Efficiency Vermont: Demonstrating Success and Sustaining Impact
Efficiency Vermont
Cumulative Impact of Efficiency on Growth in Annual Electrical Supply Requirements
Efficiency vs. Comparable Electric Supply

- Efficiency: 3 cents per kWh
- Supply: 8 cents per kWh
How do we tell the FULL STORY of Efficiency Vermont’s impact?
Who is our target audience?
How do we reach them?
What motivates them?
We become our own storytellers

- Think like a journalist
- Seek out compelling anecdotes and statistics
- Be transparent about goals and strategies
- Engage readers by sharing valuable and interesting information
Efficiency Vermont Blog: Readership Trends

- Pageviews per Month
- Visits per Month
- Most popular post: #views

Graph showing trends from November 2012 to November 2013.
What have we learned?

- Good content drives engagement
- Quality over Quantity
- For our audience, big picture stories resonate
- Enhances (not replaces!) program-based promotion
- Leverage across channels to maximize impact
What can you do?

- Do your homework
- Evaluate your audience
- Don’t neglect the big picture
- Collaboration is key to finding and sharing great stories
- Stakeholder buy in is critical
Questions?

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