

NYSERDA Multifamily

Driving key business relationships through an end-to-end experience

THE CHALLENGE

Move a key business audience to invest in energy efficiency



For NYSERDA, generating basic interest in multifamily programs had been a relatively manageable task. However, after making initial contact with leads, NYSERDA encountered a familiar problem within the multifamily energy services category: building owners, developers and co-op boards weren't showing interest in taking a comprehensive approach to energy waste. Program messaging, which focused purely on features and incentives associated with NYSERDA programs, simply wasn't having the desired effect.

Initial research indicated that the inherent administrative complexity, financial burden and lengthy process associated with comprehensive upgrade projects stopped many leads short of converting. To help prospects move beyond the barriers of price and process, NYSERDA needed to offer a deeper, more compelling argument for its multifamily programs and build true engagement. To do this, they needed a campaign that could accomplish two things:

- Address the audience's emotional barriers and drivers through targeted messaging, emphasizing the relevance and benefits of the program overall
- Provide a full complement of strategically integrated tactics that could guide leads throughout the entire process of conversion—from initial interest through conversion and beyond

OUR STRATEGY

Be relevant and meaningful

The first step to creating more impactful messaging was to find out what really mattered to multifamily property owners and managers. NYSERDA, Brand Cool and a research partner collaborated on a statewide market segmentation study, identifying the attitudes and motivators most likely to drive program intake. The study examined a number of variables beyond ROI that factored into the decision-making process—including administrative process and associated time investment, upfront financial investment, comfort with adopting new technologies, potential impact on operational costs, impact on tenant satisfaction, environmental considerations and more.

This led to the discovery of two distinct audiences most likely to opt into the program, which we named:

- Greenovators, who are innovative, tech-savvy and environmentally conscious
- Pragmatic Prospects, who are practical, cautious and focused on making smart business decisions

Armed with new insights about our audience, we worked hand-in-hand with the client and a media partner to develop an integrated campaign.

OUR SOLUTION

A targeted, integrated campaign

Making full use of our newfound insights, the Personal Achievement creative platform was launched, heroically portraying multifamily decision-makers as smart, savvy business professionals. To drive awareness and generate leads, the first phase of the campaign applied versioned messaging to a number of traditional, online and out-of-home tactics, including:

- Traditional: Trade print, direct mail, newspaper
- Online: Web banners, pay-per-click advertising
- Out-of-home: Event marketing collateral

Each tactic tailored messaging to either Greenovators or Pragmatic Prospects, driving qualified leads to a unique online tool.

Engaging leads through a unique online experience

Leads who followed the calls-to-action from our traditional tactics were taken to an engaging, interactive online experience called the Power Pathway Tool. Rather than simply providing program information, the tool engaged users by:

- Asking leads to complete a simple questionnaire
- Qualifying leads based on their answers and providing information suited to their needs
- Offering the option to either get more information or opt into the program
- Nurturing leads who did not convert through a highly targeted drip email campaign

Through the interface of a user-friendly questionnaire, the Power Pathway tool allowed us to capture valuable data on our audiences, which in turn allowed us to deliver messaging precisely tailored to the needs of each user, significantly increasing the chance of conversion. And for those who showed interest but did not convert, we were able to use the insights gained by the Power Pathway tool to nurture interest through a series of highly targeted eblasts.

Constantly measuring to optimize results

Each tactic in the campaign was launched with dual media placements—one tailored to Greenovators and the other to Pragmatic Prospects. Each placement was tracked through a unique URL (in addition to other measurement analytics), allowing us to analyze results not only on a tactic-by-tactic basis, but also on a message-by-message basis as well.

- After initial market launch, Greenovator placements had generated a larger audience response
- As a result, media buys were shifted to more prominently feature Greenovator messaging throughout
- After the shift in media, analytics showed that the new Greenovator placements were performing better than the original Pragmatic Prospect placements, optimizing results for our client



POWER PATHWAY
TOOL LANDING PAGE

Activating audiences through event marketing

In addition to traditional and online tactics, event marketing activated a number of key audiences involved with the program:

- Power Events allowed prospects to meet with NYSERDA program staff and have their questions answered, generating 31 qualified leads in 2013
- Building Celebrations celebrated successful projects, generating positive awareness for building owners, as well as the energy consultants, called Multifamily Performance Partners, who provide analysis and guidance throughout the upgrades process. A significant amount of program leads were generated through these events
- Partner Summits brought together current and prospective Multifamily Performance Partners to talk about the benefits and best practices of being a Partner, creating a strong internal network of energy efficiency consultants for program participants to choose from

The results

The identification of the two audiences led us to create a campaign that was more relevant, more targeted and better equipped to overcome the barriers we faced. The Power Pathway Tool took leads beyond general awareness into a sophisticated lead generation process. After the new creative campaign was released into the marketplace, our client saw a 300% increase in new leads.



PRINT ADS



DIGITAL ADS



Let's talk

We'd love to talk about how we can better engage your audiences. Contact Amanda DeVito, Vice President of Engagement, to find out what we can do for you.

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