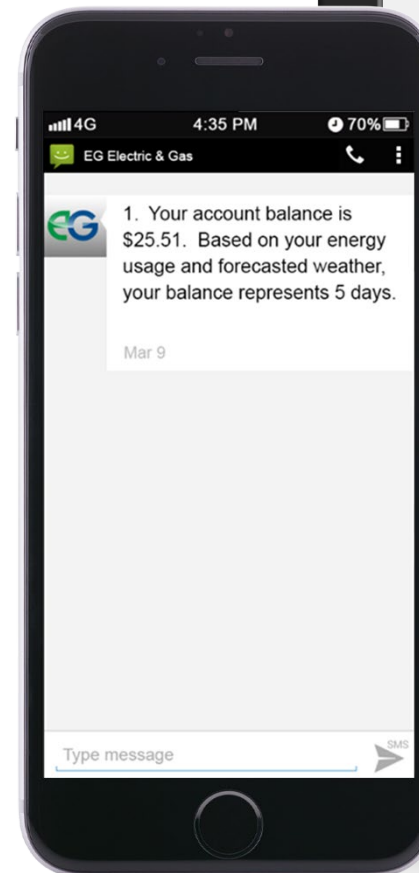
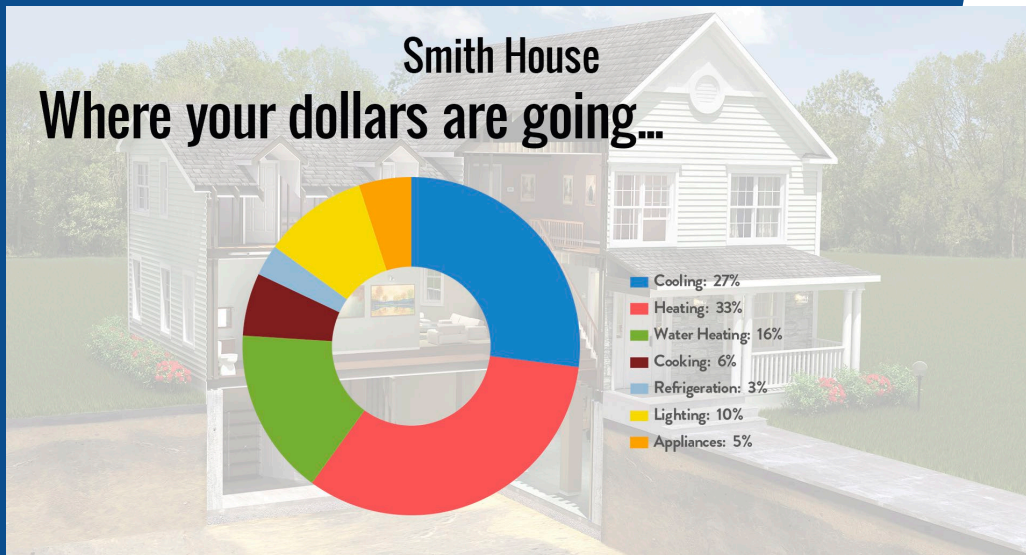
Visuals and
Images

Growth of video

Virtual reality



Apogee Customer Engagement



Energy Advisor Alexa Skill

The **Alexa Skill** has shorter notifications delivered straight to a customer's Alexa device including

"Bill Explanation"

"Mid-cycle Alerts"

"Summary Reports"

Social Media Best Practices

Engagement - Respond to comments.

Tag customers, partners, etc.

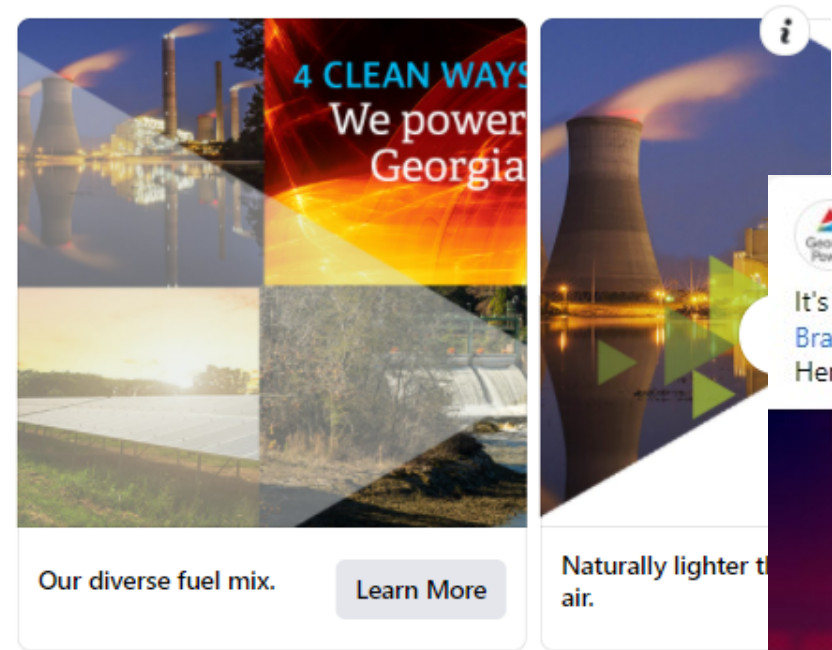
Host Live events.

Encourage consumers to post photos and tag you.

Be approachable.



There's more than one way to produce clean, safe, reliable and affordable energy, and we're into all of them! We have a very diverse fuel mix which is how we keep Georgia not only connected but protected too.



23
Like Comment Share

All Comments
Write a comment...
Yvonne Sumlin
Very enlightening. Thank you.
Like · Reply · 1w

Write a comment...



Engagement –
Respond to
comments.
Tag customers,
partners, etc.





17

Energía Positiva

A CONVERSATION WITH THE LATINO COMMUNITY
IN CELEBRATION OF HISPANIC HERITAGE MONTH

THURSDAY, SEPTEMBER 17, 2020 AT 6 PM EDT – 7:30 PM EDT

LIVE CHAT | Energía Positiva: Hispanic Heritage Month

Facebook Live

Watch Video

About

Discussion

Interested

Going

Details

Thursday, September 17, 2020 at 6 PM EDT – 7:30 PM EDT

Public · Hosted by Georgia Power, Latin American Association - Asociación Latinoamericana and 3 others

Online with Facebook Live

In honor of Hispanic Heritage Month, Georgia Power is hosting a cultural conversation with local Hispanic community leaders. Join the discussion as we celebrate heritage, gain pers... See More

Other

Online

Live Video

Videos

Let's celebrate Hispanic Heritage Month

1:20:25

Georgia Power

10.3K Views

Popular With Friends

SAT, NOV 21 - NOV 22

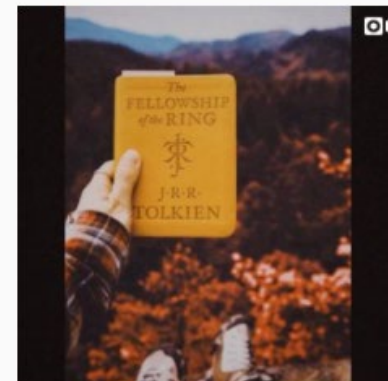
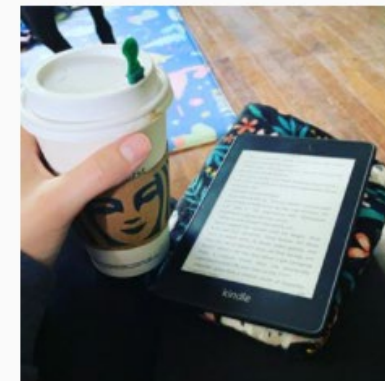
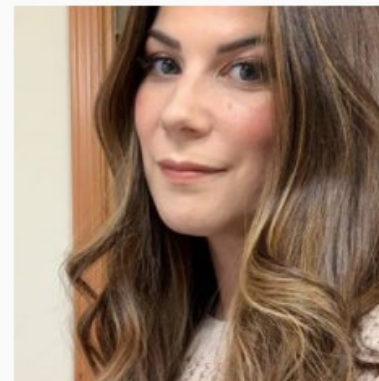
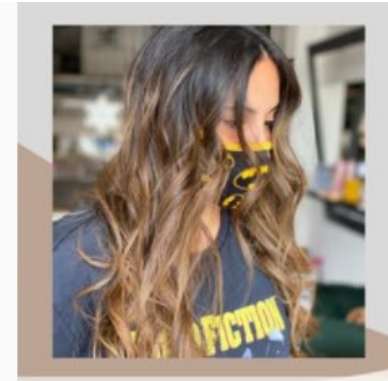
Scenic Flight Dressage Show V

Tri-State Exhibition Center

Engagement –
Host Live
Events.



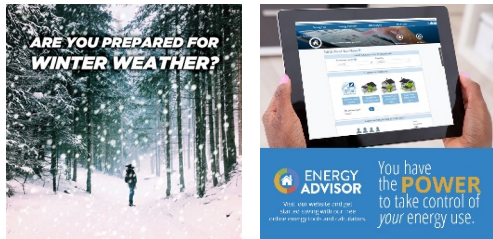
Engagement –
Encourage consumers to
post photos with tags
and #hashtags.



Social Media Schedule

September

Pre-heating
vimeo.com/368049734



Cold weather is coming so this is the time to look for ways to save energy and money this winter. Set your thermostat to 68°F when your home and lower the temperature a few degrees lower when you're away and before bed. Using a programmable or smart thermostat will do the work for you.

Click the video to learn more about the impact of cold weather on your energy bills and begin using our Energy Advisor.

October

Phantom Loads Calculator
vimeo.com/218557568/9e903fbf32



Did you know that your electronic devices may still be using electricity even when turned off? These are known as "Phantom Loads" can account for up to 75% of your electronics total energy use. A smart power strip can turn off at a set time to avoid this.

Click here to learn more about phantom loads.

November

Holiday Lights Calculator
vimeo.com/292141861/65c7781129

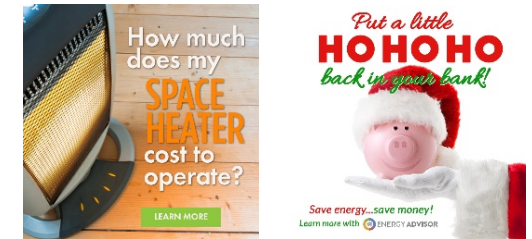


Give your wallet a holiday gift with our Holiday Lighting Calculator. Explore the money you can save by replacing your incandescent holiday lights with LED lights.

Click the video to learn more.

December

Space Heater Calculator
vimeo.com/251175298/cbcf7e837b



A portable electric heater can be a good option to heat smaller rooms or spaces in your home for short periods of time. Turn down the thermostat and close the doors to the room with the space heater to seal in the warmth. Also, thermostatically controlled heaters are a good choice to save energy.

Click the video to find out how much your space heater costs you.



Email Marketing

Email fatigue

The average office worker receives around 121 emails every workday.

They send less, with just 40 being the average per day.

www.info.teplafy.com





Email Marketing

Break through the clutter

Personalized Automated Marketing



Videos

90% of customers say that video helps them make purchase decisions and are more likely to buy a product after watching a video.

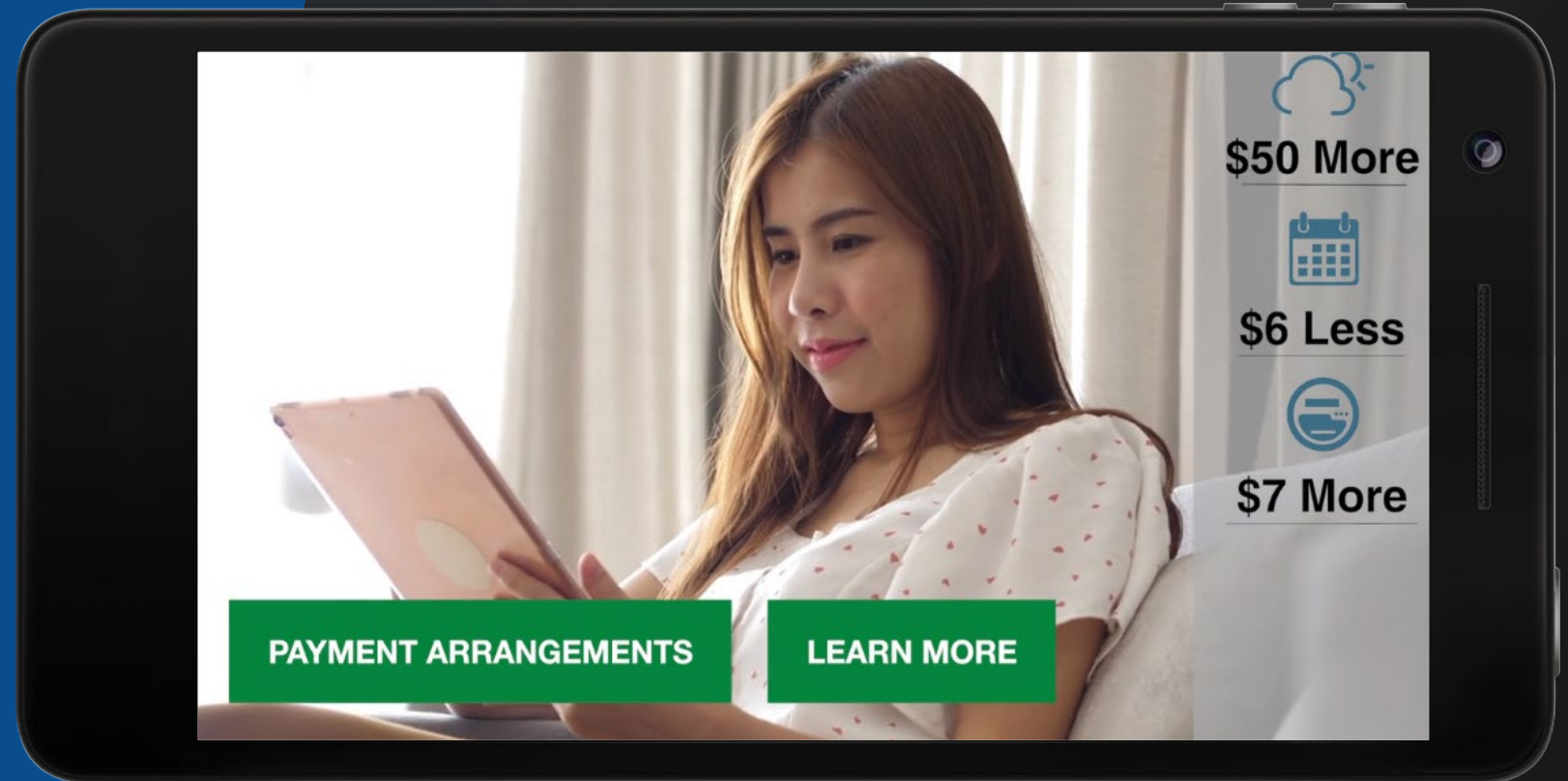
– Alexa



Targeted Video Bill

COVID-19 Payment
Arrangements and
Donation:

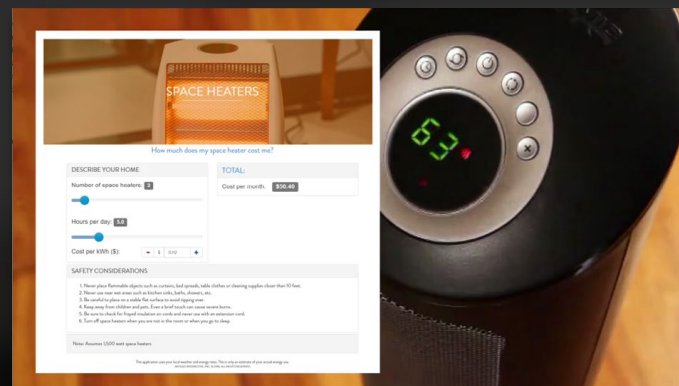
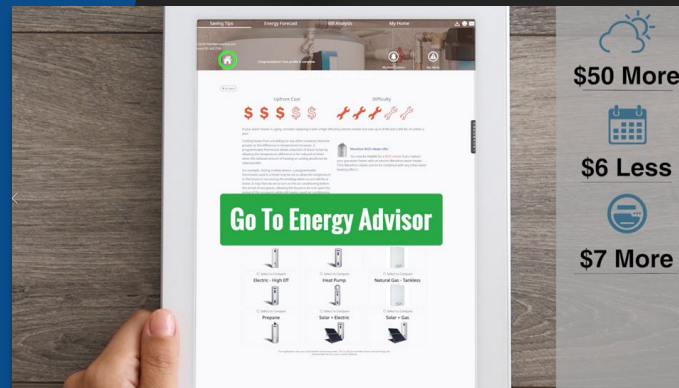
[vimeo.com/424775405/
dd0536b020](https://vimeo.com/424775405/dd0536b020)



Extensive Library of TVB Endings

Targeted Video Bill - condensed version of the standard video bill explanation with a configurable ending used to promote rebates, explain rate options, present payment options and more

Extensive library of these endings ready to use



Marketing Automation

Customer IDs are recorded when a calculation occurs with a SPC.

Allows for automated follow-up related to the calculator (applicable programs, rebates, etc.)

Rate Comparison Calculator

Estimate Your Savings For Different Rates And Time Of Use

See how your savings vary between different rate plans and how your time of use of different appliances impacts your savings.

Standard Rate (Current Plan) (Current Rate)	Time of Use Comparison
Annual Cost: \$1,883	Annual Cost: \$1,230
Shift to Off-Peak Savings: \$345	Shift to Off-Peak Savings: \$819
	Annual Savings: \$998 - Recommended Rate

Your Estimated Bill And On & Off Peak Usage

Move the slider scale to your estimated monthly bill.

Estimated Monthly Bill: \$186 / 1054 kWh

Move the slider ball to show what percentage of your usage you are willing to move to Off-Peak hours. The farther you move the ball to the right the more you are planning to move your usage to Off-Peak hours.

Off-Peak: 80% On-Peak: 20%

Shift To Off-Peak

Use Your Clothes Dryer

You can save money by using your electric dryer during off-peak periods. (Assumes a 3.5 kWh dryer running 1/2 hour per day.) ☐

Charge Your Electric Vehicle

You can save money by charging your electric vehicle during off-peak periods. (Assumes ~40 miles driven per day and charging at home.) ☒

Participate in Programs

LED Lighting Rebates

You can save money by replacing your incandescent lighting with LEDs. View our LED rebates. ☒

Smart Thermostat Rebates

You can save money by using a smart thermostat to help shift your usage to off-peak periods. Smart thermostats can be especially effective for air conditioning and electric heating sources. Check out our thermostat rebates. ☐

View this email in your browser

EG APOGEE
Electric & Gas Co.

Hi John Smith,

Thank you for taking the time to try out our [Rate Comparison Calculator](#)! We offer several rate solutions to help fit different customer needs, and we hope this tool helped you understand some of your options.

If you would like to see all rate plans available to you, visit our website at www.utilityname.com/rates. You can also use the calculator at any time!

NEW RATES!

RATE PLAN OPTIONS

- ☐ **RATE PLAN 1**
STANDARD
Traditional rate plan where prices don't vary during the year.
- ☐ **RATE PLAN 2**
PREPAY
Paying in advance for the electricity you use puts you in control.
- ☐ **RATE PLAN 3**
TIME-of-USE
Choosing when you use electricity saves you money on this rate.
- ☐ **RATE PLAN 5**
ELECTRIC VEHICLE
Save money on this rate by charging your electric vehicle overnight.

Twitter Facebook Email

A/B Testing

Can be used to determine effectiveness of different videos during the same month.

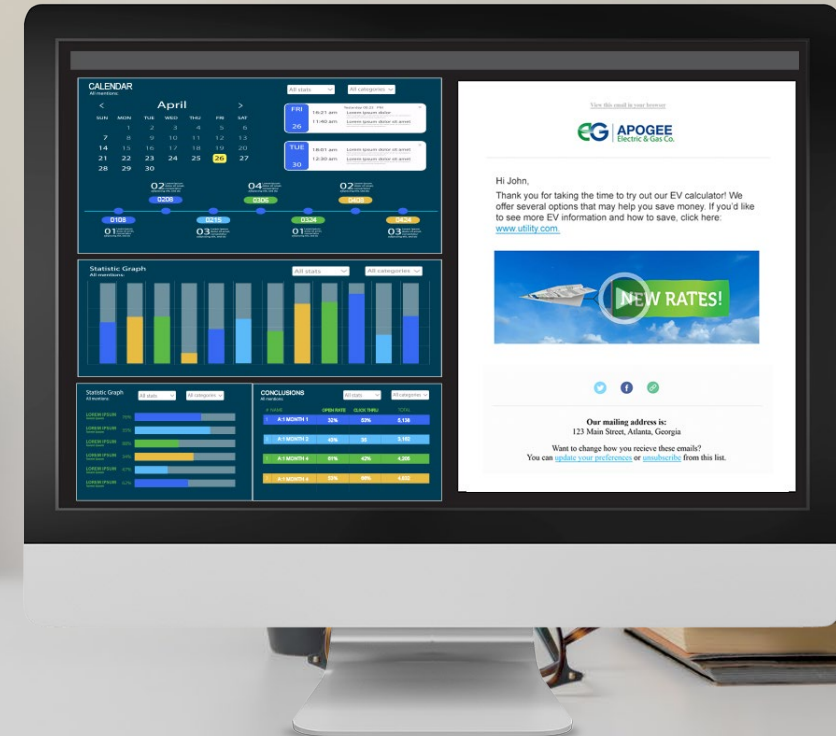
Also test different subject lines, images and style.



2347



3004



Results

General Numbers	Covid-19 Messaging	Text Messages
<ul style="list-style-type: none">• 15% Call Reduction• 90% Containment• 29% CTR, 14X higher than industry	<ul style="list-style-type: none">• 40% increase in CTR• NPS Score increase 7 points (increase of 23%)	<ul style="list-style-type: none">• 97% positive feedback on the effectiveness of the communication channel and 95% of recipients requested to continue to receive the messages.

Conversion to Programs



Contests & Promotions

- Engage consumers
- Encourage hashtag use
- Make it fun



Contact Us



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Thank You!



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COMING SOON

Webinars:

Oct. 27th The Challenge of Communicating Rate Change, Joel Gilbert

Nov. TBD – Special Guest - JD Power – Utility Customer Satisfaction

Dec. 8th – Special Guest - Fiserv – Billing & Payment