

Marketing tips and guidelines

SERVICE PROVIDERS | ENERGY SAVINGS FOR BUSINESS PROGRAM

Successfully promote your services and association with Delmarva Power's Energy Savings for Business Program

Enhance your social media presence

- Include images: Show projects in process and highlight the before and after.
- Add hashtags: Use relevant hashtags such as #EnergySavings, #EnergyUpgrades, and #DelmarvaPower to reach broader audiences.
- Provide links: Generate custom links, such as shortened URLs, to branded content on the Delmarva Power website.
- Identify social media accounts: Tag Delmarva Power's official social media accounts when appropriate.

Highlight your offers in emails

- Lead with a friendly and concise 5-7 word subject line that grabs attention.
- Identify the best times to achieve the greatest open rates.
- Incorporate a compelling call to action.

Focus on projects

- Get exposure for projects: Identify successful energy efficiency projects to feature in newsletters and blogs.
- Collaborate with customers: Share their energy-saving stories. See examples at delmarva.com/SuccessStories.

- Contact media: Draft press releases for media outlets and secure Delmarva Power Service Provider team approval before distributing. Email requests to Carolyn.Grant@icf.com.
- Support communications: Include a link to the Energy Savings for Business page at delmarva.com/BusinessSavings.

Reach customers with collateral

- Create collateral to highlight energy efficiency features and benefits.
- Distribute supportive Delmarva Power collateral to provide credibility and brand recognition.
- Download and/or order Delmarva Power's marketing kit by contacting our Service Provider Network team.

Solicit reviews and thank customers

- Seek referrals from satisfied customers.
- Share customer posts and directly reply to comments or questions.
- Give customers your contact information to learn more about the Delmarva Power Energy Savings for Business program.

Marketing guidelines

- Ensure all public marketing efforts by the Service Provider cannot be misconstrued as being prepared or distributed by the utility.
- Feature only Service Provider branding in marketing materials.
- Use only correct capitalization for utility and program names.
- Refrain from using the Delmarva Power logo in any Service Provider materials or marketing efforts.
- Check all marketing materials for correct spelling, grammar, and punctuation.

Additional guidelines

Reference the utility, Delmarva Power, and Energy Savings for Business program in the following ways when preparing marketing materials:

- Never use “Delmarva Power” in all caps or all lowercase.
- Never modify the utility and program name.
- Capitalize “program” only when following the utility or portfolio program name and used as a title.
- Write “program” in lowercase letters when used alone.

Correct usage:

“Delmarva Power’s Energy Savings for Business program provides financial incentives that cover up to 70% of project costs.”

“Delmarva Power offers a variety of programs and financial incentives that cover up to 70% of project costs.”

Questions?

Visit delmarva.com/SPNetwork or call **866-353-5799** to learn more.

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delmarva.com/BusinessSavings