

Marketing and Outreach Plan (no more than 3 pages)

Outline a marketing plan that describes methods to create community awareness around the HeatSmart Mass program and includes the following:

- Vision statement: describe ways in which a joint marketing strategy between the municipality, the volunteer team, and the selected Installer could increase the number of sign-ups for a clean heating and cooling site assessment and expanded adoption within the community.
- Strengths, weaknesses, opportunities, threats: provide an analysis of different factors within your community that create unique strengths, weaknesses that must be addressed, opportunities to take advantage of, and threats to plan around.
- Marketing strategy (specific methods for promotion, advertising, public relations, etc.)
 - Include a description of what types of marketing and outreach channels will be employed, particularly leveraging existing social media or plans for creating new social media platforms.
 - Include information on where community events could be held, including the Meet the Installer community meeting.
 - Consider including specific strategies as part of the marketing and outreach plan focused on driving adoption in:
 - low- and moderate-income households, or
 - other underrepresented housing sectors, such as rental housing.
 - If the Community chooses to include more than one clean heating and cooling technology in the HeatSmart Mass campaign, discuss how the volunteer team will promote multiple technologies.
 - Goals for installations per technology.
- Implementation timeline: month-by-month outreach activities

For examples of past marketing proposals, visit the [HeatSmart Mass Pilot website](#).

The most successful efforts come from the ground up, not top down. You get the residences involved in the outreach, the better the success. We'll use resources in place already to launch a multi-prong approach using social media, online, print and radio to educate, engage and deploy.

Communications

Since HeatSmart is a year long effort, the timing of the outreach; when where and to who will be important. Those efforts will be carefully thought out to coincide with the season, other events in town, school schedules and summer activities. We are a very active town, which is great because we can capture their attention at various events all year.

Introduction and Education

The first wave will be to introduce our audience to the MassCEC and HeatSmart. The benefits and introduction to all of the technologies available

What do the technologies do? What benefits will they have to the audience? What are the cost savings?

Events

We should have at least 3 events during the year. They bring people together to introduce MassCEC, the installers and the technologies available. The event location is to be accessible and central for easy access. Potentially have an ongoing display for residence to view the technologies at their convenience. This will be a great opportunity to promote HeatSmart and post results after the event.





















We have several location that could be excellent events spaces including but not limited to the Marshfield Fair Grounds, Library, South Ventress Administration building, local brewery Stellwagen and others can be utilized to gather and present or stage displays for HeatSmart.

Outreach

As I mentioned, a town outreach needs to be multi-pronged for a diverse economic and age population. Not everyone is on social media or online or reads the paper, but we can capture everyone's attention with proper location, timing and message.

Here are some of the main ideas for the outreach effort:

- Campaign on Marshfield Forum - Currently with over 16k members. Cost: free
- Email campaign - Towns email list. Cost: free
- Print ad in Marshfield Mariner - At least two ads - one in spring and one in early fall. Cost: approx. \$1400
- Connect with South Shore and Marshfield Chambers to promote. If we can explain, lower / renewable energy helps ALL businesses. Cost: free
- Public School outreach - Print HeatSmart stuffers, Posting on school website, School social media forums, Cost: ~ \$100
- Lawn signs in key locations - 20 signs, each cost approx. \$20 = Total \$400
- Posters promoting HeatSmart - Post at local businesses, libraries, town hall, post office, Cost: ~\$100
- Leads managed - Internally can be coordinated, tracked and reported using Hubspot or if the HeatSmart MassCEC has their own reporting tools, we can use those.
- MassSave
 - Educate about benefits, process and financial savings
 - Plan to get audits implemented early on
- Volunteer created website to educate and gather contacts. If HeatSmart doesn't have it's own, we expand on our Marshfield Energy Committee website to include HeatSmart Marshfield to educate, gather information.

PROGRAM OBJECTIVES	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
HeatSmart Program Start											
Reach out to existing volunteers (High School Green Team, Local Residents and Energy Committee) to update on HeatSmart, prepare for kickoff event.											
Get website and program materials completed.											
Email / Social outreach to those surveyed (Intro program and invite to kickoff event)											
Email / Social to remainder of town (Intro program and invite to kickoff event)											
Promote event #1: Print ad, local TV and radio station, Public Schools, Chambers of Commerce, staffers in town communications and posters											
Select Installer											
Kickoff #1 Event - Late Feb./March event, people coming out of Winter blues, no school breaks. Good timing. Intro HeatSmart Marshfield and meet installers											
Installer gets leads and installs											
HeatSmart Marshfield team and MassCEC team evaluate, update materials as needed on how program is going so far.											
Promote event #2											
#2 Event - Late May event before school is closing and summer comes.											
Installer gets leads and installs											
HeatSmart Marshfield team and MassCEC team evaluate how program is going so far.											
Promote event #2											
#3 Event - Late September event. People are thinking about coming months and heating.											
Installer gets leads and installs											
Evaluate and conclude HeatSmart Marshfield program											