

Residential Heating and Cooling Rebate Program

Contractor Marketing Training

January 29, 2021





Overview

Welcome



Kevin Massmann
ICF



Lydia Lewis
HLK



Becki Anderson
Ameren Missouri



Matthew Hibbard
Ameren Missouri



Lauren Baxton
Ameren Missouri



Lori Kalmer
Ameren Missouri

- Introductions
- Overview of program resources
- Best practices on marketing tactics



Agenda



- Program Marketing Overview
- Co-branding
- Co-op Marketing Program
- Leveraging the Ameren Missouri Website
- Building a Marketing Plan
- Paid Search
- Social Media
- Email Marketing
- Website Best Practices
- Questions




The background image shows a landscape at sunset or sunrise. In the foreground, there are several wind turbines and a series of high-voltage power lines that stretch from the left side of the frame towards the horizon. The sky is a mix of deep blue and orange, with some clouds visible near the horizon. The overall scene suggests a focus on renewable energy and infrastructure.

Program Resources

Program Marketing Overview







Get up to **\$900* CASH BACK**

SAVE NOW

Warmer weather is here. With Ameren Missouri, you can get up to **\$900* cash back** on a new HVAC system. If your HVAC unit is 10 years old or older, upgrading to a newer, more efficient model can save you even more throughout the year - **up to 40% on your cooling costs.**



SAVE \$50 INSTANTLY ON A SMART THERMOSTAT**

You have the power to save **\$50** instantly** when you purchase a smart thermostat at Ameren Missouri's Online Store. Installing a smart thermostat can save up to 10% per year on heating and cooling costs.

SHOP NOW

*Offer applies only to qualifying purchases. Valid only through a participating contractor.
**Offer applies only to qualifying purchases.
To unsubscribe from our email updates, please click [here](#).

This email was sent by:
Ameren Missouri
1901 Chouteau Ave.
St. Louis, MO 63103

E9002CME






Spring is **SO IS AC**

Air conditioning season is thinking about saving you have the power HVAC system. If you have a newer and more efficient model can save you even more throughout the year - up to 40% on your cooling costs.

Get up to **\$900* CASH BACK** on an HVAC system




See program details at [AmerenMissouri.com/AC](#)

UP TO **\$900 BACK** on an air-source heat pump

Offer applies only to qualifying purchases. Visit [AmerenMissouriSavings.com/HVAC](#) for program details.

Pay by phone: 1.888.286.2729
Pay by mail: P.O. Box 8888, Chicago, IL 60680-1088
Pay online or manage your account: [AmerenMissouri.com](#)
Customer Service: 1.888.962.7543

Current Charge Detail for Statement 07/22/2020

Electric Energy Charge - Residential	Electric Energy Charge - Residential
Electric Energy Charge - Residential	\$291.00
Electric Energy Charge - Residential	\$8.00

CREDIT BALANCE - \$111.17

REACH OUT IF YOU NEED ASSISTANCE. WE'RE HERE TO HELP.

If you are having trouble paying your bill, we want you to know there is help available. On August 3, 2020, we will return to regular service regarding disconnection for nonpayment and assessing late fees, so we encourage you to take action now to avoid a large or unmanageable balance. Visit [AmerenMissouri.com/EnergyAssistance](#) or call 1.888.552.7543.

Account Messages

SPEEDPAY offers customers convenient payment options. You can pay your bill using MasterCard, VISA or American Express 24/7 - just call 1.888.286.2729. For recurring payments visit us at [AmerenMissouri.com](#).

Auto Pay Makes Paying Bills Easier. To enroll, go to [AmerenMissouri.com](#) or call 1.888.552.7543 to request an enrollment form.

Pure Power lets your home or business support wind power and other forms of renewable energy in Missouri and the Midwest. Learn more at [AmerenMissouri.com/purepower](#).

Warmer Weather Is Here. Are You Ready?

You have the power to save energy and money now and for years to come. Get cash back rebates on energy-efficient HVAC upgrades including:

- Up to \$700 cash back on a central air conditioner
- Up to \$900 cash back on an air source heat pump
- Up to \$1,800 cash back on a geothermal system

Find a participating contractor and more details at [AmerenMissouriSavings.com/CoolSavings](#)

Address Changes or Corrections

Name _____
Address _____
City, State, Zip _____
Phone Number _____

AmerenMissouri.com/WePay

MAILING E-CHECK PHONE 888.286.2729
CREDIT CARD BILL STUB & CHECK

SEND A PAY STATION AT AMERENMISSOURI.COM PAYSTATION

Due Date
August 12, 2020
Account Number
100007146

Page 1 of 1



Program Marketing Overview

Platform	Category	Why/How Used
G Suite: paid search, GDN, YouTube	Paid	Driven by keyword searches and the "intent" a user has for a specific product solution, these 3 tactics work together in targeting the right people at the right time. Beyond keywords, signals including content consumed, videos viewed and websites visited help steer our messaging to the right audience.
Streaming TV	Paid	Provides a TV-like experience, but more targeted to the right audience. Streaming TV consumption has increased dramatically over the last 3-5 years and experienced a major surge due to Covid restrictions in 2020.
Paid Social: Facebook, Influencers	Paid	Hyper-targeted messaging for multiple products, designed to engage and persuade. Paid social is often in the top 3 of conversion drivers.
The Weather Channel	Paid	Weather-triggered messaging for HVAC
Radio	Paid	Targeted reach/frequency in key markets that provides awareness and "air cover" for more deeply targeted digital tactics.
Optimization Opportunities	Paid	A "flex account" that allows for enhancing existing tactics or adding new tactics based on real-time performance throughout the campaign.
Email	Owned	2021 will feature launch of Energy Efficiency "Newsletter" bi-monthly to entire email database (6 currently planned). Additional program specific targeted emails sent monthly based on seasonality/priority.
Direct Mail	Owned	Over 250,000 5x7 postcards to be sent to targeted customers for HVAC, Fridge Freezer and Smart Thermostat.
Organic Social	Owned	Ameren to post relevant Energy Efficiency messaging to ~60k followers (i.e. Earth Day). Share posts/coverage from local news stories.
PR	Earned	Through press releases and appearances on local TV/Radio we will broaden awareness of promotions and Energy Efficiency Programs (i.e. Hottest day of the year - HVAC).



Co-branding: Overview

**Beneficial for both
Contractor and Utility**

**Helps Promote
Program**

**Added Credibility for
Contractors**

**Include Ameren
Missouri Logo +
Program Details**

**Must Get Approval on
Any Co-branded Piece**



Co-branding: Tips for Approval

Tip #1:
Use the
Correct
Utility Name



Ameren Missouri



Ameren



Ameren UE



UE or Union Electric



Co-branding: Tips for Approval

Tip #2: Use Correct Disclaimer

** Offer applies only to qualifying purchases. Valid only through a participating contractor. Visit AmerenMissouriSavings.com/HVAC for program details.*



Co-branding: Tips for Approval

Tip #3:
Use Correct
Up-To Rebate
Amounts

General = Up to \$900*

CAC = Up to \$700*

ASHP = Up to \$900*

GSHP = Up to \$1,800*



Co-branding: Tips for Approval

Tip #4:
Proper
Clear Space
Around Logo



Co-branding: Tips for Approval

Tip #5: Rebates Must Be Clear



Get up to \$1,200 in utility rebates.



Get utility rebates:

- Up to \$900* from Ameren Missouri
- Up to \$300 from Spire



Co-branding: Templates & Brand Blocks

NEED A NEW CENTRAL AIR CONDITIONER?
**GET UP TO
\$700* CASH BACK**
AmerenMissouriSavings.com/HVAC

*Offer applies only to qualifying purchases. Visit AmerenMissouriSavings.com/HVAC for full program details.

 **POWER
TO SAVE**



TIME TO UPGRADE YOUR
HVAC SYSTEM?
Heat and cool your home more efficiently and
get up to \$900 cash back.
AmerenMissouriSavings.com/HVAC

Offer applies only to qualifying purchases. Visit AmerenMissouriSavings.com/HVAC for full program details.

 **POWER
TO SAVE**



**GET UP TO
\$900* CASH BACK**
on an HVAC system with even larger rebates¹
available for higher efficiency equipment.
AmerenMissouriSavings.com/HVAC

¹Offer applies only to qualifying purchases. Visit AmerenMissouriSavings.com/HVAC for full program details.
²Actual rebate will be calculated according to program terms, and amounts will vary.

 **POWER
TO SAVE**




YOUR LOGO | YOUR COMPANY
PO BOX XXXXXX
ST. LOUIS, MO XXXXX

**KEEP COOL AND GET CASH BACK
ON QUALIFYING HVAC SYSTEMS**
This summer, you can beat the heat and get cash back on qualifying HVAC systems. Visit AmerenMissouriSavings.com/HVAC for more details.

- Up to **\$700*** cash back on central air conditioners
- Up to **\$900*** cash back on air-source heat pumps
- Up to **\$1,800*** cash back on geothermal systems

Contractor Copy Goes Here



¹Offer applies only to qualifying purchases. Visit AmerenMissouriSavings.com/HVAC for full program details.

**GET UP TO \$900*
CASH BACK ON
HVAC UPGRADES**

 **YOUR
LOGO**



Co-op Marketing Program

2021 Program Announcement

Coming Monday, February 1st.
Watch your email.

50% Reimbursement on Marketing Costs

Up to \$2,500 for TV or radio
Up to \$1,500 for other tactics

Two Funding Periods

1 - February through May
2 - June through August

Follow Co-Op Marketing Process

Request Funds > Submit
Creative > Execute Marketing >
Submit Form + Receipts

First-Come, First-Served

\$40,000 available for
funding in 2021.



Ameren Missouri Savings Program Webpage



Heating and Cooling

Earn cash back when you purchase qualifying high-efficiency central air conditioners, air-source heat pumps, or geothermal heat pumps.

[Learn More](#) >

Resources



- [Choose the right HVAC](#)
- [Air Source Heat Pump Overview](#)

Find eligibility details regarding:

- [Rebates for existing equipment](#)
- [Rebates for new construction](#)
- [Smart thermostat rebates](#)

Heating and Cooling Webpage - <https://www.amerenmissourisavings.com/hvac>

Link can be embedded on the contractor website in the current content for easy access.

Customer-facing content available

- Dedicated “Find a Contractor” CTA button
- Contractor Resource Documents - use for Customer Education
 - Rebate Charts
 - Existing equipment
 - New construction
 - Smart thermostat model listing
 - General HVAC Overview
 - Choose the right HVAC
 - Air Source Heat Pump Overview
 - Customer case study
- Frequently Asked Questions





Best Practices

Building a Marketing Plan

At a high level, the objectives should drive the strategy which should drive the tactics.

OBJECTIVE	STRATEGIES	POTENTIAL TACTICS
Increase Awareness	Reach, frequency, continuity of message to help remind audience of your brand and services	TV, Out-of-Home, Print, Digital Display, Paid Search, PR
Drive Traffic	Paid media with heavy-ups leading up to and during key seasonality	Radio, Social Media, Geofencing, Streaming Audio, Direct Mail, Email
Generate Leads	Capture customer data (online & via phone calls); continuity and multiple touches are important	Native Content, Paid Search, Social Media, Email

Keep in mind, other factors beyond the objectives can affect the potential tactics, including:

- Individual market opportunities
- Competitive threats
- Seasonality
- Media availability
- Budgets



Paid Search

- **Overview:** paid search is the place where “intent beats identity” and allows us to use the power of keywords to drive targeting and deliver messaging. These keywords also become the connective tissue for targeting in other tactics like digital display and video. Paid search is a conversion workhorse and should be a foundational element of any media plan.
- **Keyword tips:** a mix of branded (e.g. contractor business name) and non-branded terms (e.g. HVAC dealers) that speak to the types of searches one would use to find your solutions is essential. Historical performance analysis as well as other keyword builder tools help provide an exhaustive list designed to cover most search requests. Long-tail terms (e.g. HVAC solutions in my area) are also valuable as consumers now more frequently type/speak the exact things in which they are searching. Long-tail terms are usually less expensive on a cost-per-click basis as well.
- **Estimated costs:** for as little as a few hundred dollars per month, you can deliver an impactful paid search campaign. Budgets are driven by what you’re willing to pay “per click.” Owning your branded terms (e.g. business name HVAC) is priority one, and then you can build on your non-branded terms, long-tail terms, etc.
- **Destination:** delivering a great experience at your website is critical and should be made a priority before implementing a paid search program.



Social Media



What do you want to **communicate**?

- A successful social media plan should take into consideration consistency of content, relevancy and should deliver value.

How much are you willing to **invest**?

- Social media can be used without spending money (organic), but it is harder to reach your full audience without daily, captivating material.
- Investing a small amount of resources provides you access to a wider audience and allows you to target your message to the right audience.

Remember **Mobile**.

- Most users consume social media content on their phones, so keep copy short, use images/video that's enticing and have a clear Call to Action.



Email Marketing

Brand Guidelines

- Maintaining brand recognition always increases the likelihood that someone will click on the emails that are sent to learn more about offerings and services. This can be done by using the following:
 - Logo
 - Using the correct logo and following the guidelines around the logo don'ts?
 - Color Palette
 - Primary/Brand colors should be the hero of the email communication and marketing elements, inclusive of accent colors
 - Typeface
 - The typeface for all emails should match other marketing materials, and is usually a font that is easy to read and easily scannable



Email Marketing

Brand Guidelines Continued

- Photography
 - If using photography, ensure that it is in line with brand style (proud, heroic, progressive, confident)
 - Call To Action (CTA) – Links and Buttons
 - Clear CTAs that are descriptive, easy to act on, and hard to miss
 - These can be included in the header graphic, inline text, or a conclusion CTA button
- Tone
 - Forward-thinking, motivating, confident, direct, engaging



Email Marketing

Types of email sends

- Upcoming event notification/reservation
- Recent company news announcement
- Offer Related Email
- Newsletters
- Email related to new product or service offering

Email Marketing

Subject Lines

- There are various factors that impact the success of different email marketing campaigns. One of the most important factors is a high open rate. In order to ensure this, it is important to keep these tips front of mind:
 - Use clear and actionable language that is aligned with the content within the email.
 - Ensure that the subject line has the ability to captivate non-openers to open the email.
 - Ensure that the intent behind the subject line is to inform and educate.
 - Ensure that the subject line is 50 characters or less since the majority of emails are opened on mobile.
 - Subjectline.com will let you test your subject line.



Email Marketing

Timing

- The traditional “best time to send an email” numbers are changing as user habits change across devices due to the COVID-19 pandemic
- The best days to send emails remain to be Tuesday - Thursday
- Higher open rates are visible during the above send days during the 1pm-3pm time window

Unsubscribes/Opt-in/Opt-out

- The CAN-SPAM Act requires that every email sent must contain a way to unsubscribe from that email list. Each email that is sent needs to include a link embedded somewhere within the body of the email



Website Best Practices

- Make sure heating and cooling program information is current and accurate.
- Use consistent branding throughout the site. Be sure to stick to your brands theme colors as well.
- Be sure your logo always links to your home page.
- Make sure your site is optimized for mobile viewing.



Website Best Practices

User experience tips:

- Copy is concise, short, scannable, and includes related keywords.
- More web pages isn't always the solution. (Keep related content combined if possible.)
- Remove duplicative content.

Only use images if they serve a purpose

- Always provide high quality, high resolution images.
- Reduce image size and keep image resolutions between 72 and 124 pixels/inch to keep loading times fast.
- Use JPEGs.



Website Best Practices

Links

- Link appropriate text in copy if possible.
- Do not display entire url.
- Avoid using things like “Register here.” or “Click here.” for link text.
- Streamline text copy, make it scannable.

Website Best Practices

Web Page Content Layout

- Inform customers about offers, requirements, etc.
- Provide clear action steps.
- Provide FAQs and Contact information.
- If applicable, include social media links in the footer of your website.
- Cross promote programs/offers on appropriate web pages.
- Link phone numbers and emails if you can.
- If you have videos, embed them if possible.
- Make sure your website is Americans with Disabilities Act (ADA) compliant. Simple ways you can do this are:
 - Make sure there's enough contrast between text and background. Black on white is the most common.
 - Be sure your images have alt text tags. This gives access to screen readers for people who are visually impaired.



Questions & Answers



Resources

Website Hosting

<https://www.godaddy.com/>

Website Builder

Square Space

<https://www.squarespace.com/>

Wix

<https://www.wix.com/>

FREE Photo Editors

FOTOR

<https://www.fotor.com/>

PIXLR

<https://pixlr.com/editor/>

Adobe Spark

<https://spark.adobe.com/make/photo-editor/>

Email Subjectline Tester

<https://www.subjectline.com/>

URL Link Shortner

<https://bitly.com/>

Blogs to follow

The Daily Egg

<https://www.crazyegg.com/blog/>

Quicksprout

<https://www.quicksprout.com/>

Resources to learn more about PPC campaigns

<https://www.searchenginejournal.com/ppc-guide/> - Search Engine Journal offers a great free PPC “101” Guide

<https://www.wordstream.com/learn> - Wordstream offers a free “PPC University” designed for beginners, as well as providing more advanced topics





FOCUSED ENERGY. For life.