

Marketing tips and guidelines

SERVICE PROVIDERS | ENERGY SAVINGS FOR BUSINESS PROGRAM

Successfully promote your services and association with Pepco'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 #Pepco to reach broader audiences.
- Provide links: Generate custom links, such as shortened URLs, to branded content on the Pepco website.
- Identify social media accounts: Tag Pepco'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 [pepco.com/SuccessStories](https://www.pepco.com/SuccessStories).

- Contact media: Draft press releases for media outlets and secure Pepco 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 [pepco.com/BusinessSavings](https://www.pepco.com/BusinessSavings).

Reach customers with collateral

- Create collateral to highlight energy efficiency features and benefits.
- Distribute supportive Pepco collateral to provide credibility and brand recognition.
- Download and/or order Pepco'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 Pepco 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 Pepco logo in any Service Provider materials or marketing efforts.
- Check all marketing materials for correct spelling, grammar, and punctuation.

Additional guidelines

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

- Never use “Pepco” 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:

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

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

Questions?

Visit pepco.com/SPNetwork or call **866-353-5798** to learn more.

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 pepco.com/BusinessSavings