



# GREEN DEAL COMMUNITIES

## WHAT'S WORKING?

Scaffolding banners displayed once work has started on the first property.

Send out leaflets, etc. with planned Council correspondence such as Council Tax letters to personalise the approach.

Estate Agent type boards outside completed properties with scheme information on.

Local residents acting as 'Community Ambassadors' – attending community meetings to promote the scheme.

Producing short video clips for website/ event use, showcasing the scheme and customer journey.

Video diaries produced by Show Home residents for website/ event use.

Creating a character to represent the scheme and be used across all marketing channels – giving the scheme its own personality.

Behavioural Insight specialists reviewing marketing materials to ensure clarity of message – ask your Account Manager about this!

Roadshow events in target communities with technical experts from the supply chain there to answer residents questions.

Permanent 'sales office' in target communities for residents to access information.

Attending as many existing meetings and events in the community as possible.

Attaching the GDC scheme onto an existing initiative in the area such as a regeneration scheme, community pride project or public health project.

## Top 10 Marketing Tips

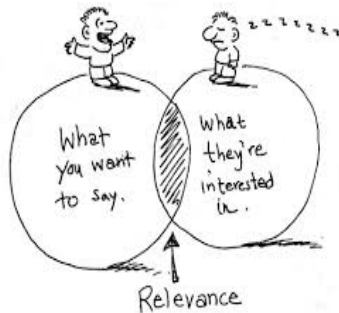
The most important factor to remember when deciding on the best way to market your Green Deal Communities project is...

### Know your audience!

The marketing tips on this factsheet will work for different audiences depending on their demographics and lifestyle.

It is crucial that you know the type of people that you are marketing your projects to.

Research at the beginning will save you a lot of time as your project progresses.



- 1. Know your message.** After knowing your audience this is the most important aspect of any marketing campaign. What is the one key thing that you want to tell people? This needs to be the starting point for all of your communications.
- 2. Keep it simple.** Your first communication needs to get the customer interested but doesn't need to give all the information. Make sure it's in the right language for your audience. Flyers and posters that are too 'wordy' are unlikely to get read. Just a headline, picture and contact details is fine!
- 3. Brand it.** Whether you create a new brand for your scheme, use the Green Deal branding or your Local Authority logo – reassure your customers with something they can recognise you by.
- 4. Make sure your website works for you.** It is likely that the majority of your customers will refer to your website for further information. It is important that your website conveys your projects aims and objectives (which were agreed in your bid), your offer and eligibility criteria and outline of the customer journey in the clearest and most concise way possible. Limit the number of 'clicks' people need to make to access information.
- 5. Letter writing is not redundant.** Just because the internet is everywhere doesn't mean that everyone uses it. If your audience is of an older age group a well written letter is still the best way to get their attention. Imagine your recipient has never heard of the Green Deal and write the letter as clearly and concisely as possible.
- 6. Use social media.** A Facebook page or Twitter feed is a great way to get attention grabbing messages out there. Make sure you're connected to local community groups, youth clubs and sports clubs all of which will have a large number of friends and followers that you can broadcast to.
- 7. Showcase your success.** When you get your first install or Green Deal Plan secured shout it from the roof tops! Alert your local press, update all of your social media and websites and let us know so we can publicise your success as well!
- 8. Get Ready for your close up.** Use imagery in your marketing as much as possible – positive imagery is a persuasive marketing tool across all age groups. Make sure your pictures reflect the diversity of your area. You could also use YouTube to record videos of your success – including interviews with happy customers. Make sure you share the link on all your online communications.
- 9. Get out and about.** Pop-up events, show homes and other demonstration days are excellent ways of making your offer tangible in the minds of your customers. Interactive events work best with a younger audience whereas opportunities to discuss the measures in more detail will be favoured by your older customers. Make sure your venues are accessible and that you have translators present as appropriate.
- 10. FAQ.** A simple way of preempting hold ups in the customer journey is by producing a Frequently Asked Questions flyer which could be sent out with the initial marketing information and made available at events.