

# ADVERTISING PLAN - UK Green Deal 2020 by Natalie Greener ('GRANT')

## 1. GOAL

This advertising plan will set the tone for the green energy grant social media campaign by Meter Check UK in partnership with My Utility Donation (Feb 2021). The advertisements' goal is to get more leads and websites visitors. To do this, the ads must target a specific demographic (business owners). Consequently, we are attracting new customers rather than returning which proves a key point to take into consideration when planning the campaign. In addition, specific goals will be set to help measure the success rates and important considerations for the planning of future campaigns. Examples of this include; a 25% increase in social media traffic from March to May of 2021. We are aiming for one - three ads a week that are adapted to fit the budget. The key word in this ad campaign will be '**GRANT**'. The aim set by Directors focuses on new leads and do not request specific goals however, they are included in the plan to help ad analysis at the end of the campaign.

## 2. BUDGET

The budget set by James Scott (Director) is £15 a week. This will be paid by Meter Check UK when ads are signed off. As a result, each ad campaign must be manually adapted to improve from the week prior. Existing ideas include: to run **March - July 2021**

- Ad for leads created on Facebook (includes an information form for customers)
- Regular post promotion ads that are updated weekly and improved based on statistics (trial-and-error strategy to establish what works with our audience as the pages have not been active long enough to have clear audience profile from statistics)

These formats can be adapted to fit time scale and budget. Despite running for a long time, they will be created on a weekly basis to ensure our campaign can adapt with the social media climate. For example, one may focus on Facebook to then explore other social media platforms. To stay in tune with the ever-changing trends, adaptability is key. Therefore, this plan may be subject to change.

## 3. DEFINE YOUR AUDIENCE

Meter Check UK's green deal initiative focuses on business and properties that use over 30,000 units per year. Specifically, the campaign must focus upon shops, restaurant, café, bar, pub, cinema or live music venue, assembly or leisure property – for example, a sports club, a gym or a spa. In addition, Care Home, Medical Practice, Hospitality property – for example, a hotel, a guest house or self-catering accommodation, Industrial or manufacturing unit, Office, Religious or other community facility and Private Educational Institution are eligible. Thus, the ads must be concise yet differentiate from energy industry competitors in order to capture the busy target demographic. Research into this shows that a basic colour pallet of the primary colours fits the attempted brief most efficiently - bold and simple to get to the point.

## 4. FEATURED SERVICES

The featured service showcased on the ad is a grant that can be awarded to businesses for switching to green energy. We are highlighting that this community focused act of going green and environmentally aware can in fact be rewarded financially.

*"We want to enable business owners to take the vital early steps needed for us as a country to reach our 2050 'zero' carbon emissions target. My Utility Donation in partnership with Meter Check UK are providing UK businesses and charities with grants of up to £75,000 for simply committing to green energy.*

*Going green doesn't mean having any extra equipment installed and in many cases you don't even have to change your energy provider. It's as simple as flicking a switch and in no time you are using clean, renewable energy which is becoming cheaper to produce every day.*

*It's completely free to check your eligibility and it's easy to get enrolled, just give us a call or request a DocuSign from above and a member of our team will be in touch!" - ukgreendeal.org*

## 5. SWOT ANALYSIS

	<b>STRENGTHS</b>	<b>WEAKNESSES</b>	<b>OPPORTUNITIES</b>	<b>THREATS</b>
<b>Community Interest Company certification (CIC)</b>	CIC - Community Interest Company is a USP of Meter Check that establishes a sense of trust through certification. This can be utilised for when people want to check the validity of the ad.	This is something we shouldn't prioritise on the ad. Consequently, the CIC information is redundant on the ad themselves. However, it will be crucial when building brand identity.	We could generate organic leads through displaying the CIC more on all social media profiles. This is an opportunity to capitalise on the certification despite it being something used after the ad has been consumed. (Organic SEO)	Are the target demographic aware of what a CIC is? In addition, we don't want to take focus away from the service itself.
<b>Facebook Custom Ads</b>	We can custom this to business owners - match the audience profile. Alongside this, we can adjust the time frame and daily spend to fit within budget.	We have not got enough social media analytics to accurately create a demographic - it would be mostly guess work.	A feature of a Facebook ad with the aim to 'get more leads' is that the creator can request information from audiences within the ad itself. This will make it easier to chase up leads generated from the campaign.	Can we miss sectors of our target demographic without the right data? To avoid this as much as possible, regular analytics updates need to be made to the custom Facebook Ad audience.
<b>COVID 19</b>	We can offer a means for financial support during tough times. In addition, with regulations lifting, there will be more business wanting to get back to normal.	"Too good to be true" conundrum. Without total transparency, trustworthy online identity and the right information, people may dismiss the ad thinking it's false or a scam.	We can support the business through reopening after COVID. This is an opportunity for Meter Check UK to create the target of a community-focused brand identity that cares about local businesses.	Covid has also shut a lot of businesses so ad content has to be sensitive to those who have suffered from the pandemic.
<b>Green Energy</b>	"Two Birds, One Stone" through helping businesses AND the environment. This provides an additional motive for interaction alongside financial gain.	This is a niche industry very few are aware of. Consequently, the message must be clear and not over explanatory.	An additional Facebook ad campaign can be created to target environmentally bifocal business who focus on that as a USP.	Could we lose the message in the ad?

## 6. KEY DIFFERENTIATORS

When promoting Meter Check UK, the ads must focus on what makes them different from the competition. As shown in the SWOT analysis, the Community Interest Company certification can be utilised in the formation of brand identity. In addition, financial benefit to the consumer of the ad is a huge grabbing point for potential leads. However, we must ensure that we represent ourselves accurately on social media to keep the lead post enquiry (where the CIC comes into action). In addition, the environmental message of the energy grant presents a social enterprise operating style. This is more appealing to the public as it validates the reasoning behind the grant and why it is available to them. As a result, we must exploit the differentiators in the advertising campaign, utilising on emotional capital.

## 7. PLAN (subject to change)

Within the first week of executing the plan, initial content will be produced that promotes the grant. These do not have to be within the Meter Check branding but must have a cohesive look and synergy amongst them as a campaign. These will be adapted, with the audience settings being customised and updated regularly. This campaign should become active in March and primarily on the Facebook platform. It will be important to try new techniques to find out what works - we can then move to integrating them into future campaigns. This digital advertising strategy relies upon clear and well embedded ads within Meter Check UK's social media .

## 8. LOW-COST METHODS

The long-term goal of this social media campaign is to generate a considerable amount of new leads as well as word of mouth organic advertising. Meter Check UK can run a digital social media campaign for low costs through the custom aspect of advertising through social media platforms. A possible additional campaign to explore would be interactive ads e.g. competition or questionnaire. It is vital that we include branded hashtags that create a visual link amongst ads. These low-cost actions naturally support the advertising plan.

## 9. LAUNCH

The main priorities of this ad campaign are crucial when keeping everything consistent across all mediums and channels - in both messaging of **GRANT** and branding e.g. colour schemes and hashtags. All static images should mirror social messaging copy, which should then transgress to any further platforms.

## 10. ANALYSIS OF RESULTS

We must assess the success of the campaign through analysis of audience interaction. Through analytical study of growth in media accounts and new leads, adjustments and edits can be made on an ongoing basis. This data must be utilised and the results put into action in future ad campaigns.