

PG&E Increases Rebate Program Leads by 7K with Energy Content

The Challenge

- Engage small and medium-sized business owners and educate them about energy efficiency

The Solution

- Connect customers with timely and relevant information
- Provide engaged customers with energy management solutions they may not have considered
- Establish PG&E as a thought leader in energy solutions designed specifically for SMBs

The Result

- **7,017** small businesses signed up to receive energy efficiency content – creating new leads to nurture
- **9K** average blog readers each month
- **9%** average landing page conversion rate (utility industry average 5-7%)
- **45%** email nurture program open rate



The Challenge

It's a fact. Small and medium-sized business owners (SMBs) are a particularly tough group to motivate. Typically their engagement is low and their program adoption – even lower.

Pacific Gas & Electric Company (PG&E) needed to both engage with SMBs and educate them about how their businesses could save energy and money by being more efficient.

To do that, PG&E's energy management resources would need to be mined, rearticulated and disseminated. But it would have to be done in a way that made SMBs realize the solutions would provide a distinct benefit for their businesses.

The Solution

The key to this content marketing strategy was to interact with customers as they were looking for answers to energy-related questions, whether that was how to repair a commercial stove, where to find a contractor or how to improve outdoor lighting.

If it was related to energy, J&C attempted to:

- Connect customers with timely and relevant information
- Identify hand-raisers who were familiar with the brand
- Move customers along the energy efficiency journey
- Provide engaged customers with energy management solutions they may not have considered
- Establish PG&E as a thought leader in energy solutions designed specifically for SMBs

The Result

The program was a resounding success. It increased awareness of PG&E's energy efficiency loan and rebate programs and improved customer engagement.

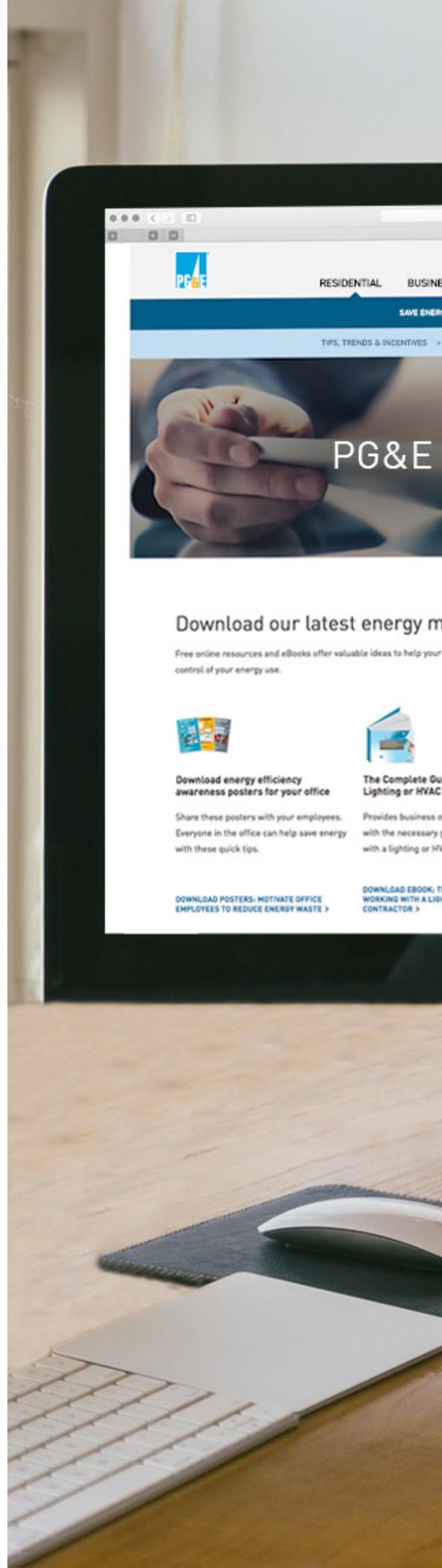
Overall program results included:

- Monthly blog visits increased from approximately 2,000 to 9,000 a month, achieving 195,877 blog views in two years
- The landing page monthly conversion rate increased from 3% to 9% (industry average is 6%)
- The most popular eBook offer had a conversion rate of 12.79%
- The email nurture program achieved a 45% open rate and a 12% click-through rate

RESULTING IN

7,017

small businesses signed up to receive energy efficiency content



The J&C Approach

REFINE AND REPEAT

After the analysis is done, the learning begins. Data from each marketing experiment is used to refine campaigns, improve results and increase your ROI.

PLAN

J&C has been building one-to-one marketing programs for 35 years. Each campaign is constructed on a foundation of data. This yields better results and allows for a more agile way to do business.

ANALYZE

By tracking KPIs that match your business goals, J&C can tell which elements are impacting your bottom line. This helps you keep pace with your customer's needs.

CREATE

Creating customer-centric experiences is what sets J&C apart. A meaningful experience has the power to enhance your brand, attract new customers and grow your business.

DISTRIBUTE AND PROMOTE

J&C formulates the exact distribution and promotion strategies you need to get your message in front of the right person at the right time via the right channel.

Let J&C Help Unlock Your Marketing Potential

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