



Social Media Marketing in a Competitive Retail Electricity Market

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Our Social Strategy

- Social Media Objectives:
 - Strengthen customer engagement and improve retention
 - Acquire new customer both directly and by supporting sales channels
 - Reinforce and build our brand equity
- Strategy: Reinforce Green Mountain's mission and dedication to the environment
 - Coordinated effort between marketing, sales, PR and customer service
 - Use current customers' evangelism and passion to spread the word about pollution-free electricity
- Role in Sales Process
 - Digital media channel - push prospects to website
 - Support face-to-face sales through integrated marketing programs

Where We Play

Blog -
TheCleanerTimes.com



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GreenMtnEnergy](https://twitter.com/GreenMtnEnergy)



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Green Mountain Energy®



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Earth Month 2011 Voting Challenge

Facebook Promotional Campaign

- Objectives
 - Grow Facebook community, thereby increasing awareness of Green Mountain
 - Drive engagement through participation and community support
- Details
 - Facebook fans vote on a local environmental charity to receive a share of the \$5,000 Green Mountain donation
 - Promoted via customer newsletter and emails, Facebook and Twitter content, Facebook advertising, partner charity marketing and shared social content
- Results
 - 1,000+ new Facebook fans
 - Post-campaign press coverage
 - Ongoing cross-marketing relationships with partners



Wind Face

Experiential and Viral Video Marketing

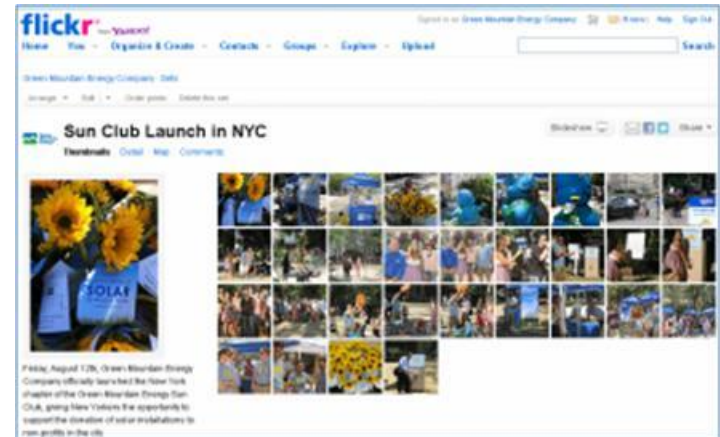
- Objectives
 - Draw traffic to sales events and increase acquisition rates
 - Grow awareness and engagement with a shareable online component
- Details
 - Green Mountain “WindFace” kiosk enables event attendees to experience “the power of wind” first-hand
 - 10-second video is captured and posted to YouTube.com/GMECwindface
- Results
 - Highly successful sales events like the Houston Children’s Festival, which also got local media pickup
 - 600+ videos posted and 5,000+ views



Sun ClubSM Launch in NYC

PR & Social Media Campaign

- Objectives
 - Use social media to surround the launch of the Green Mountain Energy *Sun Club* in NY, increasing buzz and driving sales
- Details
 - High-profile launch event in Madison Square Park with a live band, giveaways, and a sales booth
 - Social media fully surrounded launch (before, during, after the event)
 - Before: Facebook Event + advertising
 - During: Live Twitter feed during event
 - After: Flickr! Photoset, YouTube video recap, blog article with photos and video
- Results
 - >130K impressions between social media and event foot-traffic
 - Record-breaking sales event with continued momentum



Thank You

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