



**Growing the Number
of New HERS-Rated
Homes Across America:
RESNET's 2019
Marketing Plan**



HELLO!

- Hello everyone and thank you for coming to this session. My name is Natalie, I have been working with RESNET on their branding, digital, and marketing initiatives for over 2 years now. I work at an agency called 4D, and they have been working with RESNET for significantly longer than that. It is my pleasure to take this opportunity to speak with you about our goals and plans for 2019... so without further ado let's get started.
- Marketing a nonprofit organization requires a special talent as there are challenges that they face that are unique compared to corporations or other companies. That being said, as marketers, we find this exciting! Luckily for us, the way that we interact with the digital world has changed. There are so many more opportunities to gain deeper insights, jump in, and take advantage on a more cost-efficient budget, while still working towards meeting our goals.

RESNET'S GOALS



- So, what are RESNET's goals? Well, simply put, the goal is to increase the amount of HERS-rated homes across the US. But the question is how are we actually going to get there?
- There are several factors that go into a brand's ability to effectively saturate a market and see real growth.



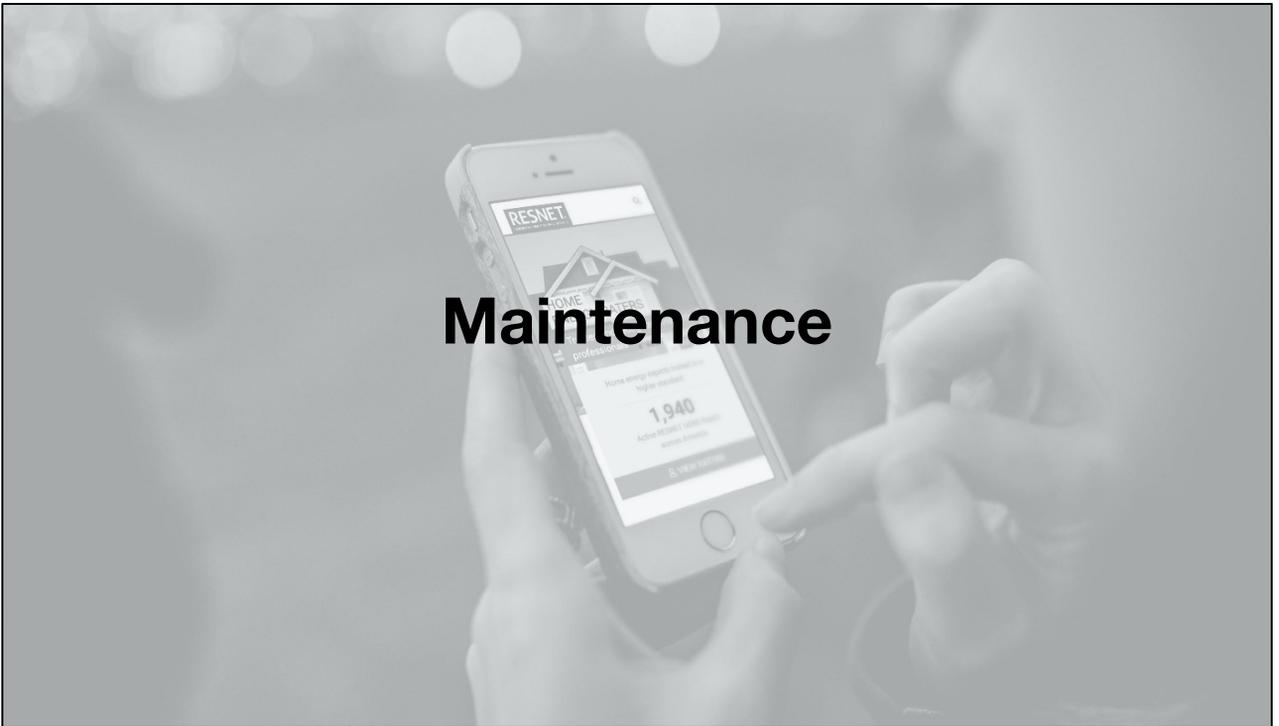
- **ONE: Education.**
 - In order for the buyer to choose a home that is HERS-rated, they must first understand what that means, and what is the value that it brings to them.



- **TWO: Visibility.**
 - This is the point where they now know of a brand and are starting to see it around, sparking their interest.



- **THREE: Demand.**
 - Demand dictates everything. The more the consumer knows about the value of a HERS-rated home, the more they will WANT it - thus encouraging more homes to be built accordingly and rated.
 - And the last factor...



- **FOUR: Maintenance.**

- The key to longevity with any brand is maintaining relevance. What does this mean? Well, okay, you have made it through the first 3 stages and increased your consumer base and saturation. So now, you have to ensure that you are not forgotten by keeping yourself in the minds of all those involved. This works to keep that saturation in check and keep the growth steady.
- So how do we do that?
 - The key to a successful marketing campaign is **understanding** what drives the consumer and catching them at the right place at the right time. This has a very different meaning now, as the world has changed quite drastically. We are now living in...

The Mobile World

- ... the mobile world.

2005



2013



- This picture on your left was taken at Vatican Square in 2005 when they were announcing Pope Benedict the 16th and the one on your right in 2013 at the announcement of Pope Francis. Needless to say you can see that there is a **huge** difference in the way we interact with our phones! And that is in 2013, 6 years ago. Which brings me to the now.

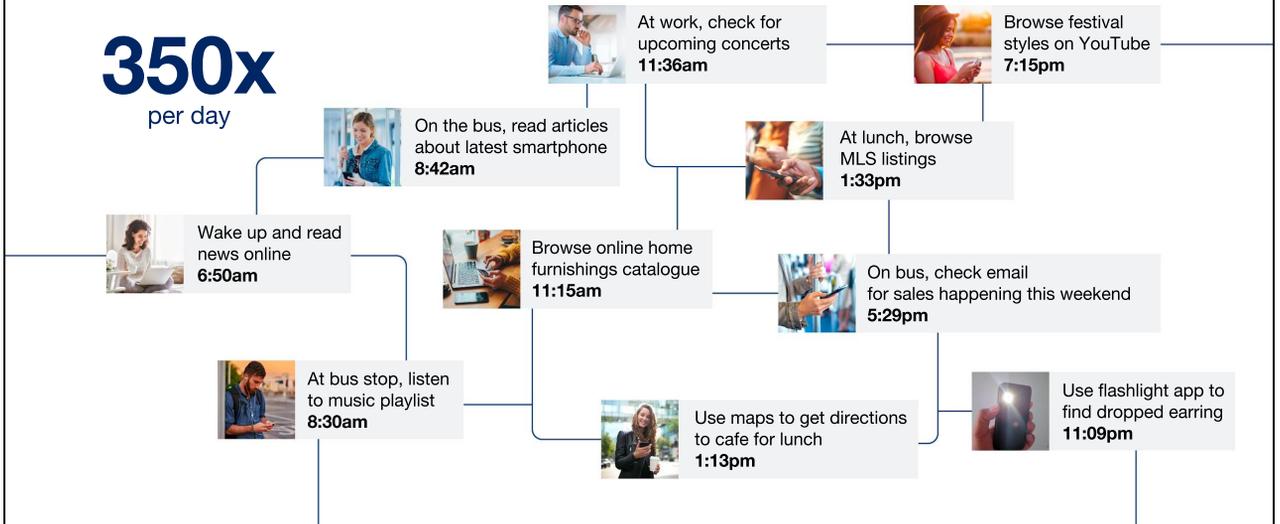
MICRO- MOMENTS



- Micro moments.
- Please take a look at the following short video as it helps to illustrate what micro moments mean in a really neat way. I hope you enjoy.
- https://www.youtube.com/watch?v=mNltt5_LbG8

On Average, We Have **350 Micro-moments** Every Day (and it's only increasing)

350x
per day



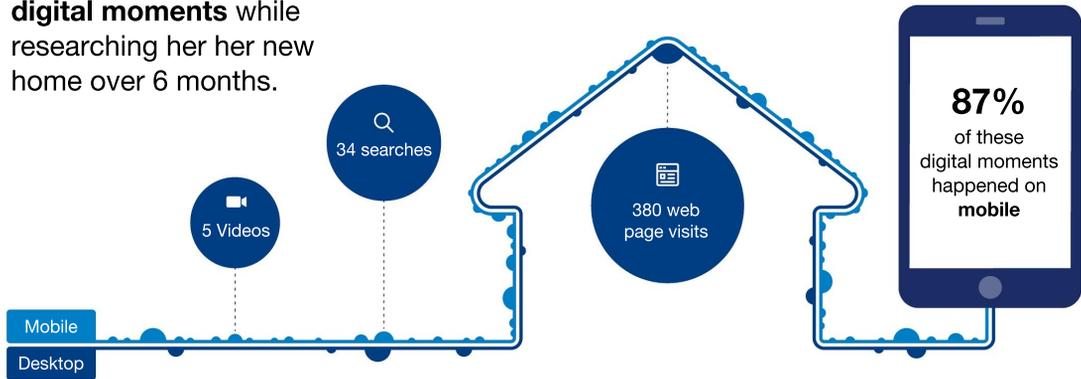
- On average, we have 350 micro moments per day... and that number is rising. That means that there are 350 moments of potential consumer engagement EVERY DAY.
- So, what are micro moments, aside from a catchy Google term? Well, micro moments are those little stops in your day when you are thinking about doing something, buying something, fixing something, going somewhere, eating something... basically, thinking about making a change or decision.
- Let's take for example, you wake up, check the news, then you're waiting for the bus so you pull out your phone hit your spotify app and choose some tracks, then you get lost on the way to meeting some clients for lunch and open maps to figure out where you're going, and then you accidentally drop your earring on the way to bed and use your flashlight to find them hiding under near a slipper.
- These are all micro moments. Every time you use your phone, it's a micro moment. That in itself is a **gold mine** for digital marketers.

What does this mean for RESNET and for **you**?

- So, I know what you're probably thinking now... what does this mean for us? This means that we can now see these micro moments as 350 opportunities to engage with the consumers and builders in order to better educate, create awareness, spark demand, and maintain relevance. It is all about inserting ourselves in to this cycle and placing the HERS index into the forefront of the home buying process. Which brings me to...

Moments Changing the Consumer Journey

Amy had **approx. 900 digital moments** while researching her her new home over 6 months.

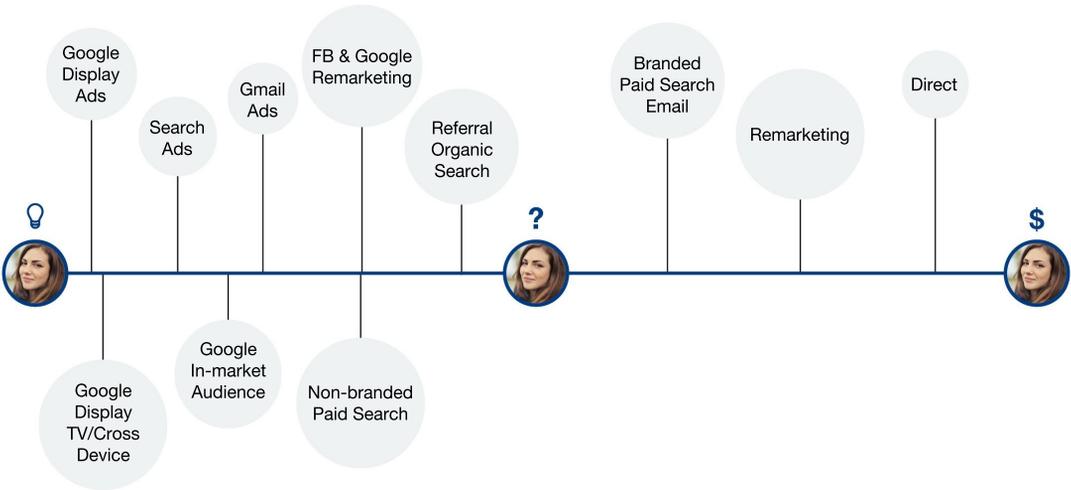


- ... the consumer journey.
- As you saw in the video we watched, the consumer journey is vastly different from what it used to be. The current consumer journey is filled with tons of little moments of engagement throughout the day as we now have **constant** access to technology. For example, let's say Amy is looking to buy a home. Over the course of the next 6 months, she will interact with approximately 900 different points of research through a variety of different sources. Amy will not only go to specific travel sites or publications on her computer looking for specific information; there are also those moments we looked at earlier, such as on the bus, during her lunch break, even in the bathroom (come on admit it) where she will pull out her phone or tablet and briefly interact with YouTube videos, searches, and other web content; even text messages count. All of this ultimately contributing to her final decision.

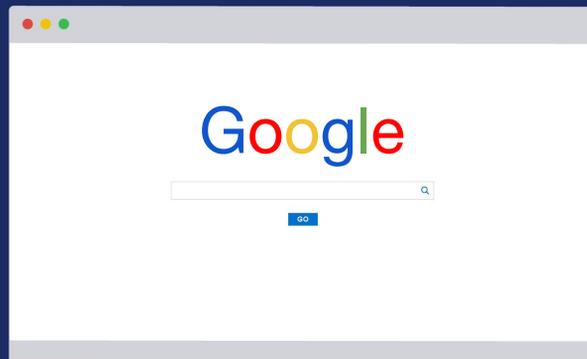
THE PLAN

- So, why is a marketing plan needed?
 - Think of the marketing plan like a map. Years ago we would rely on a paper map to get us around, but there were flaws in that system. A paper map is only as up-to-date as the time it was published; not to mention that it cannot provide us with any details regarding traffic, construction, accidents, or anything else that may delay or re-route our journey. But how many of you use Google Maps, or Waze, or Apple Maps... or any other map application? The difference now is that these apps are updated in real-time based on the actual collected data. This means that they can redirect and tell us what is happening **as it happens** to make our trip more efficient.

Consumer Path to Purchase



- This is how we approach our marketing strategy. Instead of casting a large net over a general space, or using a paper map, we use analytics to capture the real behaviour of consumers so that we can engage with them in a much more **effective** way. We can then build and refine how we approach and target these consumers along the way; similar to how Waze creates a new route when they see an accident up ahead.
- Over the past several months we have been we have been rigorously combing through all existing sources of data in order to better understand where we are at now, and what we can do to drive consumer awareness of the HERS rating up. It is by using this data that have created a thorough strategy with the goal of **increasing the demand for HERS** at the forefront of our intentions.
- So all this being said, let's get into some of the nitty gritty of the plan itself and how we are going to educate the consumers, support the builders, and empower the raters. Starting with...



- ... Google. There are several facets to the Google plan, all of which naturally rotate around analytics. Based on information collected about the behaviour and interactions, we will target the consumers using several methods.
- Understanding Micro-moments or how we reach for our phones instinctively to accomplish our everyday tasks is at the heart of our marketing plan this year. And as many of us already know and can relate to, these moments often start with a Google search or the use of one of many free Google services. This data is a rich source of consumer behaviour providing us with valuable insights that we have relied on for crafting our digital strategy this year.



- Google's dominance of search is unquestionable, currently over 90% of search online happen on Google and that equates to million, trillions of "micro-moments" per user that often start as we saw in the video - I want to go there moments - when we use our Google maps, I want to know - Google Search or Google assistant, I want to do moments - DIY Video on youtube.
- This presents us Marketers with invaluable opportunity, with little help from data we can journey alongside consumers from the very first time they thought of buying a house, as they searched for properties on google search, as they discussed it with friends and family most likely on an android phone (42% share in US) or Facebook, mailed their agents using a service like gmail. Checked out prices using an app or website, looked at the direction using Google maps, It's hard to deny that our lives more than ever before are online

Offline Purchase Decision

Discussed with family/friends/colleagues



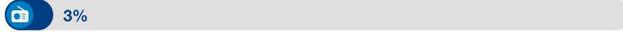
} Gmail ad targeted to context

Viewed TV programs/ads

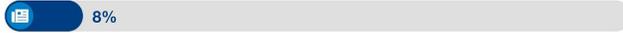


} Google Display ads targeted to mobile devices. An average user simultaneously browse mobile phones while watching TV. Timing ad delivery with home reno or buyers show to spread awareness.

Listened to radio programs/ads



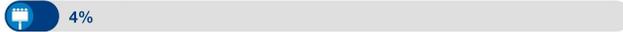
Read printed materials



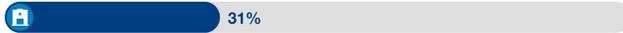
Met with salesperson/company representative/consultant



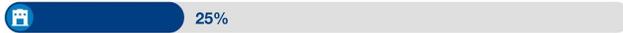
Saw billboards/posters



Researched in brand's store



Researched in retailer's store



} Google Keyword Placement ads targeted to builder/realtor names.

Researched in store (brand or retailer)



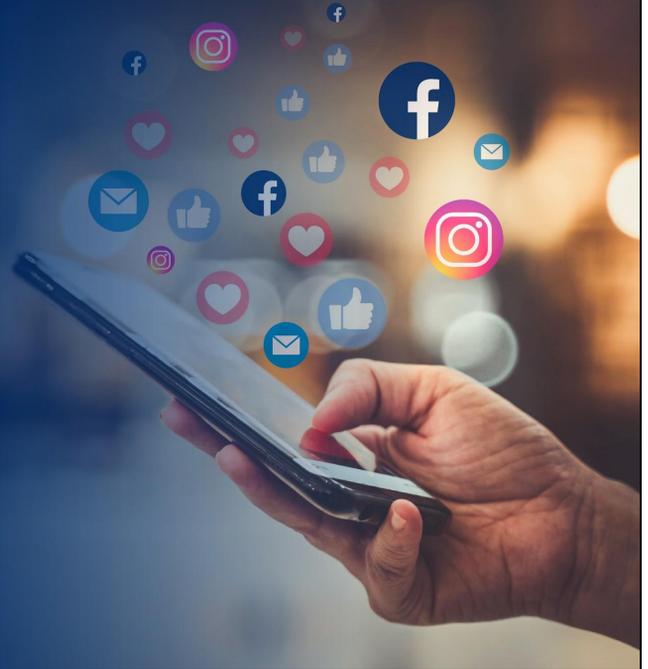
Discussed with other people



- Our always connected lives leave behind gigabytes of digital footprints as we shop for products online, pay our bills, chat or in our case Amy who is interested in buying a house in near future, to do that she will likely read reviews, check out locations and prices before making a decision. Google has over the years has gathered wealth of consumer journey data from users who are on path to purchasing a home. We compiled this data in to charts like the one here to understand the most significant online and offline factors that influence a home buyers purchase decision. A bar chart in this slide represents the offline factors
- But today we are choosing to share only the Offline factors with you. For two reason, First, because online factors, by which we mean user activities like reading reviews and rating, comparing prices, location search are easily trackable online and thus targetable, second, we learnt from the data that one key offline factor - discussion with family, friends and colleagues had significant influence for 35% of users in eventual decision to buying a home. We thought wouldn't it be cool to design a campaign that first identified the users, and then based on the context of conversation with their family and friends made them aware of Hers Index rating at the right moment. Hence the Gmail targeted ad campaign.
- To those interested in the quality of data - this above chart is composite data from both online channels + consumer surveys in North America

- from 2017-18
- As we mentioned earlier that our marketing plan objective was to spread awareness of Hers Index to new home buyers and to accomplish that we had to do some out of the box thinking. The questions we asked ourselves, would our marketing plan still work if some user predominantly relied only on the above (that is the offline factors) to make a decision to purchase a home? With that in mind we wanted to ensure that as many offline influence points in this slide could be targeted by our digital campaigns.
- Our research showed that 5% of users who bought a house watched home improvement shows like fixer upper by Joanna gaines or something more specific to Atlanta (Flip or flop on HGTV), but how do we get in front of these users at the right moment without buying expensive TV commercial spots? A little insight into our modern TV viewing habits helped, we realized we rarely just watch tv now a days, most of us tend to multi-task on our mobile and tablet at the same time. We want to use this insight to sync the deliver of our ads on the hand held devices as users watch certain shows. Pretty cool isn't it.

**Facebook.
Instagram.
Email.
Etc.**



- Any comprehensive digital marketing plan has to consider Facebook in the mix, with 214 million users and 20% of digital spend in US, Facebook represents an incredible opportunity for us to drive Awareness and increase Hers Index adoption.
- Central to our FB marketing this year is to create a Hers Index FB page one that is separate from RESNET.
- Since FB has access to so much of our personal info including our interactions, content of our messages, and just by how much it knows about our daily lives, it's the most targeted form of advertising out there. FB groups all it's users into audiences, basically group people by age, demography, location, by interest in particular topics or even a fan of particular sports teams. For our FB strategy we are interested in one particular set of audience that FB calls "life events". Some examples of the **life events** include marriage, changing a job or buying or moving to a new home.
- We want to capitalize on that, one among many strategy on FB is to identify life event audiences interested in buying a house and remind them of the importance of Hers Index rated homes.
- FB also has other audience types that we think represent great opportunity - audiences such as First-time Home Buyers, Sustainable homes, Starter homes, real estate investing.

Email Marketing

- Third part of the marketing plan is to continue to use Email channel to empower the raters. A channel that has shown lot of promise in the last few years of its use. We want to take it further. Building on the feedback from various team members who have worked on email campaigns in the past this is our plan of action. This year we want to leverage data to first build an (OKR) framework and then use data driven insights to increase the programs reach, open rates & email response rates, with particular emphasis to improving the quality of welcome emails.
- Why particularly the Welcome emails? Ideally, welcome emails get the relationship started on the right foot. Research shows that people who don't read welcome message tend to read fewer subsequent messages. This is what all great welcome email do - Full fill a promise, Set the stage/expectations for the future of the relationship with the brand (i.e. what you offer your audience?), share guidance on what they can/should do next.
- Further data shows that welcome emails have an open rate of 14% compared 2.7% of other mail that makes 86% more effective than standard newsletters and the ones that do have offer they generate 320% more revenue than promotional emails

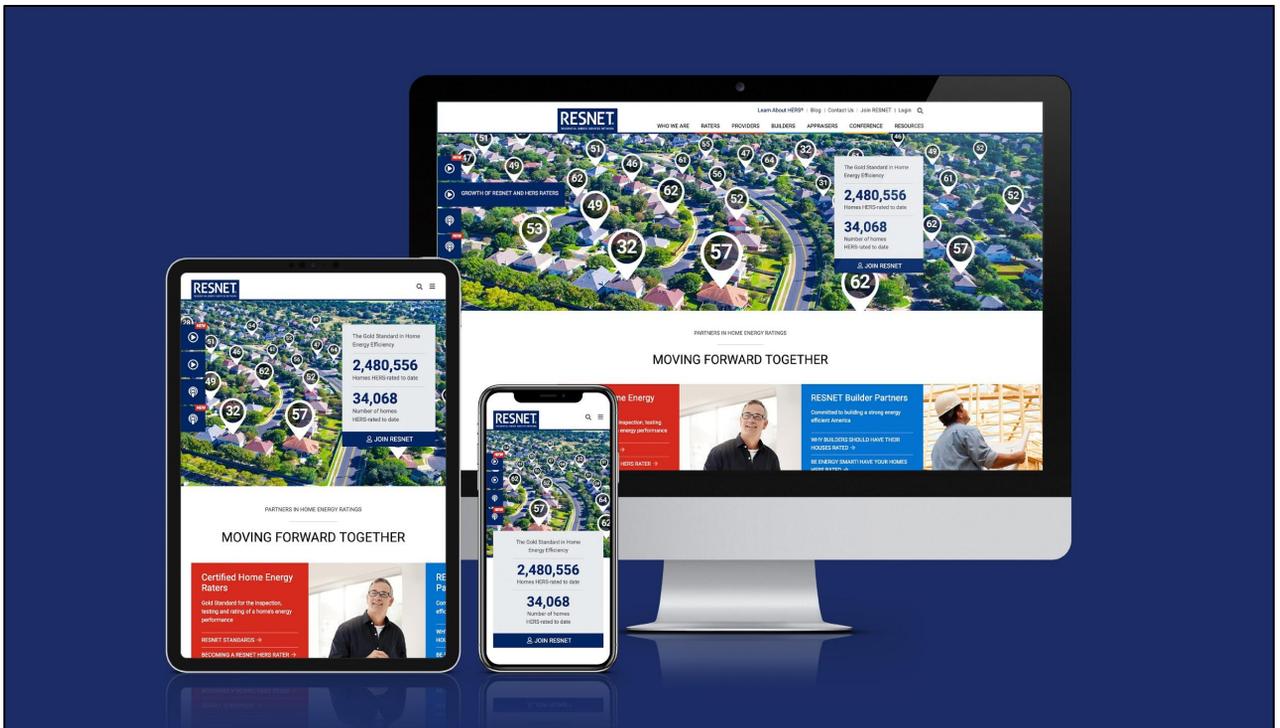
PILOT PROJECT: ATLANTA & AUSTIN

All Residential Listings Sold in Atlanta & Austin – 2018



Data Source: GMLS.com for Atlanta & Realtyaustin.com for Austin

- On top of all of our national efforts, we have decided also to create a pilot project focusing on Atlanta and Austin. We chose these two cities based on extensive research, feeling that there is a lot to gain on either end. We will be digging a bit deeper with our targeting efforts in these areas to be able to take more chances and better monitor what works. We will also use seasonal trends in real estate to dictate the strength and direction of our energy. This way we can start rolling out key learning to the rest of the cities and states across America more effectively in subsequent phases.



- Last but certainly not least, we are giving RESNET the facelift that it needs to bring it into the future. For the past several months we have been working on a brand-new professional site that will take over the entire resnet.us domain, where you will be able to find all the information you are looking for, along with resources, articles, documents, infographics, and more right at your fingertips! So now resnet.us will be entirely for you. This new website is expected to launch very soon, so keep your eyes peeled for an official announcement. In the meantime, you can see a sneak peak on this slide - along with the updated branding style throughout this presentation. We are also creating a new consumer site at hersindex.com that will go hand-in-hand with all of the marketing efforts we discussed today. This new site will be strongly focused on supporting our marketing efforts and creating and sustaining a demand for the HERS Index. It should be up-and-running in the next few months.

Summary

- ✔ **GOAL:** Increase the number of HERS-rated homes across America.
- ✔ Leveraging current technology lead by **mobile-driven MICRO MOMENTS**.
- ✔ Use real-time data to **better communicate** with, and **EDUCATE consumers** through:
 - > Google ads
 - > Organic search
 - > Facebook
 - > Email
- ✔ **Growing DEMAND** for HERS-rated homes.
- ✔ **Pilot plan:** Austin and Atlanta to be rolled out to the rest of the United States over time.
- ✔ Two brand-new, responsive websites for **professionals and consumers**.

- To summarize some of what we just discussed, with the understanding of the need to increase the number of HERS-rated homes across America at the top of mind, our plan is to leverage the current state of technology with mobile-driven micro moments leading the way.
- We will utilize real-time data in order to better communicate with, and educate, consumers through mediums such as Google ads, organic search, Facebook, and email - driving the **demand** for HERS-rated homes up; and ultimately encouraging a snowball effect with builders and raters to follow suit.
- We will enable a pilot plan with Austin and Atlanta to be able to stretch our resources further, take more chances, and gain better insight to be rolled out to the rest of the United States over time.
- And we will be bringing two brand-new RESNET websites to life to better support your efforts and consumer engagement.

THANK YOU



- Thank you for your interest in the 2019 RESNET Marketing Plan! If you have any questions regarding your own marketing efforts, please feel free to contact me at natalie@the4d.ca.