

*Menu*



## Savings with Smiles on the Side

Katie Mueller  
Erin Soman



Partnership with Wisconsin utilities

 <p><i>The Program</i></p> <p>- Wisconsin utilities statewide program for energy efficiency &amp; renewable energy -</p>	<p><i>Our Mission</i></p>  <p>Empower the people and businesses of Wisconsin to make smart energy decisions with enduring economic benefits</p>	<p style="text-align: center;"><i>-- Since 2001 --</i></p> <ul style="list-style-type: none"> <li>» Incentives &amp; financing</li> <li>» Technical &amp; engineering support</li> <li>» Training &amp; education</li> <li>» Trade Ally connections</li> </ul>
<p>» Partnering utilities ..... 108</p> <p>» Registered TAs ..... 2,500+</p> <p>» Business TAs ..... 800+</p> <p>» Residential customers ..... 113K</p> <p>» Business customers ..... 5.1K</p> <p>» For every \$1 ..... \$5.93</p> <p>» Jobs annually ..... 1,200</p> <p>» Customer sat out of 10 ..... 9</p>	<p>» <b>For Starters</b> «</p> <p>Provide the over 12,000 restaurants in Wisconsin with a self-service option for identifying savings, increasing engagement and generating customer leads.</p>	
<p><b>Restaurants</b></p> <ul style="list-style-type: none"> <li>» Over 12,000 «</li> <li>» Served less than 500 «</li> <li>» Traditional methods «</li> <li>» Hard to reach «</li> </ul>	<p><b>Residential</b></p> <ul style="list-style-type: none"> <li>- Appliance Recycling</li> <li>- Home Performance</li> <li>- New Homes</li> <li>- Retail Lighting</li> <li>- Simple Energy Efficiency</li> </ul>	<p><b>Business</b></p> <ul style="list-style-type: none"> <li>- Agriculture, Schools &amp; Government</li> <li>- Business Incentive</li> <li>- Design Assistance</li> <li>- Large Energy Users</li> <li>- Multifamily Energy Savings Program</li> <li>- Small Business</li> </ul>
<p>» <b>Key Takeaways</b> «</p> <ul style="list-style-type: none"> <li>- People are visual</li> <li>- Virtual resources open doors &amp; provide self-service</li> <li>- Online is cost-effective</li> </ul>		<p><i>-- Chef's Special --</i></p> <p><b>Virtual Restaurant Guide</b></p> <p>Online lead-generation resource promoted through e-mail and social media advertising</p>
<p><b>Results</b></p>  <ul style="list-style-type: none"> <li>E-mail sends ..... 1,052 / 882</li> <li>Open rate ..... 24% / 27%</li> <li>Click thru rate ..... 2% / 2.5%</li> <li>Ad reach ..... 76,000</li> <li>Ad clicks ..... 293</li> <li>Landing page conversions ..... 10</li> </ul>	<p style="text-align: center;"><i>- Challenges -</i></p> <ul style="list-style-type: none"> <li>» Lack of time</li> <li>» Non-energy priorities</li> <li>» Lack of expertise</li> <li>» Program costs</li> </ul>	
<p><i>Chefs de cuisine: Katie Mueller &amp; Erin Soman</i></p> <p>800.762.7077   <a href="mailto:focusinfo@focusonenergy.com">focusinfo@focusonenergy.com</a>   <a href="http://focusonenergy.com">focusonenergy.com</a></p>		



# Savings with Smiles on the Side

Katie Mueller  
Erin Soman



Katie Mueller  
Erin Soman

*Menu*



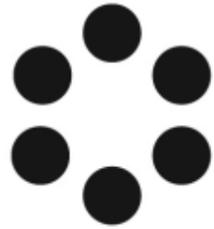
## Savings with Smiles on the Side

Katie Mueller  
Erin Soman



Partnership with Wisconsin utilities

 <p><b>focus on energy</b> Partnership with Wisconsin utilities</p> <p><i>The Program</i></p> <p>- Wisconsin utilities statewide program for energy efficiency &amp; renewable energy -</p>	<p><i>Our Mission</i></p>  <p>Empower the people and businesses of Wisconsin to make smart energy decisions with enduring economic benefits</p>	<p style="text-align: center;"><i>-- Since 2001 --</i></p> <ul style="list-style-type: none"> <li>» Incentives &amp; financing</li> <li>» Technical &amp; engineering support</li> <li>» Training &amp; education</li> <li>» Trade Ally connections</li> </ul>												
<p>» Partnering utilities ..... 108</p> <p>» Registered TAs ..... 2,500+</p> <p>» Business TAs ..... 800+</p> <p>» Residential customers ..... 113K</p> <p>» Business customers ..... 5.1K</p> <p>» For every \$1 ..... \$5.93</p> <p>» Jobs annually ..... 1,200</p> <p>» Customer sat out of 10 ..... 9</p>	<p>» <b>For Starters</b> «</p> <p>Provide the over 12,000 restaurants in Wisconsin with a self-service option for identifying savings, increasing engagement and generating customer leads.</p>													
<p><b>Restaurants</b></p> <ul style="list-style-type: none"> <li>» Over 12,000 «</li> <li>» Served less than 500 «</li> <li>» Traditional methods «</li> <li>» Hard to reach «</li> </ul>	<p><b>Residential</b></p> <ul style="list-style-type: none"> <li>- Appliance Recycling</li> <li>- Home Performance</li> <li>- New Homes</li> <li>- Retail Lighting</li> <li>- Simple Energy Efficiency</li> </ul>	<p><b>Business</b></p> <ul style="list-style-type: none"> <li>- Agriculture, Schools &amp; Government</li> <li>- Business Incentive</li> <li>- Design Assistance</li> <li>- Large Energy Users</li> <li>- Multifamily Energy Savings Program</li> <li>- Small Business</li> </ul>												
<p>» <b>Key Takeaways</b> «</p> <ul style="list-style-type: none"> <li>- People are visual</li> <li>- Virtual resources open doors &amp; provide self-service</li> <li>- Online is cost-effective</li> </ul>		<p><i>-- Chef's Special --</i></p> <p><b>Virtual Restaurant Guide</b></p> <p>Online lead-generation resource promoted through e-mail and social media advertising</p>												
<p><b>Results</b></p>  <table style="width: 100%; border-collapse: collapse;"> <tr><td>E-mail sends</td><td>1,052 / 882</td></tr> <tr><td>Open rate</td><td>24% / 27%</td></tr> <tr><td>Click thru rate</td><td>2% / 2.5%</td></tr> <tr><td>Ad reach</td><td>76,000</td></tr> <tr><td>Ad clicks</td><td>293</td></tr> <tr><td>Landing page conversions</td><td>10</td></tr> </table>	E-mail sends	1,052 / 882	Open rate	24% / 27%	Click thru rate	2% / 2.5%	Ad reach	76,000	Ad clicks	293	Landing page conversions	10	<p style="text-align: center;"><i>- Challenges -</i></p> <ul style="list-style-type: none"> <li>» Lack of time</li> <li>» Non-energy priorities</li> <li>» Lack of expertise</li> <li>» Program costs</li> </ul>	
E-mail sends	1,052 / 882													
Open rate	24% / 27%													
Click thru rate	2% / 2.5%													
Ad reach	76,000													
Ad clicks	293													
Landing page conversions	10													
<p><i>Chefs de cuisine: Katie Mueller &amp; Erin Soman</i></p> <p>800.762.7077   <a href="mailto:focusinfo@focusonenergy.com">focusinfo@focusonenergy.com</a>   <a href="http://focusonenergy.com">focusonenergy.com</a></p>														



**focus on energy**<sup>sm</sup>

Partnering with Wisconsin utilities

## *The Program*

- Wisconsin utilities' **statewide program** for energy efficiency & renewable energy -

*Di*



gy<sup>sm</sup>

ilities

wide  
ncy &

# Our Mission

---



Empower the people  
and businesses of  
Wisconsin to make  
smart energy  
decisions with  
enduring economic  
benefits

-- (

> In

> Te  
sup

> Tr

> Tr

# -- *Since 2001* --

- > Incentives & financing
- > Technical & engineering support
- > Training & education
- > Trade Ally connections

---

people  
ses of  
) make  
ergy  
with  
nomic  
s

## Renewable Energy

Partnering utilities .....	108
Registered TAs .....	2,500+
Business TAs .....	800+
Residential customers .....	113K
Business customers .....	5.1K
For every \$1 .....	\$5.93
Jobs annually .....	1,200
Customer sat out of 10 .....	9

# Residential



- Appliance Recycling
- Home Performance
- New Homes
- Retail Lighting
- Simple Energy Efficiency

# Business

---



- Agriculture, Schools & Government
- **Business Incentive**
- Design Assistance
- Large Energy Users
- Multifamily Energy Savings Program
- **Small Business**



# - Restaurants -

---

- > Over 12,000 <
- > Served less than 500 <
- > Traditional methods <
- > Hard to reach <

## - Challenges -

- >> Lack of time
- >> Non-energy priorities
- >> Lack of expertise
- >> Program costs



## >> For Starters <<

Provide the over 12,000 restaurants in Wisconsin with a self-service option for identifying savings, increasing engagement and generating customer leads.



-- *Chef's Special* --

## **Virtual Restaurant Guide**

Online lead-generation resource  
promoted through e-mail and social media  
advertising

---

..... 1,052 / 882

- *Challenges* -

---

## Results



E-mail sends .....	1,052 / 882
Open rate .....	24% / 27%
Click thru rate .....	2% / 2.5%
Ad reach .....	76,000
Ad clicks .....	293
Landing page conversions .....	10

---



*Chefs de cuisine: Katie Mueller*

---

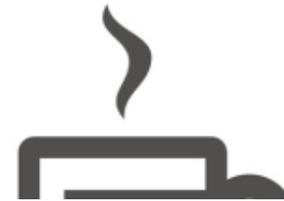
**800.762.7077 | [focusinfo@focusonenergy.com](mailto:focusinfo@focusonenergy.com)**

---

# >> Key Takeaways <<

---

- People are visual
- Virtual resources open doors & provide self-service
- Online is cost-effective





Open rate ..... 24% / 27%  
Click thru rate ..... 2% / 2.5%  
Ad reach ..... 76,000  
Ad clicks ..... 293  
Landing page conversions ..... 10

- >> Lack of time
- >> Non-energy priorities
- >> Lack of expertise
- >> Program costs



*Chefs de cuisine: Katie Mueller & Erin Soman*

800.762.7077 | [focusinfo@focusonenergy.com](mailto:focusinfo@focusonenergy.com) | [focusonenergy.com](http://focusonenergy.com)

*Menu*



## Savings with Smiles on the Side

Katie Mueller  
Erin Soman



Partnership with Wisconsin utilities

 <p><b>focus on energy</b> Partnership with Wisconsin utilities</p> <p><i>The Program</i></p> <p>- Wisconsin utilities statewide program for energy efficiency &amp; renewable energy -</p>	<p><i>Our Mission</i></p>  <p>Empower the people and businesses of Wisconsin to make smart energy decisions with enduring economic benefits</p>	<p style="text-align: center;"><i>-- Since 2001 --</i></p> <ul style="list-style-type: none"> <li>» Incentives &amp; financing</li> <li>» Technical &amp; engineering support</li> <li>» Training &amp; education</li> <li>» Trade Ally connections</li> </ul>							
<p>» Partnering utilities ..... 108</p> <p>» Registered TAs ..... 2,500+</p> <p>» Business TAs ..... 800+</p> <p>» Residential customers ..... 113K</p> <p>» Business customers ..... 5.1K</p> <p>» For every \$1 ..... \$5.93</p> <p>» Jobs annually ..... 1,200</p> <p>» Customer sat out of 10 ..... 9</p>	<p>» <b>For Starters</b> «</p> <p>Provide the over 12,000 restaurants in Wisconsin with a self-service option for identifying savings, increasing engagement and generating customer leads.</p>								
<p><b>Restaurants</b></p> <ul style="list-style-type: none"> <li>» Over 12,000 «</li> <li>» Served less than 500 «</li> <li>» Traditional methods «</li> <li>» Hard to reach «</li> </ul>	<p><b>Residential</b></p> <ul style="list-style-type: none"> <li>- Appliance Recycling</li> <li>- Home Performance</li> <li>- New Homes</li> <li>- Retail Lighting</li> <li>- Simple Energy Efficiency</li> </ul>	<p><b>Business</b></p> <ul style="list-style-type: none"> <li>- Agriculture, Schools &amp; Government</li> <li>- Business Incentive</li> <li>- Design Assistance</li> <li>- Large Energy Users</li> <li>- Multifamily Energy Savings Program</li> <li>- Small Business</li> </ul>							
<p>» <b>Key Takeaways</b> «</p> <ul style="list-style-type: none"> <li>- People are visual</li> <li>- Virtual resources open doors &amp; provide self-service</li> <li>- Online is cost-effective</li> </ul>			<p><i>-- Chef's Special --</i></p> <p><b>Virtual Restaurant Guide</b></p> <p>Online lead-generation resource promoted through e-mail and social media advertising</p> 						
<p><b>Results</b></p> 	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td>E-mail sends ..... 1,052 / 882</td> <td rowspan="5" style="vertical-align: top;"> <p><b>- Challenges -</b></p> <ul style="list-style-type: none"> <li>» Lack of time</li> <li>» Non-energy priorities</li> <li>» Lack of expertise</li> <li>» Program costs</li> </ul> </td> </tr> <tr> <td>Open rate ..... 24% / 27%</td> </tr> <tr> <td>Click thru rate ..... 2% / 2.5%</td> </tr> <tr> <td>Ad reach ..... 76,000</td> </tr> <tr> <td>Ad clicks ..... 293</td> </tr> <tr> <td>Landing page conversions ..... 10</td> </tr> </table>		E-mail sends ..... 1,052 / 882	<p><b>- Challenges -</b></p> <ul style="list-style-type: none"> <li>» Lack of time</li> <li>» Non-energy priorities</li> <li>» Lack of expertise</li> <li>» Program costs</li> </ul>	Open rate ..... 24% / 27%	Click thru rate ..... 2% / 2.5%	Ad reach ..... 76,000	Ad clicks ..... 293	Landing page conversions ..... 10
E-mail sends ..... 1,052 / 882	<p><b>- Challenges -</b></p> <ul style="list-style-type: none"> <li>» Lack of time</li> <li>» Non-energy priorities</li> <li>» Lack of expertise</li> <li>» Program costs</li> </ul>								
Open rate ..... 24% / 27%									
Click thru rate ..... 2% / 2.5%									
Ad reach ..... 76,000									
Ad clicks ..... 293									
Landing page conversions ..... 10									
<p><i>Chefs de cuisine: Katie Mueller &amp; Erin Soman</i></p> <p>800.762.7077   <a href="mailto:focusinfo@focusonenergy.com">focusinfo@focusonenergy.com</a>   <a href="http://focusonenergy.com">focusonenergy.com</a></p>									